

A Newsletter by LifeSpire of Virginia | LifeSpireLiving.org | Oct./Nov./Dec. 2018

Community *Matters*



L-R: Larry Lucas, Jimmy Jones, Hans Murdock, and Dan Carlton participate in the VBH Foundation's Golf Tournament at the Golden Horseshoe Golf Course Sept. 24. Results of the tournament are listed on page 14. Hint: We're excited by the results!

LifeSpire
of Virginia

Faith. Wellness. Community.

Community Matters

A LifeSpire of Virginia Publication
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LifeSpire of Virginia operates four continuing care retirement communities throughout Virginia: The Culpeper in Culpeper; The Glebe in Daleville; The Chesapeake in Newport News and Lakewood in Richmond.

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Faith. Wellness. Community. These three words undergird the mission, vision and values at LifeSpire of Virginia. From independent living to self-directed care in assisted living, memory support or health care, we assure our residents receive the support they need to live fulfilling lives for the rest of their lives.

LifeSpire communities also seek to partner within the greater community to offer senior services and support. You'll read about those in this issue. From our newly launched "speakers' bureau" to our partnership with Culpeper Baptist Church to a fact sheet on the disadvantages to LifeSpire residents of Medicare Advantage, we want to be your subject matter expert as you navigate the complexities of the aging process for yourself or someone you love.

— Ann Lovell, Editor-in-Chief

Introducing 'Answers on Aging'

As a burgeoning leader and employer of choice in senior living across Virginia, LifeSpire of Virginia is committed to providing high-quality educational talks, seminars and workshops on a wide variety of topics associated with aging and senior living. Our experts are fully equipped to provide audiences with the latest trends in senior living, options on financing, potential tax implications of living in a CCRC, wellness, nutrition, brain fitness and more.

Specific topics include:

- Spiritual implications of wellness/socialization for seniors
- Cognitive health: Staying sharp as you age

- The differences in for-profit retirement communities and non-profit CCRCs
- Balance and fall prevention
- Supporting whole-person wellness
- You are what you eat: Nutrition and aging
- Alcoholism and seniors
- Costs of long-term care and its impact on the middle class
- The caregiver crisis in nursing
- The benefits of a CCRC
- Where you live matters: How living space design affects quality of life
- The Sandwich Generation: Caring for parents and caring for children
- Affording retirement
- Successful aging

- Staying vertical and remaining safe in spite of gravity
- Evolution of Senior Living

We also have a small number of resources specifically for churches and small groups to promote the mission, vision and values of LifeSpire of Virginia. These resources, from small group curriculum to church bulletin inserts to PowerPoint slides are available at our "Answers on Aging" page on our website.

To schedule a speaker or to learn more, please contact Ann Lovell, Corporate Director of Communications, LifeSpire of Virginia at alovell@lifespireliving.org or (804) 521-9192.



Creatively disrupting senior living — for all the right reasons

On the walls of LifeSpire of Virginia’s corporate office hangs a collection of old photographs dating back to the mid-1940s — the genesis of what was then known as Virginia Baptist Homes. One photo in particular stands out: A group of senior men and women are shucking corn. The group lived at The Culpeper, the very first Virginia Baptist Home. It wasn’t necessarily unusual in the early days of the organization — a faith-based, non-profit senior living provider now based in Richmond, Virginia — for residents to provide a little “sweat equity” in exchange for their room and board. Shucking corn may even have been a social opportunity. The faces in the photo certainly appear happy.

But times have changed. As Baby Boomers move into retirement, today’s seniors expect, even demand, a “5-star lifestyle,”

complete with the highest quality dining, programming and customer service experiences. Many traditional faith-based retirement communities may struggle to respond to the expectations of this “younger generation” of retirees, says Peter Robinson, vice president of marketing and public relations for LifeSpire.

As Baby Boomers move into retirement, today’s seniors expect, even demand, a “5-star lifestyle,” complete with the highest quality dining, programming, and customer service experiences.

“If we can’t keep up with resident demands, resident satisfaction suffers,” Robinson says. “If resident satisfaction suffers, it isn’t long before we fail to remain competitive as an organization.”

In addition to resident satisfaction, the ability to attract and retain quality staff in today’s competitive job market is a second issue facing faith-based senior living organizations. In a 2016 article for McKnight’s Senior Living, Phil Brahm reported more than 1 million additional nurses will be needed in the healthcare industry by 2022.

“By that time, 16 percent of the population will be 65 and older, according to the U.S. Census Bureau. With nearly 85 percent of seniors living with health conditions

requiring medical treatment, they will be the age group in most need of care,” Brahm wrote.

Megan Hackett, LifeSpire’s corporate director of human resources, agrees. Beyond the nursing shortage, senior living communities also face labor shortages across disciplines, she says.

“The challenges in the labor market affect recruiting and retention for all types of positions in our organization,” Hackett says.

“Senior living organizations, more so than other industries, must think outside the box to recruit and retain talent.”

LifeSpire CEO Jonathan Cook believes the solution to addressing these issues lies in providing “creative disruption” to the senior living industry in four key areas: resident care, dining, hospitality, and team member incentives.

