

# NETWORK IN AGING OF WESTERN NEW YORK, INC. EST 1981



Est. 1981

Network in Aging of Western New York, Inc.

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## NETWORK IN AGING OF WESTERN NEW YORK, INC

The Network in Aging of WNY, Inc. **CORDIALLY INVITES YOU TO OUR**

# 10<sup>th</sup> Annual TASTE OF THE NETWORK



**TO BENEFIT THE JERRY FLASCHNER HUMANITARIAN SPIRIT AWARD**

**Tuesday, July 23<sup>rd</sup> - 12:00 PM - 2:00 PM**  
**Cost \$15.00**

**AMHERST CENTER FOR SENIOR SERVICES**  
370 John James Audubon Parkway, Amherst, NY 14228

The **“Taste of the Network”** will provide an opportunity for Network members to come together to enjoy culinary tidbits created by the dining service departments of several Network in Aging member agencies.

### Participants include:

**Amherst Center for Senior Citizens**  
**Brompton Heights**  
**Bristol Village**  
**Brookdale Senior Living**  
**Elderwood**  
**Heathwood Assisted Living**

**Montabauer Heights - Brothers of Mercy**  
**Orchard Heights**  
**Park Creek Senior Living**  
**Solstice Senior Living at East Amherst**  
**Wheatfield Commons**

**\*\*\* bottled water courtesy of People Inc. \*\*\***

**Register online: [www.networkinaging.org](http://www.networkinaging.org) or mail in form/ check to:**

Network in Aging of WNY, Inc.  
University at Buffalo, 501 Kimball Tower  
3435 Main Street, Buffalo, NY 14214

**\*\*\* Please call Lisa Boron at (716) 829-3712 or email [lisaboro@buffalo.edu](mailto:lisaboro@buffalo.edu) with any questions \*\*\***



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Network in Aging  
of Western New York, Inc.

**OFFICERS**

- President**  
**Angie Crawshaw**  
*The Dale Association*
- V.P. — Professional Development**  
**Beth Donner**  
*M&T Bank Reverse Mortgage*
- V.P. — Network Development**  
**Larry Raines**
- V.P. — Community Relations**  
**Pamela Pace**  
*Amazing Home Care*
- Secretary**  
**Sharon Plant**  
*People Inc.*
- Treasurer**  
**Suzanne Desfosses-Gilliam**  
*Touching Hearts at Home*
- Past President**  
**Kristin Surdej, LMSW, CMC**  
*Laping, Surdej Associates LLC*
- Founding President**  
**Dr. Evan Calkins**

**BOARD MEMBERS**

- Louanne Bakk, PHD, MSW, BSW**  
*University at Buffalo,  
School of Social Work*
- Anne Binga, LMSW**  
*Center for Hospice & Palliative Care*
- Kashia Brosius**  
*Absolut Care*
- Margie Cannon-Zdrojewski**  
*Simplified Solutions of WNY, LLC*
- Dana Dee**  
*ACSIA Partners*
- Beverly A. Kubala, RN, CCM**  
*Geriatric Care Managers of WNY*
- Thomas Lang, JD, MBA**  
*Magavern Magavern Magavern Grimm, LLC*
- Nancy Maira**  
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- Bonnie McMorrow**  
*Meals on Wheels a program for  
FeedMore WNY*
- Laurie Menzies, Esq.**  
*Pfalzgraf Beinhauer & Menzies LLP*
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*Catholic Cemeteries*
- Jane Nogowski**  
*Park Creek Senior Living*
- Michael Olear**  
*Olear Team/MJ Peterson*
- Darlene Polak**  
*Elderwood*
- Maria Schenk**  
*Univera Healthcare*
- Thane Schulz**  
*Erie Co. Medical Center*

MAY 9<sup>TH</sup>, 2019 ■ THE BARREL FACTORY  
65 VANDALIA STREET, BUFFALO, NY 14204



THANK YOU TO OUR  
**EVENT SPONSORS**



THANK YOU TO THE TABLE CAPTAINS WHO KEPT  
THINGS MOVING ALONG!



**Don't miss out on taking advantage of your MEMBERSHIP BENEFITS!**

- Submit an article in our quarterly newsletter
- Host a Network with the Network event or co-sponsor an event
- Submit a business card size ad in the newsletter

Looking for **ARTICLE AND AD SUBMISSIONS** for the **Oct-Dec 2019** edition!

