

**NaCCRA**

# 2017 ORANJ Plenary Meeting

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# NaCCRA

## Introduction and Overview

Vision

Challenges

Opportunities

Pathways

# NaCCRA Introduction

- Mission
- Satisfying the Needs of Residents
- The Organization
- Leadership
- Challenges and Opportunities
- Issues – A Path Ahead

# NaCCRA

MISSION: “NaCCRA collaborates nationwide with residents and prospective residents of Continuing Care Retirement Communities (CCRC’s) and allied organizations for the purpose of promoting, protecting and improving the CCRC lifestyle”

## Needs of Residents – Civics

- What?, When?, Where?, How? and Why ?
- My Conclusion: Education – not cash – is King
  - What is the Business Model of CCRC or Life Plan
  - Especially in the Non-Profit Model
- When is before Move in and Beyond
- Where is at the Community or locally
- How: The Adult Learning Model
  - Seminars and Round Tables with Facilitation
- Why: Needed for a Healthy Relationships

## Need of Residents - Civics

- CCRC Business Model – Providing Life Care
  - The 2010 Report of the General Accountability Office
  - CC Can Provide Benefits but not Without Risks
- Role of Entrance Fees
  - Refundable and Non-Refundable
- Monthly Service Fees Increases
- Legislative and Regulatory Oversight

# NaCCRA Organization

- Individual Members
  - Second Party One Address
  - Supporting Members – not CCRC or Life Plan
- State Affiliates
  - Ten State Affiliates
  - Potential for 40 More
- Communities Associations - 40 plus
  - Potentially the source of Life Long Learning
- The Constituency: Residents, Providers, Overseers

## Leadership

- What is Effective Leadership?
- View of the Chief of Staff US Air Force
  - Servant Leadership
  - Serving Residents
- Articulating Information for/by Residents
- Influencing Actions Serve the Greatest Good
- Recognizing Interdependence
- Collegial – Not a King but a Council



## Challenges and Opportunities

### Challenges

- Membership Numbers  
Florida = 13,000
  - NaCCRA = 2,000
- Resources
  - Total Revenues \$50,000
  - Individual \$40,000
  - State and Community = \$10,000

### Opportunities

- 40 States with over 300 members
- Attention to CCRC Failures
- Risks: Return and Contracts
- Case Studies – Academic
  - Resident Engagement
  - Websites: Brad Breeding
  - Senior Housing
- Technology

## Perceptions and Realities

### Perceptions

- A National Organization
  - State Affiliates
  - Community Associations
- Affiliations
  - Providers
  - Legislators
  - Other Senior Organizations
- Principal Educator

### Realities

- Needed Educational Programs
- National Outreach
- Customers
  - Potential Residents
  - Residents
  - Care Givers

## Assets and Liabilities

### Assets

- Articulate Thought Leaders
- The Crown Jewel
  - [www.naccra.com/](http://www.naccra.com/)
- Lifeline Newsletter
- News and Notes

### Liabilities

- Limited Resources
- Networking Structure
- Restricted Travel

## Issues - A Path Ahead

Engagement in Public Forum Issues

Specifics Deductibility of Medical Expenses

Development of Credible Voice for Residents

Preparing Residents for Participation

Ensuring Financial Stability – Effective Benchmarks

Partnering with Provider Directors and Officers