1. Resident care.

“Imagine a person you don’t know who knocks on your door at 7 a.m. on a Saturday morning and proclaims, ‘I’m here to give you your bath.’” Cook says. “You’d be shocked, right? And probably just a tad apprehensive.”

Traditionally, the culture of hospitals and nursing homes has

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LifeSpire of Virginia

The Culpeper

Lakewood Retirement Community

The Glebe Retirement Community

The Chesapeake Retirement Community

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been just that: ordering patient or resident care around staff needs and efficiencies rather than resident preferences, Cook explains. Today that culture is changing as families demand more personalized care for their parents and the upcoming generation of Baby Boomers realizes they may one day be the resident. As a result, retirement communities that provide “resident-centered” or “self-directed care” gain an advantage over those who structure patient care more traditionally.

“The expectation of seniors is evolving. Retirement communities must offer a vibrant social environment, restaurant-quality food, and excellent service that revolve around resident choice,” Cook says.

One example of resident-centered care at LifeSpire communities is a wellness initiative called “Vibrance,” explains Robinson. LifeSpire partnered with the National Institute of Fitness and Sport to create a wellness initiative focused on individual choice.

“Studies have shown that an individual’s sense of purpose, joy, growth and community improves longevity and overall satisfaction, especially when we afford people choices,” Robinson says. “Vibrance is all about individual choices in wellness.”

2. Dining.

Cook-to-order dining is another way in which senior living communities can creatively disrupt the status quo for the betterment of its residents. The Chesapeake, a LifeSpire of Virginia community in Newport

News, Virginia, is the first LifeSpire community to undergo significant renovations to its dining program. In March, residents began choosing from a number of dining venues, including an updated formal dining room, a bistro, a pub and a café. All food is cooked to order with a number of available grab-and-go options, explains Tammy Slowikowski, The Chesapeake’s director of culinary services.

“With this renovation, we’re repositioning our dining room to create new venues that better align with residents’ busy lifestyles and eclectic tastes,” Slowikowski says.

Lakewood, a LifeSpire community in Richmond’s west end, also recently modified its dinner offerings to provide cook-to-order. The new system requires reservations, which may inconvenience some residents, admits Barrett Way, Lakewood’s executive director. But overall food quality and customer satisfaction have significantly improved.

Rebecca Crutcher, the daughter of current Lakewood residents, noticed the improvements enough that she recently emailed her compliments to Lakewood’s chefs. “My parents, grandparents, and great-grandparents have all been residents of (Lakewood), and I have been coming to visit and eat in the dining room since 1977,” Crutcher wrote. “I want to let you all know that the menu and food choices have been nothing like in the past, and I want you to hear from someone who has been coming for over 40 years that the improvements ... are absolutely exceptional.”

3. Hospitality.

Offering exceptional hospitality is a third creative disruptor to the traditional senior living experience, explains Sally San Soucie, LifeSpire’s director of culture enrichment. As a member of LifeSpire’s corporate team, San Soucie is responsible for instilling a culture of hospitality unprecedented in today’s continuing care retirement communities.

“Not long ago, retirement communities had the stigma of being sad and lonely places,” San Soucie says. “The team was expected only to provide security, sustenance and nursing care. As an industry, we were focused on what was the matter *with* residents, instead of finding out what mattered to residents.”

As Baby Boomers age into retirement, the paradigm of senior living is shifting, San Soucie explains, noting “the bar has been raised.”

“We recognize that a customer service issue represents more than just an inconvenience to our residents; it affects their quality of life,” San Soucie says. “Our goal is to bring 5-star hospitality and

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To receive Community Matters electronically instead of in print, email Ann Lovell, alovell@lifespireliving.org

Lakewood cuts ribbon on rubberway walking track

Lakewood's Kal Skeirik, 102, cut the ribbon on Lakewood's new rubberway walking track Sept. 30. A number of residents joined Kal and NIFS Fitness Director, Miles Rucker, on a walk around the one-half mile track.

Lakewood administration and residents saw the need to improve their walking space, explained Barrett Way, Lakewood's executive director. Originally, the team planned to install asphalt, but as they worked together with Lakewood's resident council, they realized that asphalt is more tiring to aging ankles and legs.

The grounds committee of the resident council worked with other residents to select the rubberway system. Rubberway is a flexible, porous rubber paving system that utilizes recycled tires. It is an environmentally friendly alternative to asphalt and pavement.

"As part of our focus on wellness, we wanted to make good use of this space for our residents," Way said. "We appreciate the input all our residents provided. Without



Lakewood resident Kal Skeirik, 102 (right), is joined by Executive Director Barrett Way to cut the ribbon on Lakewood's new rubberway walking track.

it, we would be having a ribbon cutting for an asphalt surface, and no one would be here!"

No more grass cutting for Lakewood's Bob McEachern

Editor's note: Bob McEachern moved to Lakewood in July 2018. His wife, Judy, died in Feb. 2017 after an extended battle with cancer. This excerpt is from a note Bob sent to friends just before moving to Lakewood. Used with permission.

