

THE GREEN HOUSE® Project

proven tools, resources and partnerships



Winter 2007-2008

In the Spotlight!

THE GREEN HOUSE® Project is the focus of a special web profile by the Robert Wood Johnson Foundation. *“A Place to Call Home: An Innovative Approach to Long-term, Skilled Nursing Care,”* highlights the success of The Green House® Project at Tabitha, sponsored by Tabitha Health Care Services in Lincoln, Nebraska. Visit www.rwjf.org to see video clips (click on “Enter Grantee Profile” from the home page) and to read Tabitha’s story: “Returning Control and Dignity to Elderly Residents” (click on “Info” tab).

Nebraska Honors Tabitha Green House® Project

On September 20, 2007, The Green House® Project at Tabitha, sponsored by Tabitha Health Care Services in Lincoln, Nebraska, was recognized by the Nebraska Health Care Association (NHCA) and the Nebraska Assisted Living Association (NALA) for its Outstanding Achievement. Presented at the NHCA Inspirational Awards Luncheon, this award was designed to recognize a facility for a significant achievement in long-term care. The Green House® Project at Tabitha was selected from a much larger pool of approximately 70 nominations.

The nomination form suggested an organization demonstrate either a creative, successful, innovative, cost effective, or quality of achievement program before considering application submission. The Green House® Project at Tabitha met all of these standards. "Nine



Shahbazim celebrate Tabitha's first anniversary

out of ten residents have shown clinical improvements since they moved to The Green House® Project at Tabitha, including weight gain, improved stamina, and increased ambulation. These positive gains [borne from Minimum Data Set (MDS) scores and smiles] impact Medicaid and Medicare dollars and health care costs overall," reported Vice President of Strategic Planning and Green House® Guide Joyce Ebmeier. "Most important, the quality of living has dramatically improved for all of the Elders and their family members."

Before opening its doors to the Lincoln community in May 2006, Tabitha Health Care Services, the nation’s second Green House® community, began laying the framework for the future of nursing home care. The Green House® Replication Initiative honors Tabitha for truly transforming their house into a home, and continues to build upon this winning foundation with every new project.

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For more information, visit: www.ncbcapitalimpact.org/thegreenhouse or call Marilyn Ellis at (703) 647-2313
The Green House® Project is a partnership between:

In their own words... Reflections of Green House® Shahbazim



Partnership: Elder & Shahbaz at The Village of Redford Redford, MI

Dedicated **Shahbazim** make a difference in the quality of life of Green House® elders every day. They take very seriously their mission to project, sustain, and nurture the elders in their care. Several Shahbazim took time from their busy schedules to share their thoughts and experiences, and to reflect on what it means to be a Shahbaz. (See boxes – These are actual postings that appeared on the Shahbazim’s discussion board on the members’ only Green House® Forum).

Top Priority: Memory Support Services at Asbury Park

Asbury Park, in Newton, Kansas, opened its first Green House® home on October 9, making it the 12th operating Green House® campus in the country. The first of four houses in development, the home exclusively serves elders in need of Memory Support services. The next three homes will open in 2008 and will house a mix of elders with different acuity levels. "We're growing and learning," says Gary Cook, the Guide at Asbury Park. "The staff is learning to become a team. It's an ongoing process, but we're definitely learning to appreciate each other." Asbury Park's third and fourth Green House® homes are scheduled to open in February and April, 2008.

Building “Green” at Porter Hills

Porter Hills, in Grand Rapids, Michigan, will be the first Green House® home to be LEED certified as a truly "green" project. They are building two Green House® homes, scheduled to open late spring 2009. Not only are they building "green", but Porter Hills has also been very inclusive in their architectural process, with high participation and involvement from the elders on their campus in a design charette, thus ensuring the elders’ and staff’s viewpoints and ideas were considered in the creation of their Green House® home schematic designs. Porter Hills also went a step further by conducting a “building green” charette for competing architectural firms.

“Our home is lovely and we just made it through our very first Christmas party. It was amazing how everyone cipped in with food and presents for all our Elders. Our Elders laughed and cried because they did not realize how much they are loved and cared for. I think they finally realized that they are truely home and that they get to stay. It was a real fear for some of our Elders that it was too good to be true and that they would have to leave. I think they finally understand.”

