



*The Tree Unites the
Branches; The Branches
Bear the Fruit*

The ORANJ TREE

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The Genius of the ORANJ Experience

by Paul Basham

This past April our delegation from the Wiley Mission Christian Retirement Community in Marlton attended the Spring Plenary meeting at Applewood in Freehold. Recently I was trying to crystalize in my memory what made that event so special.

Was it the gracious hospitality of the Applewood personnel who welcomed us and directed us to the conference room where coffee and pastries were waiting for us? Yes, it was that – and much more. Was it the focus on the 25th anniversary of ORANJ that was founded on May 8, 1991, by Walter Neidhard, a resident of Applewood, and the two-page history of ORANJ in the delegates' packet that also listed the twelve persons who have served as the ORANJ presidents? Yes, it was that – and very much more. Was it the greeting by Virginia Allen, President of the Applewood Residents Association? Was it the welcome speech by Keith Grady, Executive Director of Applewood? Was it the ORANJ President's report by Ron Whalin? Was it the visual presentation by Maggie Heineman, Communication Chair? Was it the keynote speakers Scott McBride, who spoke on medical fraud, and Marsha Greenfield, the Leading Age Vice President, who talked about Medicare legislation? Yes, of course, it was all of these, but it was certainly much more.

In the days since that plenary meeting in Freehold, I kept trying to isolate in my thinking what was so significant about this session. Then it occurred to me. On our way home a few of the delegates were busy talking about what impressed each one. Here are some of their comments:

- "During lunch I sat next to a lady who came with special questions about administrative transparency and I got my answer."
- "We need to share with everyone back in our retirement community this information we heard about medical fraud."
- "I think Ron Whalin is doing a great job as our ORANJ president. I enjoyed his speech."
- "I learned that ORANJ is the acronym for "Organization of Residents Associations of New Jersey. How is it that I never knew that?"

(continued on next page)

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Fellowship Village, *Basking Ridge*
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ORANJ EXPERIENCE *(continued)*

- “I discovered that the first ORANJ Tree publication was in 2003.”
- “I came to get the Bill of Rights for Independent Living and here they are.”
- “I was interested to learn that Lantern Hill in New Providence will be the newest and 26th Continuing Care Retirement Community to join ORANJ.”

All of these comments reflected the genius of ORANJ and helped me understand what was comprised in the “much more” of the ORANJ experience. Whether it was a new idea that was born in a delegate’s mind, or an old myth of continuing care centers being dispelled, or a new friendship with a resident in another retirement center being established, all 150 delegates were returning to their respective centers with fresh courage to tackle some old problems – again.

And I should mention that several delegates said the buffet lunch was fabulous.

LEADINGAGE NEW JERSEY 2015 ANNUAL CONFERENCE

Members of LeadingAge New Jersey are providers of not-for-profit services for the aging. Twenty-one handouts from the May 27-29 conference are available on the [newsline section of the LeadingAgeNJ website](#). Here are links* to four handouts, with additional links to the speakers’ websites:

- [Count the Ways: Social Accountability and Community Engagement](#) — [Holleran](#)
- [Repositioning for Success](#) — [SageAge](#)
- [New Tech for a Healthy Brain, Body, Spirit](#) — [It’s Never 2 Late](#)
- [Data Breach and Senior Living Communities](#) — Gary Gilmore of [wileymission.org](#) + 2 others

*For ORANJ newsletters with live links go to www.oranjccrc.org/publications/

PRESIDENT’S MESSAGE

by Ron Whalin

CCRC Resident Satisfaction: I conducted a quick email survey of 25 New Jersey CCRCs on Quality Improvement Surveys to determine what is being used to survey resident satisfaction. Sixteen of 23 respondents have a survey process. If your CCRC has no survey, you could ask local management to consider doing one.

Springpoint, Erickson and three non-affiliated sites use the services of Holleran Consulting to process annual, semiannual or occasional surveys. Holleran creates standard questions and stores answers in their national database. General categories include Administration, Medical, Daily Living, Community, Dining, General, Demographics and Overall Satisfaction. Using Holleran permits management to benchmark against others in New Jersey and nationwide. I want to encourage everyone to complete and return their surveys so that management will have the data needed to improve resident satisfaction.

Words from the Ombudsman: At the April 20, 2016 Plenary Meeting, NJ Ombudsman Jim McCracken asked attendees to raise their hands (and many did) if their location held a resident survey. He then asked them to raise their hands if management holds meetings with residents to discuss survey results and present plans for improving resident satisfaction. This is not done at some locations.

Next, Jim described his recent meeting with The New Jersey LANE ([Local Area Network for Excellence](#)), which is part of a larger organization called [Advancing Excellence](#) (tools and metrics to improve long-term care quality). At the end of the meeting, the only thing they could agree on is change, that change is accelerating. Experts are having difficulty grasping where the industry is going. He said it is fantastic that ORANJ is a force in the state of NJ. Some organizations are doing nothing but Applewood is making improvements. Progressive locations are collecting quality improvement data requested by governmental agencies. Jim thanked Plenary Meeting attendees for giving him issues to investigate.