Judy took me and our daughters out there (to Lakewood) more than two years ago and said when she died she wanted me to move there. At the time I wanted no part of it. But when they started the new expansion I went out and checked, and I did put down a deposit that will be in the new construction when it's finished in December 2019.

It was six months after Judy died that I realized I could use her closet as well. It was nine months before I realized I can use her clothing chest to put clothes in.

Then after a year, I realized we loved this house, but it's not happy anymore. It was the perfect time to sell. ... The house sold to the first person that looked at it. ... I will remain in independent living as many years as possible. I will be preaching, visiting family, and taking trips. There's even the possibility of an interim pastorate. ... No more grass cutting, fixing things that break, cleaning windows, fixing

lunch and dinner, and all of the other things home ownership has for you. Home ownership is really a lie; it really owns you.

As Bob discovered, home ownership doesn't have to own you. Each LifeSpire community offers maintenance-free living in an environment where faith, wellness and community flourish.



Bob McEachern (not pictured) and three friends from his church, Staples Mill Road Baptist Church, study Isaiah 18 in Bob's apartment at Lakewood.

The Glebe breaks ground on memory care



Above: Audrey Guild speaks at the ceremony at The Glebe July 18.

The Glebe broke ground on a new memory support neighborhood July 18. Officially named The Chaplick Neighborhood for Memory Support (The Chaplick Center), the neighborhood is named after the Estate of June Chaplick whose generous donation, along with other Glebe Resident donations, made the project possible.

Audrey Guild, Chaplick’s sister and a resident of The Glebe was present at the groundbreaking. “What a fitting tribute to my sister to see June’s vision come to life,” Guild said. “I feel blessed to be living among friends, guaranteed the best care available for the rest of my life.”

The Chaplick Center will be designed to care for the unique needs of seniors with dementia or Alzheimer’s Disease. It will offer person-centered care and programming modeled after industry-leading concepts for people with dementia or Alzheimer’s Disease. Construction is estimated to cost 5 million dollars. Total square footage will be 15,415 with twenty private rooms. The design incorporates a neighborhood-based approach, including four neighborhoods of five private

resident rooms surrounding open and bright living/common areas consistent with a residential design approach.

A full “cook to order” kitchen, family-style dining, common living and activity areas, expansive exterior courtyard with patio and screened porches, salon and spa are areas residents of the Chaplick Center will be able to utilize once construction is complete. Local architects SFCS designed the Chaplick Center, and construction will be done by G&H Construction. Construction is projected to be complete by Summer 2019.

“What a fitting tribute to my sister to see her vision come to life. I feel blessed to be living among friends, guaranteed the best care available for the rest of my life.”

-- Audrey Guild



Architectural rendering of The Glebe’s new memory support neighborhood.

The disadvantages of Medicare Advantage

LifeSpire of Virginia currently requires that residents maintain Medicare A/B or an acceptable equivalent, such as the program for retired government employees not eligible to participate in Medicare. In LifeSpire communities, Medicare Advantage is not considered to be a true equivalent to Medicare A/B.

The differences between Medicare A/B and Medicare Advantage can be confusing, but understanding the differences can help you make decisions about your insurance needs. Victoria Burke, writing for Medicare.com, offers the following descriptions about the differences in the two plans.

What is Medicare A/B?

Often referred to as “original Medicare,” Medicare A/B is administered by the Federal government and contains two parts (A and B):

- Part A, also called hospital insurance, covers eligible costs for your care as an inpatient in a hospital or skilled nursing facility. It may also cover hospice care.
- Part B is your medical insurance and generally covers outpatient services such as doctor visits, outpatient tests, home health care, durable medical equipment, and certain preventive services.

Under original Medicare, you can

get care from any doctor, hospital or other provider who accepts Medicare. You may have to pay copayments or coinsurance amounts for your care. These amounts are determined by the government and are generally the same for most people.

What is Medicare Advantage?

Medicare Advantage, also known as Medicare Part C, is administered by private insurance companies approved by Medicare to offer

Before you change your Medicare plan, please consult with a representative at your LifeSpire community!

benefits. This means premiums are set by the individual insurance companies and can vary depending on the plan you choose. With Medicare Advantage, you’ll also continue to pay your Part B premiums in addition to any premium your Medicare Advantage plan requires.

“Medicare Advantage can set some of their own rules and guidelines for members,” Burke writes. “For example, they determine the amount of copayments and coinsurance you will pay for covered services, and they may require you to use certain providers for your health care.”

The possibility that your Medicare

Advantage plan may limit you to certain providers is a significant risk for a LifeSpire of Virginia resident. For this reason, LifeSpire does not consider Medicare Advantage a true equivalent to Medicare A/B.

“This does not currently mean we will deny services to anyone with a Medicare Advantage plan,” explains Margie Kelly, LifeSpire’s Medicare Billing Specialist. “But residents need to understand the risks and consequences of choosing Medicare Advantage over Medicare A/B.”