“I will never forget the first morning after the move in. I am the overnight Shahbaz, and I was so eager to see everyone's reactions when they woke up in their new home! Well, to make a long story short, no-one even got up, and that's still how it is today. The Elders will set your pace, and you will learn to adapt to their needs-not the other way around as it is in most institutions. I have worked in nursing homes, assisted living and home health...and I can say without a doubt that this is one of the toughest jobs, and I wouldn't trade it because it is also one of the most rewarding”

“just yesterday one of the elders said to me you really like it here dont you i said with a very big smile i sure do and do you like living here and she said who wouldnt.....living and working in the greenhouses are wonderful.....i have been a nursing assistant since 1977 and until now do i feel that this is the way the elders should live”

“here we are the 13th of november and we have now moved in to 2 of the 4 green houses we will have...what an overwhelming day and more to comeour elders are so excited and one of them cried with joyus tears and could not believe that this was her home.....i just hope that i can do the job a head of mei want to do the best i can and i sure hope i will be able to”

Wyoming Welcomes Culture Change

Leaves were not the only thing changing this fall in Wyoming. Earlier this year, Senator Mike Enzi's office contacted The Green House® Replication Initiative (GHRI) with a request to assist the state with culture transformation. After realizing the opportunities for change within aging services, the Senator wished to afford providers the chance to learn more about person-centered care. GHRI accepted Senator Enzi's invitation, and on Tuesday, October 30th, spoke with Wyoming's leaders regarding culture change opportunities with The Green House Project.

Robert Jenkins, Director, and Melissa B. Honig, Project Guide, presented and answered questions during an eight-hour workshop in Casper, where more than 80 attendees joined together to better the lives of Wyoming's elders. The event, co-sponsored by Alzheimer's of Wyoming, also benefited from a panel discussion with The Green House® for Sheridan Project Team, the first Green House® adopters in WY. Participants included members from the Department of Health, Wyoming House Legislature, local and county public health agencies, AARP, and various long-term care providers. Since the workshop, several organizations have expressed interest in becoming early adopter projects, and even more are taking steps to be the change they see in the world.

Measuring Up: Financial and Clinical Benchmarking Systems for Adopters

The Green House Replication Initiative (GHRI) has received a grant from the Robert Wood Johnson Foundation to implement financial and clinical benchmarking systems. The financial benchmarking system, which will be developed by a firm called CoopMetrics, will allow Green House® adopters to compare the financial performance of their Green House® residences with average results across the initiative. The system will make use of each provider's existing accounting system for ease of use. The clinical benchmarking system, developed by a firm called EQUIP for Quality, will enable adopters and GHRI to measure clinical outcomes in Green House® homes and to compare these outcomes with industry benchmarks. The EQUIP software runs off of the Minimum Data Set (MDS) data submissions, so additional data generation will not be required. We are very excited about these systems and believe that they will greatly strengthen The Green House movement.

Green House® Project Makes a Big Splash in Orlando

On October 20, 60 long-term care professionals packed a day-long Saturday pre-conference Green House® orientation workshop at the annual conference of the American Association of Homes and Services for the Aging (AAHSA) in Orlando, Florida. Participants were thrilled to have the Shahbazim and Guides from operating Green House® projects as co-presenters. The eloquence and capacity of the project staff were significant assets in convincing people that the model, as conceived by Dr. William Thomas and around which we all are partnered, really works. Other highlights of the AAHSA conference were:

- Very collegial Green House® round tables with current adopters, designed so that projects could meet each other, share ideas, discuss topics of mutual interest, and provide feedback to the national Green House® Team.
- A well-attended Green House® reception designed to give interested organizations an opportunity to meet leaders in aging services who are embracing The Green House model in their communities and to meet the national Green House® project team.
- 200+ attendees at our two-hour Green House® conference session, "Making The Green House Model Work in Your Community." The panel included representatives from three Green House® projects: Joyce Ebmeier, Tabitha Health Care Services (Lincoln, NE); Karna Rhodes, St. John's Lutheran Ministries (Billings, MT); and Barry Berman, Chelsea Jewish Nursing Home (Chelsea, MA). The discussion focused on the core principles of The Green House model and how flexibly the principles can be applied to meet organizational and site needs (e.g., urban high rise, campus settings, community implementations, mostly Medicaid, mostly private pay, different staffing patterns).

The Green House Project team came away from AAHSA feeling very good and very grateful to be able to contribute to what is taking hold across the country.