CHANGES OF OWNERSHIP

Cadbury and Franciscan Oaks changed ownership in May and June of this year. The Fountains of Cedar Parke was sold in October 2013. When I asked the presidents of the residents associations to write about this for the ORANJ Tree, they all agreed without hesitation. Thanks so much, Bruce, Simone, and Larry

Maggie Heineman, Editor

Sale of Cadbury at Cherry Hill

Cadbury at Cherry Hill was established in 1977 as a non-profit continuing care retirement community by members of the Religious Society of Friends. The first residents took occupancy on January 16, 1978. When the adjacent Hawaiian Cottage, having closed in 1970, burned down on July 1, 1978, that property was acquired and the nursing facility was built on the site in 1981. At that time, Cadbury became a fully developed continuing care retirement facility. Currently there are 138 Independent Living units, 68 Assisted Living units and approximately 70 Skilled Nursing beds.

In September 2015 the residents were notified that Cadbury at Cherry Hill was to be sold. Competition with other facilities in the area and financial losses were given as the reason for the sale. As early as 2011, it became apparent that with residency at approximately seventy percent, Cadbury at Cherry Hill was losing money. As of September 2015, residency had only increased to seventy-seven percent. The financial break-even point is generally accepted as eighty-five percent.

The organization purchasing Cadbury at Cherry Hill operates Deer Meadows, the former Baptist Home of Philadelphia. Cadbury at Cherry Hill is their only other acquisition. These two facilities are a part of Premier Health Care, based in New York City. The purchase will cause a switch from Cadbury at Cherry Hill's current not-for-profit status to a for-profit operation.

Both residents and staff had considerable anxiety concerning the potential sale. Residents

had concerns that their existing contracts would not be honored and that they would either be put out or moved to another facility. Staff was concerned that they would be replaced by all new personnel or have to take pay and benefit reductions. Premier Health Care, through meetings with the residents and staff, provided excellent responses to concerns of residents, residents' advocates and staff. Not yet being the owners, Premier Health Care has not been able to provide specific answers, but the general information has been as pointed as possible. Through the Residents Association, a good bond has been created with the potential owners, maintaining a good information flow. There has been little or no flow of information between the current Cadbury management and residents or staff. Cadbury management has in fact vacated the premises with the pending sale finalization being a month in the future.

*Bruce Zollers, President
Cadbury Residents Association*

Sale of Franciscan Oaks

In 1985 the Sisters of the Sorrowful Mother (who in 1945 built St. Francis Health Resort in Denville) purchased 15 additional adjacent acres to construct St. Clare's Hospital as well as Franciscan Oaks as a residential and health care system and facility for the elderly. At this time SSM Health Care Ministry was organized to govern the hospital and Franciscan Oaks.

From 2008 until 2013 Colorado-based Catholic Health Initiatives (CHI) owned and managed both St. Clare's Hospital and Franciscan Oaks. Their decision to divest themselves of all New Jersey properties involved Franciscan Oaks as a combined entity. New Jersey prohibited Franciscan Oaks from being part of this pending sale. The sale did not reflect on any financial conditions at the CCRC.

Springpoint Senior Living (Wall, NJ) became the sole and official owner of Franciscan Oaks on May 6, 2016. Springpoint operates six other CCRCs as well as 18 affordable-housing communities. Franciscan Oaks remains unchanged as a non-profit community,

Residents became aware of a change in ownership since 2008 with the proposed sale of St. Clare's Hospital. When the State of NJ stipulated that Franciscan Oaks be separated from the St. Clare's Hospital sale, residents were informed of their own individual sale to a specific senior-living management. Written notifications were distributed as warranted.

Once Franciscan Oaks became involved in negotiations with various prospects, legal restrictions curtailed sharing any information. Needless to say, this had negative but necessary ramifications.

The transfer of ownership to Springpoint occurred on May 6, 2016. Since Springpoint has been here only since early May, only limited changes have been made. Also, since all capital improvements had been denied since 2013, any changes must be prioritized.

Residents welcome the finality of the sale and look forward to major improvements. The staff has welcomed Springpoint's announcement not to change staff counts.

*Simone O'Keefe, President
Franciscan Oaks Residents Association*

Sale of The Fountains at Cedar Parke

The Fountains was started by Mr. Ellis G. Willard who was President of Presbyterian Homes of New Jersey. Willard's sister, Dorothy Lanier, has been a resident here for 17 years. Construction was started in 1987 and 1988. It opened On July 5, 1989. It was called Harvest Village under Presbyterian Homes operated by Gateway Communities, Inc.

In 2000 Gateway contracted with the Fountains Management Inc. to operate the facility. The name was changed from Harvest Village to The Fountains at Cedar Parke. On July 1, 2005 Sunrise Senior Living Management Inc. was contracted to manage the Fountains at Cedar Parke.

On October 31, 2013 The Fountains was sold to a brother and sister, Anne-Marie van der Velde and Murphy van der Velde, who operate other smaller Assisted Living facilities in other states, In June 2016, Murphy van der Velde became the sole owner and also the administrator.

The reason for the sale to the van der Veldes was financial. It had been rumored for some time that there might be a bankruptcy.

There was no official previous communication to the residents until the day of the sale, which took place on October 31, 2013. Up until that time the residents were concerned but not terrified.

Since the sale changes in the facility have been made, such as a new sprinkler system and improvements to the air conditioning. Some independent living apartments have been, and are being, converted to assisted living. Therefore some independent living residents have been required to move to other sections of the facility.

The residents are probably more comfortable than the staff. There have been changes in personnel and a trend toward part-time workers.

*Larry Peck, President
The Fountains Residents Association*



Save the Date
ORANJ Plenary Meeting
October 19, 2016
Medford Leas