Call Lisa Boron at 829-3712 or email [lisaboro@buffalo.edu](mailto:lisaboro@buffalo.edu) to reserve your spot.



**INTERESTED IN CO-SPONSORING A NETWORK WITH THE NETWORK EVENT?**

**WE ARE LOOKING FOR CO-SPONSORS FOR THE FOLLOWING LOCATIONS/MONTHS:**

**SEPTEMBER**  
MEALS ON WHEELS  
A PROGRAM FOR FEEDMORE WNY  
WEDNESDAY  
SEPTEMBER 25<sup>TH</sup>

**OCTOBER**  
THE GREENFIELDS  
CONTINUING CARE

**NOVEMBER**  
TENNYSON COURT

## PRESIDENT'S MESSAGE ANGIE CRAWSHAW (FORMERLY BLACKLEY)



The Network in Aging has had a very busy six months so far this year.

After the successful **Open Forum** held on April 9th the Networking committee held the first ever **Progressive Networking Dinner** event at 'The Barrel Factory'. The event drew close to 70 participants wanting to get to know fellow members in the aging field. The responses were very positive and the request to hold this event in the future was voiced to committee members. Thank you to the committee and the sponsors- Allegra, The Olear Team, Mount Calvary Cemetery Group and Elderwood.

May also included the Education Committee's first workshop of 2019. **'Anxiety & Depression in Older Adults'** held on May 14th. Members as well as support staff attended this well received workshop with 83 in attendance. Dr Cherie B. Ruben, Ph.D., Licensed Clinical Psychologist and Valerie Nowak, LMHC, MPA, Executive Director Community Concern opened the workshop with an overview of working with and treating mental health disorders in older persons. Following the featured speakers, a panel of local service providers addressed the mental health services available in WNY. Thank-you to Kathy Kanaley, Center for Elder Law & Justice for moderating the event. Watch the Network website for the next Education Committee workshop to be held later this summer.

On June 5th, a Network with the Network event was held at the historic Riviera Theatre in North Tonawanda. This event drew close to 60 attendees and featured a look into the past at the home of the Mighty Wurlitzer and included a guided tour. Along with great music from members of the Cardinal O'Hara High School musicians and plenty of hors d'oeuvres, desserts and beverages this event was one not to be missed. A free organ and light show followed the event. Thank you to sponsors M & T Bank/Reverse Mortgage, ACSIA Partners/Dana Dee, The Olear Team, Magavern Magavern Grimm LLP and Amazing Home Care.

It's not summer till you attend the 10th annual 'Taste of the Network' on July 23rd at the Amherst Senior Center from 12pm-2pm. The Special Events Committee is working on all the logistics. Participating Network member agencies showcase their culinary talents and I promise you will not leave hungry. This event benefits the Jerry Flaschner Humanitarian SPIRIT scholarship fund. Awards will be given out to the best of the best so bring on your taste buds and your appetite and check out the website for registration details. This is always a sold out event!!

Finally, what's summer without giveaways? Continue to LIKE/FOLLOW the Network on Facebook in order to be entered into the Summer of Giveaways promotion! Spread the word with all employees in your organization who may not have LIKED our Facebook page so that they can be participate in the promo too. You could win some great prizes all summer long!

Whew!! What a lot to digest. See you this summer, be safe and enjoy what WNY and The Network has to offer.

*'Alone we can do so little; together we can do so much' - Helen Keller*

*Angie Crawshaw (formerly Blackley)*

## THE NETWORK WELCOMES ITS NEWEST MEMBER AGENCIES

WE WELCOME THREE NEW MEMBER AGENCIES!



**PLATINUM**  
LAWLEY INSURANCE  
SOLSTICE SENIOR LIVING AT EAST AMHERST



**BRONZE**  
HUNT REAL ESTATE - SUSAN BURTON





## MAKE THE MOST OF YOUR NETWORK MEMBERSHIP BY JOINING A COMMITTEE TODAY

### COMMITTEE CO-CHAIRS & MEETING INFORMATION

Please be sure to verify meeting date, time and location as there are occasional changes!

#### COMMUNICATIONS COMMITTEE

Establishes and directs the Network's print and online communications with its members and the public. Meetings are on the second Tuesday of the month at 9:00 AM at the Bee Group Newspaper Office, 5564 Main Street, Buffalo, NY 14221.