The Year in Review: 2007

- **We're Growing!** Eight sites opened 14 Green House® homes in six states, for a total of 13 operating sites. Over 20 additional projects currently are in development in 14 states (five of these sites are expected to open in 2008). For more information, visit www.nbcapitalimpact.org/thegreenhouse (click on *Projects*).
- **Our Message is Clear.** Educational sessions were presented at five major conferences for long-term care provider and stakeholder audiences. In 2007, over 240 organizations (500 participants) attended 14 Green House® orientation workshops. Over the past two years, The Green House® Replication Initiative has reached a total of 500 organizations in the aging network through 36 informational Green House® workshops. Green House® leadership staff also were invited to present to the national Centers for Medicare and Medicaid Services Leadership Summit, a gathering of the leaders of all 50 state regulatory agencies, as well as at the Robert Wood Johnson Foundation's congressional briefing showcasing successful grant-funded innovations in aging.
- **For Your Eyes Only.** This summer, The Green House® Project launched a new Members Only online collaboration forum for Green House® adopters, which allows them to network with their colleagues nationwide. Operating and developing projects can participate in online discussions; post questions on many topics and receive feedback from their colleagues and The Green House Team; share experiences and best practices; and post and download tools, documents, and photos. Staff in each position in The Green House homes also can read transcripts or hear audiotapes from monthly peer-to-peer conference calls.
- **Just the FAQs.** This fall, The Green House Team added a new web page that answers the most frequently asked questions about the model. To learn more, visit our web site (click on *FAQs*).
- **In the News.** The Green House Project garnered positive print and broadcast coverage in the New York Times, ABC News and PBS, as well as numerous local media outlets. Visit our web site for more information (click on *In the News*).

2008 Calendar of Events

The Green House® Project Orientation Workshops

Designed to explain the model to potential adopters, these monthly workshops are held in two half-day sessions at operating Green House® projects in Nebraska, Michigan, and Montana, and include visits to The Green House residences and in-depth conversations with teams from the host training site.

Typical participants include: nursing care and retirement community leadership staff and board members, developers, architects, community-based senior service organizations, advocacy groups, hospitals, senior care management companies, community health centers and other interested individuals. To register, visit www.nbcapitalimpact.org/thegreenhouse (click on *Information & Workshops*).

<u>2008 Workshops</u>	<u>Registration Deadline</u>	<u>Location</u>
February 13-14	FULL- Registration Closed	Billings, MT
March 11-12	February 29	Redford, MI
April 8- 9	March 28	Lincoln, NE
May 7-8	April 25	Billings, MT
June 17-18	June 6	Redford, MI
July 15-16	July 3	Lincoln, NE
August 13-14	August 1	Billings, MT
September 16-17	September 5	Redford, MI
November 5-6	October 24	Lincoln, NE
December 10-11	November 26	Billings, MT

Snapshots: Around The Green House® Community

Welcome Home!

St. John's Lutheran Ministries, Billings, MT



Back to Nature

St. John's Lutheran Ministries, Billings, MT



Convivium

Resthaven, Holland, MI

Reciprocity

Tabitha Health Care Services, Lincoln, NE



Tabitha Health Care Services
Lincoln, NE

Family & Friends



The Village of Redford
Redford, MI



Resthaven
Holland, MI

The Green House® Project Welcomes New Team Members

The Green House Replication Initiative (GHRI) welcomed two new team members in the Fall:

Joanne Won, Project Coordinator, joined the team on October 15. Among her many responsibilities, Joanne responds to inquiries from long-term care providers and others groups that are interested in The Green House model, coordinates monthly Green House® orientation workshops for interested organizations, assists the team with projects that support current Green House adopters, and develops and manages program databases that support the initiative.

Joanne graduated from the University of Maryland with a Bachelor's degree in Sociology and Criminal Justice. Before joining The Green House team, she worked on a large, national study of youth health behavior, funded by the National Institute of Child Health & Development, and was responsible for coordinating the production, distribution, and receipt of all survey materials for 250 schools. Joanne also coordinated the data collection for over 350 youth and parents participating in clinical trials of family management of type 1 diabetes. She has experience in quantitative and qualitative interviewing, designing internet questionnaires, database management, conducting literature reviews, and maintaining quality control of project staff.

Anna Ortigara joined the team on November 12 as the Director of Communications and Outreach. She comes to us from Life Services Network (LSN) where she led the Campaign for Cultural Transformation. LSN is the Illinois non-profit trade association for long-term care service providers and one of the largest state associations in the country. At LSN, Anna led initiatives to persuade and support provider organizations to implement a variety of culture changes initiatives, focusing on leadership and direct care staff. Her experience leading transformational efforts and her resulting network position her well to work with the team and NCB Capital Impact to spread the word about The Green House Project. Anna also fills a critical area for us, bringing the skills of a gerontological clinical nurse specialist to the team. Anna will be working primarily from Chicago and frequently will be on-site in the Washington, D.C., area.

HAPPY NEW YEAR!

From The Green House® Project Team

Robert Jenkins, Director

Ruta Kadonoff, Deputy Director

Andrew Weaver, Financial Director

Anna Ortigara, Communications & Outreach Director

Ed Zareh, Project Guide

Melissa Honig, Project Guide

Marilyn Ellis, Information Specialist

Joanne Won, Project Coordinator