

ANNUAL REPORT – 2008

In 2008, the Colorado Gerontological Society continued to take a leadership role in shaping the public policy needs of older adults in Colorado, as well as information dissemination and education.

The Society provided a broad range of services to the membership.

MEDICARE, MEDICAID, MANAGED CARE AND PRESCRIPTION DRUGS

** Chaired the monthly Medicare Advantage Work Group with representatives from Center for Medicare and Medicaid Services, HMO and Private Fee for Service industry representatives, and the Colorado Division of Insurance on the consumer issues, rules and regulations.

** Provided counseling for more than 200 individuals on Medicare in conjunction with Senior Answers and Services, a sister organization.

** Sponsored a televised information call-in show in cooperation with Centers for Medicare and Medicaid and the Colorado Division of Insurance on November 26 with Channel 9NEWS with about 150 phone calls.

** Conducted Medicare Monday on November 10, in seven locations [Pueblo, Colorado Springs, Grand Junction, Northglenn, Denver (2 sites) and Northglenn] throughout the state with approximately 300 individuals attending. Support was received from the Centers for Medicare and Medicaid, as well as the Division of Insurance.

** Provided training for social service and health care providers on Medicare for more than 200 individuals.

MEMBERSHIP SERVICES

** Maintained a membership of approximately 325 individuals.

** Recruited 35 corporate members.

** Published an e-mail/fax newsletter for members on a regular basis, with ongoing updates regarding information relevant to seniors.

** Served on the following Boards and Committees: Gay and Gray in the West, Colorado Department of Public Health and Environment Assisted Living Residence Advisory Committee; Southwest Coalition on Aging, Community Forum, Northwest Coalition for Seniors; East Coalition on Aging, Denver Department of Human Services Adult Protection Team, Colorado Senior Lobby; and Widowed Persons Service.

CONSUMER EDUCATION

** Utilization of the web site at www.senioranswers.org is between 14,000 and 30,000 visitors each week.

** Co-sponsored the seventh annual Senior Safety Fair on October 24, 2008.

** Conducted 8 consumer education programs/fairs on request from churches, service clubs, and community groups.

** Wrote a monthly column for the senior newspapers in the state on senior issues reaching more than 200,000 older adults and their families.

** Exhibited at 10 consumer education fairs in metro Denver area and Boulder.

** Printed 20,000 copies of the Senior Resource Guidebook for distribution to families and older adults.

** Printed 5000 copies of two editions of the STA-Well News.

PROFESSIONAL EDUCATION

** Offered a fax/e-mail broadcast system to keep members informed of upcoming issues of concern.

- ** Conducted Network North in Boulder with 12 meetings for persons employed in aging.
- ** Conducted 11 Senior Issues Briefings in Denver for persons working in the aging.
- ** Attended the Patient Advocacy Leaders Conference in Chapel Hill, North Carolina in March.

ANNUAL CONFERENCE

- ** Conducted the annual meeting on November 14, 2008 to assist the State of Colorado leaders in aging with approximately 55 persons attending.
- ** Presented the annual awards for the Al Berger Young Professional in Aging Award, Distinguished Pioneer in Aging Award and the Corporate Award in Aging.

PUBLIC POLICY

- ** Continued to monitor changes in Medicare, Medicaid, housing, transportation, home care, prescription drugs, and Social Security meeting with community groups, and congressional representatives.
- ** Serve as Chair of the Silverprint Long Term Care Committee with monthly meetings through out the year. The goal is to develop a website for policy makers and others, in addition to reviewing the state policies on long term care.
- ** Successfully worked with other senior to secure the passage of a statute to regulate home health agencies, increased provider fees for Old Age Pensioners, passage of \$3 million in funding for the Older Coloradoans Act, and Increased provider fees for the Old Age Pension Dental program.
- ** Conducted a pilot study on the utilization of mammograms by Medicare beneficiaries. The conclusions suggest that older women do not use mammograms a) because the physician did not suggest it, b) that after attained aged physicians do not recommend them, and c) women are fearful of the pain.

SALUTE TO SENIORS

- ** Featured The Ink Spots on May 14, 2008.
- ** Hosted 126 exhibitors – the largest number of exhibitors in the history of the event..
- ** Published 2000 copies of the Official Program Guide.
- ** Had an attendance of 2700 individuals.

ASSISTED LIVING RESIDENCES

- ** Trained and certified 65 persons as assisted living residence operators.
- ** Revised the training manual for the assisted living class.
- ** Published a Policy and Procedures manual for assisted living residences.
- ** Attended the monthly Colorado Department of Public Health Assisted Living meetings.

CLIENT SERVICES

- ** Served more than 300 low income seniors with hearing aids, vision services and dental services.
- ** Provided counseling and referral to more than 2500 individuals and families on senior issues.
- ** Delivered 200 holiday baskets to low income seniors on December 20, 2008.

Respectfully submitted,

Eileen Doherty

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