##### CO-CHAIRS

Pamela Pace (ppace@centershealthcare.org) (716) 863-9035

Thane Schulz (tschulz@ecmc.edu) (716) 898-6502

#### EDUCATION COMMITTEE

Plans and carries out educational programs/workshops on aging related issues, along with planning and preparation for the annual meeting. Meetings are on the second Thursday of each month at 8:45 AM at Meals on Wheels for WNY, Inc., 100 James E. Casey Drive, Buffalo, NY 14206.

##### CO-CHAIRS

Maria Schenk (maria.schenk@univerahealthcare.com) (716) 860-9015

Beth Donner (bcdonner@mtb.com) (716) 848-7600

#### MEMBERSHIP COMMITTEE

Reviews and recommends changes in membership dues and benefits; coordinates ongoing membership recruitment efforts. Meetings are on the fourth Thursday of each month at 8:00 AM at Panera Bread, 1593 Niagara Falls Blvd, Boulevard Consumer Square, Amherst, NY 14226. No meetings in August and December.

##### CO-CHAIRS

Larry Raines (larryrainz@yahoo.com) (716) 553-4538

Margie Cannon-Zdrojewski (simplified.solutions@yahoo.com) (716) 908-1608

#### NETWORKING COMMITTEE

Plans and carries out member-to-member functions, including Network with the Network events. **No July meeting.**

##### CO-CHAIRS

Michael Olear (michael@olear.com) (716) 880-4442

Nancy Maira (nancy.maira@pharmerica.com) (716) 395-1769

#### SPECIAL EVENTS COMMITTEE

Plans social functions for the Network, including the January Social, Taste of the Network and annual meeting venue. Meetings are on the fourth Tuesday each month at 8:30 AM at Heathwood, 815 Hopkins Road, Williamsville, NY 14221. No meetings in January, July and December.

##### CO-CHAIRS

Sharon Plant (splant@people-inc.org) (716) 817-9223

Suzanne Desfosses-Gilliam (sdg@touchinghearts.com) (716) 898-8566

#### NOMINATING COMMITTEE

This committee solicits and accepts nominations for positions on the Network in Aging Board of Directors and presents a slate of officers and directors to the membership for their consideration.

##### CO-CHAIRS

Anne Binga, LMSW (annebinga@gmail.com) (716) 209-0999

Kashia Brosius (kbrosius@absolutcare.com) (716) 652-1560

# NETWORK WITH THE NETWORK

JULY 2<sup>ND</sup>, 2019 ▪ BLUECROSS BLUESHIELD  
257 W GENESEE ST #100, BUFFALO, NY 14202



## SAVE THE DATE! 2019 ANNUAL MEETING

Thursday, November 7th

8:00AM - 2:00PM

Grapevine Banquet Facility  
333 Dick Road, Depew, NY 14043



### Featured Speaker - Brad Montgomery

### EMBRACE YOUR AWESOMENESS:

Get more out of yourself and those around you

### IT'S ABOUT THE PEOPLE!

### BRAD HELPS TO IMPROVE YOUR:

Productivity ▪ Accuracy ▪ Retention & Loyalty ▪ Morale  
Customer Service ▪ Quality Leadership

It's FUN! REALLY Fun. Brad believes that if you aren't listening, it doesn't matter what we tell them. And we all know that people learn best when they are laughing. Brad uses humor, stories, music, and a CRAZY use of computer visuals.

# NETWORK WITH THE NETWORK EVENT

THE LOCKPORT PRESBYTERIAN HOME ■ APRIL 17<sup>TH</sup>



# NETWORK WITH THE NETWORK EVENT

RIVIERA THEATRE ■ JUNE 5<sup>TH</sup>





## WESTERN ZONE OF NYSRTA

### What is the Western Zone of NYSRTA?

We are an organization of retired teachers who promote the professional, social, and economic involvement of its members through local, regional and statewide programs. We support and strengthen the quality of life of our members, families, and communities. This is achieved through legislative activities, aiding needy retirees through the DeCormier fund, and supporting students through our scholarships. We provide teacher grants to active teachers in our five counties that make up Western Zone. We also distribute health information and provide social activities

to our members. Our Western Zone Annual Meeting takes place on September 18, 2019 at Salvatore's Italian Restaurant and Conference Center.

**For information or to join our organization, contact:**

**Michelle Claus**

**716-481-5279**

**joeclaus@msn.com** 

## FAMILY CHOICE OF NEW YORK



### Independent Health offers plan for those who reside in long-term care/assisted living facilities

For more than a decade, Independent Health's Medicare Family Choice® HMO-SNP plan has been providing an extra level of care and support to residents of nursing homes and assisted living facilities in Western New York.