For example, if a resident’s Medicare Advantage plan does not cover rehab or skilled nursing services at their LifeSpire community, the resident may need to pay out-of-pocket to replace the reimbursement that would normally come from Medicare A/B, Kelly says.

“If the resident does not want to pay out-of-pocket to receive rehab or skilled nursing services at their LifeSpire community, they would have to go to a provider that is in their insurance company’s approved provider network,” Kelly says.

If you are unsure if your Medicare Advantage plan provides coverage for rehab or skilled nursing within your LifeSpire community, contact Margie Kelly at (804) 521-9203 or by email at mkelly@lifespireliving.org. She will be glad to help you navigate the complexities of the insurance system.




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MEDICARE ADVANTAGE

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From mymedicarematters.org

Original Medicare & Medicare Advantage Plans At-a-Glance

	 Original Medicare (Parts A+B)	 Original Medicare plus Medigap	 HMO (Part C/Medicare Advantage)	 PPO (Part C/Medicare Advantage)
What do I pay?	Part B premiums, deductibles and coinsurances	Medigap premiums, Part B premiums, generally no copayment	Medicare premiums and plan premium; your plan sets its own deductibles and copays	Medicare premiums and plan premium; your plan sets its own deductibles and copays
Can I go to any doctor?	Yes, if they accept Medicare	Yes, if they accept Medicare	No, you must go to in-network providers	Yes, though PPOs have provider networks, you may go out of network for a higher copay
Where can I get routine, non-emergency care?	Anywhere in the country	Anywhere in the country	For most plans, in your local geographic area	For most plans, in your local geographic area
Where can I get emergency care?	Anywhere in the country	Anywhere in the country	Anywhere in the country	Anywhere in the country
How do I get prescription drug coverage?	Part D	Part D	You must join a plan that includes drug coverage, also called MA-PD	You must join a plan that includes drug coverage, also called MA-PD
Will I need a referral to see a specialist?	No	No, unless you have a Medicare SELECT plan	Usually	No, but you may pay more out of pocket if you go to a provider who is out of network
Is there a limit to my out-of-pocket spending?	No	No	Yes, all Medicare Advantage plans must have limits on out-of-pocket spending	Yes, all Medicare Advantage plans must have limits on out-of-pocket spending
Will it pay for extras, like vision and hearing aids?	No, Medicare does not cover dental, hearing or vision	No	Maybe; some plans offer these additional benefits	Maybe; some plans offer these additional benefits

Partnering together through generations in Culpeper

By Dan Carlton

Culpeper Baptist Church (CBC) was in the delivery room when Virginia Baptist Homes (now Lifespire of Virginia) was born! The Culpeper has been a significant part of the church's ministry since 1948, and what a rich faith tapestry we have woven together in these many decades since then!

In 2016, CBC partnered with The Culpeper to share a staff position.

This collaboration resulted in the call of part-time senior adult pastor, Hans Murdock, at CBC who also serves as the part-time chaplain at The Culpeper.

While partnering together in this way represented "thinking outside the box" for both CBC and The Culpeper, it has accommodated quite nicely the expansion of our long and fruitful ministry to senior adults.

We had three primary goals for the partnership. First, we wanted to provide spiritual care to senior adults and the staff of The Culpeper. We also desired to engage seniors in outreach to the surrounding community at large. Finally, we wanted both communities to be part of multi-generational outreach. With those thoughts in mind, we concentrated our early efforts toward building positive relationships with agencies, organizations and groups in and around Culpeper that focus on the

specific needs and challenges senior adults face. We also talked with our own respective constituents who provided a wealth of information and ideas.

It is a real pleasure for me to share with you about several ministries, though still in their infancy, that will reach out to senior adults in need of assistance who live within the greater Culpeper area as well as speak to the multi-generational model.

"Faith webbing is a method we use to build relationships between different generations."

Homebound Food Delivery

First, homebound senior adult food delivery is a recent ministry we began late this spring in conjunction with The Culpeper. It allows us to partner with another local congregation, the US Department of Agriculture and the Department of Social Services to coordinate a once-a-month Friday food distribution program within the greater Culpeper community to senior adults who qualify financially. This is an excellent example of a partnership that "checks all the boxes."

The program identifies senior adults who need assistance and provides seniors from The Culpeper and members and friends of differing ages from our church and community an opportunity

to engage in needed, meaningful ministry. It also offers the opportunity for believers to live out in a practical way the oneness of the Spirit that Jesus so passionately desires!

Excursions

Day trips and out-of-town trips are another way we partner with The Culpeper to provide a means through which we build one-on-one relationships and goodwill in the broader senior adult community.

These well-publicized treks are open to everyone.

A recent day trip to the National Cathedral this past spring comes readily to mind.

Approximately 30 percent of the folks who took advantage of this trip were not associated with The Culpeper or Culpeper Baptist Church in any way. As unlikely as it seems, this activity provided an opportunity for folks to learn more about people of faith as well as life in a retirement community in a non-confrontational way. It also opened the door to new friendships.

"Faith Webbing"

"Faith webbing" is another method we are using to build relationships between different generations. We challenge our senior adults and our youth to purposefully meet and get to know one another!

