



**To:** Argentum Board of Directors, Executive Advisory Board, Member CEOs

**Cc:** Argentum State Partners

**From:** James Balda, President & CEO, Argentum

**Re:** March Member CEO Briefing

**Date:** 3/31/2017

---

We are busy preparing for the **2017 Argentum Senior Living Executive Conference** in just a few weeks, which is sure to be another fantastic opportunity for senior living professionals to come together from across the country. I know many of you are planning to join us for the conference, and we look forward to seeing you in Nashville. Special thanks to those who are speaking at the Conference including those participating in our new Insights from the C-Suite track this year:

- Michel Augsburger (*Chancellor Health Care*)
- Chris Bird (*Brookdale*)
- Jack Callison (*Enlivant*)
- Milton Cruz (*Insignia Senior Living*)
- John Damgaard (*MatrixCare*)
- Aaron D'Costa (*Symphony Senior Living*)
- Jon DeLuca (*Senior Lifestyle*)
- Craig Griffin (*Yardi*)
- Judd Harper (*The Arbor Company*)
- Jason Hazel (*Fox Rehab*)
- Joe Jasmon (*Shepherd Senior Living*)
- Ed Kenny (*LCS*)
- Eric Mendelsohn (*NHI*)
- Angela Miller (*The Justus Companies*)
- Joel Nelson (*LCS*)
- Bill Pettit (*R.D. Merrill Company*)
- Bob Probst (*Ventas*)
- Randy Richardson (*Vi*)
- Loren Shook (*Silverado*)
- Wendy Simpson (*LTC Properties*)
- Charlie Trefzger (*Affinity Living Group*)
- Mitchell Warren (*The LaSalle Group*)
- Chris Wettig (*Legend Senior Living*)
- Patricia Will (*Belmont Village*)
- Mark Woodka (*OnShift*)
- Margaret Wylde (*ProMatura Group*)

Thank you for your partnership and for providing your invaluable perspective.  
([argentum.org/conference](http://argentum.org/conference))

Please consider encouraging your company's executive directors to register for the **Executive Director Leadership Institute** held in conjunction with the Conference. The rigorous three-day educational experience is designed specifically for executive directors, focusing on mission critical topics and real world application. ([argentum.org/edli](http://argentum.org/edli))

I want to extend a warm welcome to the following new owner/operator members of Argentum: **Americare Senior Living, Dial Retirement Communities, Ebenezer, Inspirit Senior Living, Juniper Communities, Kindred Healthcare, Knute Nelson, Osprey Lodge, Retirement Community Specialists, Schonberg Care, Senior Housing Global Advisors, Stoney Brook**



**Senior Living, The Waters Senior Living, Veranda Senior Living, Vista Prairie, Vitality Senior Living, Wentworth Senior Living, and Westmont Living.** We appreciate your support and look forward to your collaboration.

This month, we saw a significant legislative victory in Kentucky; on March 16, Governor Matt Bevin signed into law **KY SB 4, An Act Relating to Medical Review Panels**. This law establishes a medical review panel system for use in civil litigation relating to health care providers, including assisted living and personal care home providers. Malpractice claims against healthcare providers covered in this law will be reviewed by a medical review panel, which serves as an administrative body to determine if a case involves malpractice before proceeding to court. Congratulations to Argentum state partner, the Kentucky Assisted Living Facilities Association (KALFA), who actively supported the passage of this legislative initiative. The law is expected to go into effect by July 1, 2017.

As a reminder, if your **annual membership** expired March 1, please be sure to complete the Argentum membership renewal process to continue receiving access to member-only benefits. If you have any questions, please don't hesitate to contact Kari Horesky, Director, Member Services, at [khoresky@argentum.org](mailto:khoresky@argentum.org).

Also, just over two weeks remain before the spring application deadline for the **Certified Director of Assisted Living (CDAL) exam**. Applications will be accepted through April 15 for the testing window ending May 31. ([argentum.org/slcc](http://argentum.org/slcc))

Finally, the annual **Alzheimer's Association Brain Ball** is on May 5 in Washington, D.C. Each year, the event is held to support efforts in finding a cure for Alzheimer's. This year, Arnie Whitman, founder and chairman of Formation Capital, a leading equity investor in the seniors housing and care industry, is being honored at the event. He is focused on making this honor a tribute to his mother who he lost to Alzheimer's. For those interested in raising funds in memory/honor of someone, you can create your own [crowdfunding campaign](#) or you can [donate directly to the cause](#). (<https://www.alznca.org/>)

## **CALLS TO ACTION**

- Renew your **Argentum Membership** | Email [khoresky@argentum.org](mailto:khoresky@argentum.org)
- Register for the **2017 Argentum Senior Living Executive Conference & Expo** | [argentum.org/conference](http://argentum.org/conference)
- Participate in the **Certified Director of Assisted Living Campaign** | [argentum.org/campaign](http://argentum.org/campaign)
- Download the **2016 Argentum Year-in-Review** report | [argentum.org/2016yearinreview](http://argentum.org/2016yearinreview)
- Support the **Alzheimer's Association Brain Ball** | [argentum.org/brainball](http://argentum.org/brainball)



As always, thanks for your continued support of Argentum’s programs and initiatives; together we can raise the bar of excellence for senior living.

