

2009 Colorado Gerontological Society Annual Report

In 2009, 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 250 individuals on Medicare. Conducted an outreach program to identify low income seniors who need assistance with prescription drugs with a 20% success rate of enrollment.

** Sponsored a televised information call-in show in cooperation with Centers for Medicare and Medicaid on November 16 with Channel 9NEWS with about 150 phone calls; on November 24 with Channel 7 with 90 calls; on November 24 with Channel 31 with 75 phone calls, and December 10 with about 125 phone calls.

** Conducted Medicare Monday on November 16, in eight locations including: Pueblo, Colorado Springs, Grand Junction, Aurora, Denver, Littleton, Lakewood and Northglenn with approximately 850 individuals attending. Support was received from the Rose Community Foundation and the health plans.



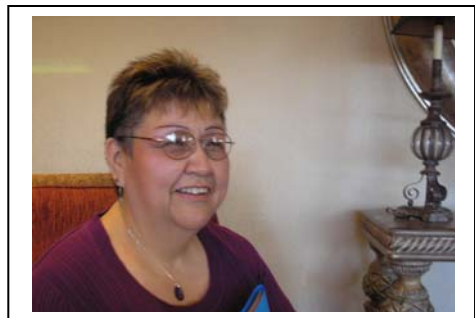
MEMBERSHIP SERVICES

** Maintained a membership of approximately 350 individuals.

** Recruited 78 organizational members, a 200% increase from 2008.

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

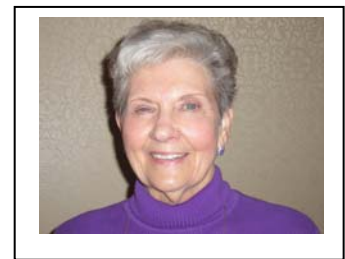
** Participated in the following Boards and Committees: Colorado Department of Public Health and Environment Assisted Living Residence Advisory Committee; Southwest Coalition on Aging, Community Forum, Northwest Coalition for Seniors; East Coalition on Aging, Denver Department of Human Services Adult Protection Team, Colorado Hospice and Palliative Care Outreach Committee, and Colorado Senior Lobby.



CONSUMER EDUCATION

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

- ** Co-sponsored the eighth annual Senior Safety Fair on October 30, 2009 with 265 seniors in attendance.
- ** 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 36 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 7000 copies of four editions of the STA-Well News.
- ** Co-sponsored "Young At Heart" with SeniorCare of Colorado.



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.
- ** Conducted Benefits for Seniors training for 45 professionals on government benefit programs in Colorado. Sold an additional 55 *Benefits for Seniors Sourcebooks*.



ANNUAL CONFERENCE

- ** Conducted the annual meeting on December 4, 2009 to assist the State of Colorado leaders in aging with approximately 50 persons attending.
- ** Presented the annual awards for the Al Berger Distinguished Service in Aging Award to Rep K. Jerry Frangas, Distinguished Pioneer in Aging Award to Sheldon Steinhauser and the Corporate Award in Aging to Centers for Medicare and Medicaid.



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 regular meetings through out the year. The goal is development of 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 care placement agencies.



SALUTE TO SENIORS

- ** Featured Shirley Jones on June 3, 2009.
- ** Hosted 129 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 50 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 550 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 19, 2009.

Respectfully submitted,

Eileen Doherty

Eileen Doherty, M.S.
Executive Director