Continued next page

Three classic models come to mind. For the past two years, CBC has partnered with The Culpeper and friends from several other local churches to provide Vacation Bible School at the retirement community. Doing so brings more people, especially children, to visit and spend time having fun with the residents, some of whom get out very little because of health issues. It also provides a rich opportunity for us to build relationships between congregations.

In the same vein, the Fifth Sunday Hymn Sing is another way we reach out to senior adults that allows them to influence younger generations with their real-life stories. Music is a universal language, and senior adults have a rich well of spiritual tradition from which to draw! In addition, the hymn sing makes it possible for the community of faith to come, share their musical talents, offer encouragement and delve into the treasure chest of experience from senior adults who are maturing in their faith.

Lastly, our partnership with The Culpeper to present the Senior Christmas Pageant offers seniors an occasion to try out their acting skills, tell the Christmas story to the broader community that otherwise might not be interested, interact with several generations at the same time, and have some good, old-fashioned fun.

Aging Together Conference

We also offer an Aging Together Conference. This event brings together a number of community resources to educate and minister to the unique issues and challenges

senior adults face. Working together with community groups, agencies and departments, we help to “draw a tighter web” in an effort to catch the senior adults that might otherwise live in need in our community. Paramount to this conference, we also seek to identify resources available for caregivers and other friends to help them realize they are not alone in this responsibility. While this is by no means an exhaustive list, we believe it is a solid foundation on which to build as we continue to partner with The Culpeper, local congregations, and community entities to enrich the lives of senior adults in this area as we live out the Gospel every day.



Culpeper Baptist Church and The Culpeper partner together to present the Senior Christmas Pageant each year.

Dan Carlton is senior pastor at Culpeper Baptist Church and a member of LifeSpire’s Board of Trustees. Joyce Beales, CBC’s senior adult volunteer administrator, and Hans Murdock, The Culpeper’s chaplain and CBC’s senior adult pastor, also contributed to this story.



At W. M. Jordan Company, good health and wellness are core values. We build places that promote good health, wellbeing and community. Places to live, learn, play and worship. We are proud to support VBH Foundation’s mission to help seniors enjoy a loving, welcoming community with quality care, security, and peace of mind throughout their lifetimes.



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Simple solutions for philanthropy

Many of us face two frequent challenges when it comes to giving – lack of resources to give what we wish we could and a desire to put family first.

Challenge: My children and grandchildren come first, but I've contributed throughout my life and want my legacy to include philanthropy.

Estate planning attorneys can explain the various methods available to fulfill your philanthropic desires without jeopardizing your family's security. One easy way is to leave a

percentage of the residual of your estate in your will or living trust. This helps your family and fulfills your philanthropic goal.

Challenge: There is only so much money to go around, and I don't want to hire an attorney to make a legacy gift.

Consider giving options that don't require an attorney and also offer tax savings for you and your family:

- **Stocks:** Gifts of stocks provide you with a charitable tax deduction for their full fair market value. In addition, you

do not incur capital gains tax on the appreciated value.

- **Life insurance policies:** You can donate a policy you no longer need for your family by simply naming our organization as a beneficiary.
- **Retirement plan assets:** Highly taxed when left to heirs, this makes an excellent charitable gift after your lifetime.

We can help you identify a gift to fit your goals. Contact the VBH Foundation today to learn how you can make a big impact on a senior in your community. Call Pat Morris at 804-521-9229 or email pmorris@vbh.org

References to estate and income taxes include federal taxes only. State income, estate taxes or state law may impact your results.

Who decides where and how to give?

The VBH Foundation's job is to help donors understand where the needs are greatest in our communities and to ask them to support the need. Right now, ensuring that we have enough to meet our annual benevolent need is at the top of our fundraising priorities.

But it's the donor who decides what they care about the most. There are many ways to help others. Here are just a few:

- Those who want to support the general mission of the VBH Foundation make unrestricted gifts.
- Some people want their gifts to stay in their community.
- Some ask us to automatically charge their credit card monthly so they don't have to remember.
- Some people give every time a friend in their community passes away.
- Some people want their gift to live on beyond their lifetime, so they give to one of the endowed funds for benevolence.
- Some people buy craft or bake sale items knowing that proceeds benefit the benevolent fund.
- Some people leave a residual gift in their estate.
- Some people want to address a capital need in the community,

so they give for a special project. Within the last few years, LifeSpire residents provided gifts for a community pool, for large print books for the library, for stained glass windows to beautify the community, for a hospice hospitality space, and for a putting green. To all these donors, benevolence means something uniquely their own.

What does benevolence mean to you? We hope it means sharing your talents and treasures to help others. Giving is one of the great joys of being human, and who doesn't love joy?