## **ARGENTUM ADVOCATES**

With the failure of the effort to repeal and replace the Affordable Care Act, attention will turn to tax reform, the continuing resolution for FY 2017 that expires April 29 (which, if not addressed, could lead to a government shutdown), and the budget for FY 2018.

### ***Arbitration Case Declined by Supreme Court***

Just this week, the U.S. Supreme Court declined to review an arbitration dispute (Taylor v. Extencicare Health Facilities, Inc.) between a community and the family of a deceased resident. The dispute involved the family of a resident who passed away in April 2012 during her stay at the community; the family filed wrongful death and survival claims against the provider a few months later. The Supreme Court’s declination leaves in place a September 2016 Pennsylvania Supreme Court decision, requiring the family to arbitrate with the community over survival claims.

### ***PAC Engagement***

The Argentum public policy team has been actively attending PAC events for key legislators in Washington, D.C. These events are an excellent opportunity to get quality facetime with leaders in Congress. During the first quarter of 2017, Silver PAC has supported Sen. John Cornyn (R-TX), Sen. Marco Rubio (R-FL), Rep. Charlie Dent (R-PA), Rep. Phil Roe (R-TN), Sen. Claire McCaskill (D-MO), Sen. Lamar Alexander (R-TN), Sen. Ron Johnson (R-WI), Sen. Tim Scott (R-SC), Sen. Bill Nelson (D-FL) and Sen. Richard Blumenthal (D-CT).



*Alexis de Armas, Argentum’s director of government relations, and Rep. Phil Roe*



*Paul Williams, Argentum’s vice president of government relations, and Sen. Marco Rubio*

### ***2017 Argentum Public Policy Institute & Fly-In***

Save the date for the 2017 Argentum Public Policy Institute & Fly-In: engage with lawmakers, hear from policy experts, and learn how to make a difference in senior living today and for the future. This year’s event will take place September 12-13, 2017 at the City Club of Washington and on Capitol Hill in Washington, D.C. ([argentum.org/ppi](http://argentum.org/ppi))

To stay up-to-date on proposed legislation that may affect the state(s) in which you operate, please refer to our website to find our member-only legislation watch list. ([argentum.org/statebills](http://argentum.org/statebills)) You can also access member-only monthly Advocacy Reports online. ([argentum.org/advocacyreports](http://argentum.org/advocacyreports))



## **ARGENTUM INNOVATES**

Argentum continues to provide the latest news, research, and reports impacting senior living.

### ***Year-in-Review 2016***

Argentum recently published a 2016 year-in-review featuring the association's ongoing efforts to represent our members and provide support in working to improve the future of the industry. Argentum delivers member values in three key areas: advocacy, education, and innovation; these are the means to addressing the critical imperatives facing senior living.

([argentum.org/2016yearinreview](http://argentum.org/2016yearinreview))

### ***Argentum Quarterly***

*Argentum Quarterly* is being introduced to members this year as a publication rich with original research and thought leadership. The first issue of 2017 will publish soon featuring an in-depth look at how innovation in memory care can be put into practice and how Memory Cafés are cost-effective models for reducing social isolation for those with memory decline. Thanks to MatrixCare for their partnership in supporting the development of cutting-edge education and research programming focused on quality measures and memory care programming in senior living.

## **ARGENTUM EDUCATES**

Argentum continues to develop opportunities for you and your colleagues to learn from industry peers, share best practices, and hear from leading experts on a host of issues impacting the industry.

### ***2017 Argentum Senior Living Executive Conference & Expo***

Over 2,500 executives from across the nation will convene in Nashville May 1-3 to advance excellence in senior living through executive education, networking, and problem solving. We've assembled more than 80 speakers including keynote speaker, George Blankenship, who has more than 30 years of retail and real estate experience and served in senior executive positions with Apple, GAP, and Tesla. You'll also find speakers from Google, The Youth Movement Against Alzheimer's, MIT AgeLab, and many more. Visit us online to learn more about the conference schedule, sessions, and speakers, and what sponsorship and meeting space opportunities are available. ([argentum.org/conference](http://argentum.org/conference))

### ***Certified Director of Assisted Living (CDAL) Campaign***

We continue to ask for your support in committing to the effort of putting your qualified executive director's through the CDAL credentialing program. Registration is still open for the spring testing period; please find important dates of note below. ([argentum.org/campaign](http://argentum.org/campaign))

- April 15, 2017 – Application Deadline
- May 1, 2017 – Late Application Deadline (\$50 late fee)
- May 31, 2017 – Testing Period Closes



**2017 Argentum Symposia Series**

Please be sure to save the dates for the Argentum Memory Care Symposium (*sponsored by MatrixCare*), June 20, and the Argentum Workforce Development Symposium (*sponsored by OnShift*), September 14, this year. Both will take place at the City Club of Washington in Washington, D.C. ([argentum.org/symposia](http://argentum.org/symposia))