Donors are changing lives at LifeSpire

Many generous staff and resident donors made it possible for the VBH Foundation to award nine \$1,000 scholarships in July 2018. The LifeSpire Employee Education Fund offers these awards to current staff, their children, and their grandchildren to further their education. Employees and residents alike make regular gifts to the Fund. Sometimes, even temporary residents who receive rehabilitation care in our communities want to thank those who provided them with exceptional care. Recipients have told us how much it means to them to receive these awards. Here are just a few:

“By seeking to further my education I will be able to expand the ways in which I am able to help the residents. This will not only improve care but will provide me with an increased feeling of satisfaction, knowing that I am truly making a difference in the lives of those we care for.”

Christine B. Gray, Companion in Health Care at The Glebe



Christine (left) with Robin Ward, Resident Services Director, The Glebe



Daniel (left) with Robin Ward, Resident Services Director, The Glebe

“If you always learn, you will never stop growing. Being here at The Glebe is where I love to do that. With this scholarship, I will continue my education to make me better in my field. It will also help The Glebe take greater care of our residents and help me to coach and educate my fellow employees.”

Daniel Tingler, Facilities Department at The Glebe

“My father passed away in January, 2017, and my life changed. As the weeks progressed, I realized that my dad had prepared me to live on without him. I worried about paying for nursing school, where I expect to earn an Associate of Applied Science in Nursing, but I changed my spending habits and worked overtime prior to starting nursing school and to put money in savings. I passed my first semester in nursing school with good grades, and I’m off to a great start!”

Nathaniel Thompson, son of Doretha Thompson, Housekeeping Supervisor, The Culpeper



Nathaniel (center) with Jim Jacobsen, Executive Director, The Culpeper

VBH Foundation Golf Tournament raises most money ever for benevolence

The VBH Foundation hosted the 2018 Golf Classic at the Golden Horseshoe Golf Club in Williamsburg, Virginia, Sept. 24. The storms held off for most of the day, and golfers were able to take their best swing to support our benevolent mission. An award-winning lunch was provided by our four community dining teams, and prizes were awarded for first, second and third place winners, closest to the pin, and longest drive.

More than **\$83,000** was raised to benefit residents of LifeSpire’s four communities who may need a little extra financial help to stay in their homes. Many thanks to our **80 sponsors, 187 golfers, and 29 volunteers** who helped raise the most money ever!

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Donors provide funds for Cardinals Haven at The Chesapeake

The Chesapeake held a dedication ceremony Aug. 11 for Cardinals Haven – a private place for families of The Chesapeake’s residents to gather as their loved ones experience hospice, palliative or end-of-life care. Families may also use Cardinals Haven

when a loved one is at The Chesapeake for post-hospital care.



Above: Buck Rodgers, a resident of The Chesapeake, carved this cardinal that decorates Cardinal Haven.

“Cardinals Haven includes a spacious living room and bathroom in The Chesapeake’s health care wing,” explained David Loop, The Chesapeake’s Executive Director. “It is outfitted with a desk, Wi-Fi, comfortable furniture, including a recliner and sleeper sofa, and a private outdoor patio. Our goal is to provide families whose loved ones are coming to the end of life with a private, comfortable place to reflect and remember.”



Sue and Jesse Hughes provided funds for Cardinals Haven at The Chesapeake.

Funds for Cardinals Haven were provided by Jesse and Sue Hughes, residents of The

“Our dream is that Cardinals Haven will provide a peaceful retreat where families can gather to celebrate the life of a loved one.”

-- Jesse Hughes

Chesapeake since 2011. Their interest in developing this unique space originated after reading “Being Mortal” by Dr. Atul Gawande in a resident book club. They submitted ideas to The Chesapeake’s strategic planning committee and soon Cardinals Haven began to materialize.

“Our dream is that Cardinals Haven will provide a peaceful retreat where families can gather to celebrate the life of a loved one,” Hughes said.



THE
CULPEPER



NAMING OPPORTUNITIES

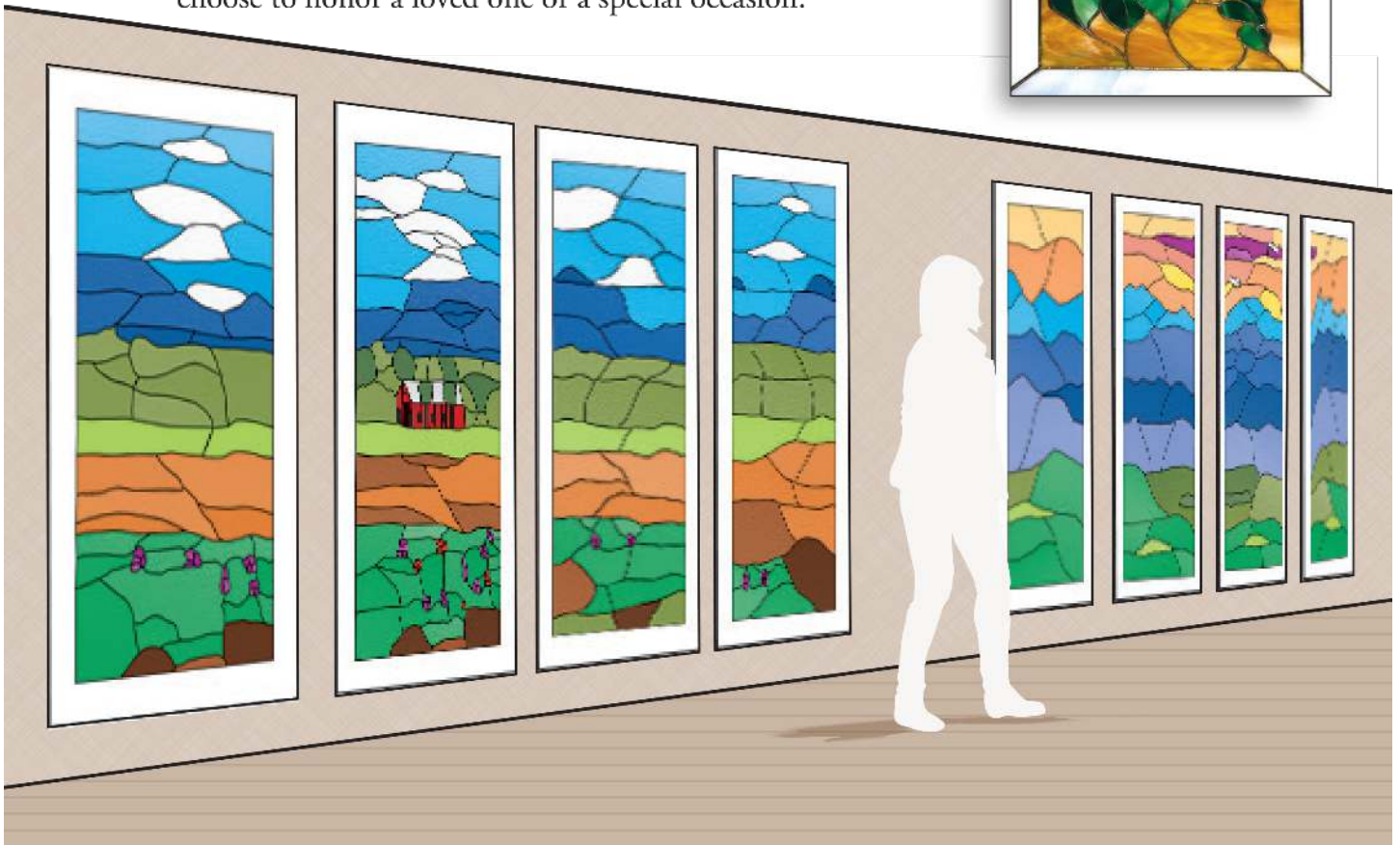


Growing Benevolence at The Culpeper

Stained Glass Donor Windows

Three sets of back lit, one-of-a-kind stained glass windows will beautify and brighten the corridor on the lower level between health care and rehab areas. By sponsoring a window, you can leave a lasting legacy at The Culpeper and help grow benevolence at the same time.

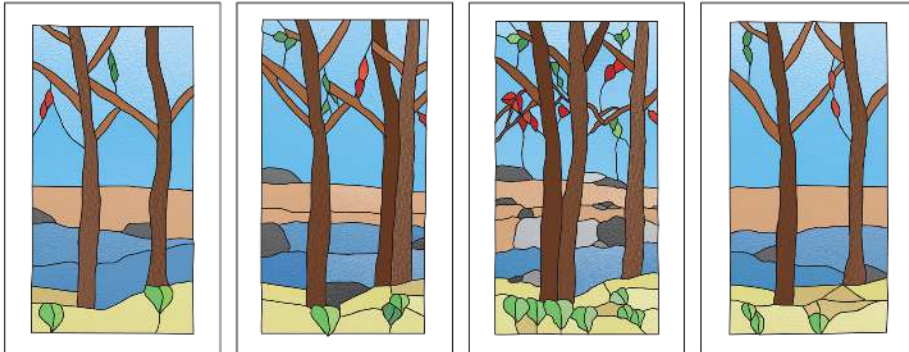
Each window will include a plaque with language that you choose to honor a loved one or a special occasion.



Stained Glass Donor Windows

Twelve windows, chosen by The Culpeper and designed by Virginia artist, Diane Fairburn of Decorative Glass Solutions, showcase Culpeper’s beautiful scenery. Themes feature the Rapidan River, Farmland, and the Blue Ridge Mountains.

Rapidan River Scenes



Type C.....\$10,000 Type B.....\$15,000 Type A.....\$25,000 Type C.....\$10,000

Farmland Scenes



Type B.....\$15,000 Type A.....\$25,000 Type C.....\$10,000 Type C.....\$10,000

Blue Ridge Mountain Scenes



Type C.....\$10,000 Type B.....\$15,000 Type A.....\$25,000 Type C.....\$10,000



A sample window is displayed at The Culpeper in the front entrance so you can see it up close!

If you are interested in sponsoring a Stained Glass Window at The Culpeper, or would like more information, please contact:

Patricia S. Morris, MPA, CFRE
 Vice President
 VBH Foundation
 3961 Stillman Parkway
 Glen Allen, VA 23060
 (804) 521-9229
 pmorris@vbh.org



How LifeSpire communities prepared for Florence

Hurricane Florence was a powerful hurricane that caused catastrophic damage in the Carolinas in September 2018. For days in advance of Florence's landfall in Wilmington, NC, we watched anxiously as the hurricane gained strength, and meteorologists attempted to determine her path. Each of our communities purchased extra supplies and made preparations well in advance of Florence's expected landfall.

The Chesapeake, our community located closest to the Chesapeake Bay, was most likely to be impacted by the storm.

"Every team member was ready to respond in the event of a major strike in our area," said David Loop, The Chesapeake's executive director.

Liz Gee, The Chesapeake's marketing director, agreed. "The outpouring of team involvement was truly remarkable, well organized, and very much appreciated by our residents," Gee said.

Some examples of The Chesapeake's hurricane preparedness plan included:

1. Checking and fueling the main generator that serves The Chesapeake's three residential communities, kitchen, and licensed areas. Team members also provided assistance to cottage residents

with generators. Of course, all independent living apartments have generator access with just the flip of a switch – no concerns about filling generators or noise.

2. Setting up communication boards so residents had timely updates throughout the storm. In addition, detailed written communications were distributed daily.
3. Ordering additional food and water supplies. Ice cream parties and bridge went on as planned!
4. Moving all outdoor furniture to safe zones.
5. Providing shuttle service for cottage residents for dining and social events.
6. Ordering extra medical supplies and prescriptions for residents in assisted living, memory care and skilled nursing care.
7. Arranging accommodations for team members if needed.
8. Providing daycare for team members' young children. One resident and several teenage children kept the kids busy and happy so their parents could continue to care for residents in licensed areas.
9. Providing complimentary meals for team members working extra hours.
10. Assigning a separate space for team members with pets to insure pet safety in the event team members stayed overnight.
11. Reviewing evacuation plans already in place should the need have arisen.

Like The Chesapeake, each LifeSpire community has crisis preparedness plans in place to address a number of emergencies. When issues arise, teams

work together to communicate our plans as quickly as possible to residents and team members and then to families and others in the broader communities where we live. In addition to in-house communications, such as TouchTown, email and good old-fashioned paper newsletters, we also provide updates through social media, including our community websites, Facebook, and Twitter.

During any crisis or natural disaster, the safety and security of those who live and work in our communities are *always* our highest priorities! *Always!*



Jane Petro, The Chesapeake's Director of Human Resources, was ready to stay overnight if needed to help address issues Hurricane Florence might cause. Her 10-year-old "Panzier" came along as well.

CREATIVE DISRUPTION

Continued from Page 5

customer service to every aspect of senior living.”

With these goals in mind, San Soucie developed a hospitality curriculum for senior housing communities called, “Leave Them Smiling!” Utilizing best practices from Disney and The Ritz-Carlton, “Leave Them Smiling!” provides hospitality training for staff in dining, nursing, facilities, maintenance and other aspects of the senior living experience.

4. Team member incentives.

A fourth disruptor to the senior living industry focuses on attracting and retaining top talent. While this element applies to human resources practices rather than resident-centered care, it is no less crucial to the future sustainability of faith-based retirement communities, Cook says.

“We can’t serve residents without a quality team,” Cook says. “Consequently, our goal is to position our communities as the employer of choice in every market.”

To facilitate that, LifeSpire recently unveiled its “Total Rewards” program, an overarching compensation philosophy designed to guide the organization going forward. The philosophy focuses on four integrated and multi-faceted elements: compensation, benefits, performance and recognition, and development and career opportunities. Hackett, who helped design the program,

recognizes the importance of Total Rewards to attracting and retaining talent in today’s competitive job market.

“By providing a competitive compensation and benefits package along with opportunities for career development and recognition, we hope to tap into the growing pool of millennials in nursing and other positions and provide incentives to retain quality team members,” Hackett says.

According to a Nov. 2017 article by Senior Housing News’ editor Tim Regan, Hackett may be on to something. Referencing a study published in the Oct. 2017 edition of Public Health Affairs, Regan reports millennials may be the solution to the growing nursing shortage. The number of younger RNs, which dipped to a low of 400,000 in 2000, more than doubled that number – to 834,000 – by 2015.

Making a difference in people’s lives, the flexibility to change positions and geographic locations, earnings stability and lower unemployment rates are seen as some of the factors enticing millennials into the nursing field, Regan reports.

The same factors may also attract millennials to senior living, and “making a difference” to senior adults is one thing faith-based retirement communities can honestly leverage, Cook says.

“Our vision is to provide vibrant living where faith, wellness and community flourish,” Cook says. “Ultimately, our ability to provide quality, compassionate care to our residents and to invest in both our residents and

our team members in a faith-based environment distinguishes us from all the rest.”

This article by Ann Lovell, LifeSpire’s Corporate Director of Communications, first appeared in McKnight’s Senior Living, June 25, 2018.



The VBH Foundation raises funds to help LifeSpire’s life care residents who outlive their financial resources remain in their homes. In 2017, we provided more than \$1,100,000 in benevolence to 59 residents across all four communities.



Culpeper
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