Members enrolled in this special needs plan receive regular visits from specially-trained nurse practitioners/physician assistants, who are affiliated with Family Choice of New York and on call 24 hours a day, 7 days a week. Their responsibilities include:

- Working in collaboration with the member's physicians and the nursing facility's staff to identify potential problems before they become serious.
- Minimizing unnecessary and disruptive emergency room visits and hospital stays whenever it's safe and appropriate.

- Keeping in close contact with the member's family, making sure they are involved in the care-planning process and bringing them peace of mind in knowing that their loved one's quality of life is being maintained at the highest level possible.

Other key features of the Family Choice plan

- Additional care
- Open enrollment is year-round
- You don't have to be a current Independent Health member to qualify for the plan
- No out-of-pocket costs for Medicaid participants who have eligible subsidies
- Low out-of-pocket costs for non-Medicaid participants

To speak with an Independent Health Medicare Family Choice plan representative, call (716) 635-4900 or 1-800-958-4405 (TTY users call 711), October 1 - March 31: Monday - Sunday, 8 a.m. - 8 p.m.; April 1 - September 30: Monday - Friday, 8 a.m. - 8 p.m. 



## Perennials

By Annette Pinder

I have always had an aversion to terms like aging, senior citizen, senior, elderly, and retiree. If someone is engaged in life and living and feeling vibrant, why ascribe a set of terms to define a whole group of people that connotes a dreary sense of loss and decline?

With identifiers like Boomers, Millennials, GenX, Y, and Z, how can we respectfully embrace people of all ages? Laura L. Carstensen, a professor of psychology and professor in public policy at Stanford University says that while most people in their 60s, 70s, and older don't think of themselves as old, they want to live for a long time.

Carstensen, who had the opportunity to meet Maggie Kuhn, a co-founder of the anti-ageism group Gray

Panthers, was inspired by Kuhn's thoughts. Kuhn says she prefers the term Perennials, which she finds aspirational when referring to older people who are vibrantly determined to live life to its fullest. After all, with the proper care and nurturing, Kuhn points out that perennials will blossom year after year and go on for decades.

I too am inspired by the amazing people I meet every day who continue to bloom every year. Sometimes they are young people embarking on their life journeys, and sometimes they are older, wiser, and ever-vibrant as they continue to reinvent themselves.

The last thing we should be doing is classifying people into categories that limit their ability to flourish, grow, and contribute to their fullest. Since we all want to continue to be loved, needed, heard, and respected, I think Perennials is a fine term to ascribe to anyone with a zest for living. 🌸



## NORTHWESTERN MUTUAL

 Northwestern Mutual  
WILLIAMS & O'CONNOR  
FINANCIAL PLANNING GROUP

While most advisors simply help with investment management or insurance solutions, we help our clients with what is most important. We believe our biggest value is understanding their goals and vision of their future so that we can provide meaningfully comprehensive objective advice around everything that touches their financial lives, not just their investment portfolio.

### WHO YOU CHOOSE MATTERS

At **Williams & O'Connor Financial Planning Group**, we start with a process that develops clarity around your goals, evaluate and develop tailored solutions, solid implementation, and ongoing team-based attention to your results. It's a system that makes sense to achieve your goals.

Of all the decisions you make in your lifetime, choosing your financial advisor is quite possibly one of the most critical. Think about it. Almost everything in your life -

now and long into the future - will do better with a solid financial plan. So, you need to find the very best advisor for you. You'll want to ask questions and see evidence of success. And you'll want the confidence to know you're working with the right professionals to help you plan your financial future. Our team is ready to help.

### OTHER TAILORED SERVICES INCLUDE:

- **Fee-Based Financial Planning**
- **Business Succession Planning and Executive Compensation**
- **Taxed-Managed Portfolio Construction**
- **Tax Optimized Retirement Distribution Planning**
- **Estate Planning**
- **Healthcare Consulting, including Long-Term Care, Medicare Supplement and Medicare Advantage Plans** 🌸



# FOREVER YOUNG

Western New York's FREE Monthly Magazine For Adults 50+, With More Than 70,000 Readers

## FOREVER YOUNG

Now in its thirty-first year of publishing with scores of national awards for editorial and design excellence, **Forever Young** is Western New York's longest running full-color senior publication. With a circulation of 40,000 and more than 85,000 monthly readers, Forever Young remains committed to covering the interests and concerns of Western New Yorkers over fifty in Erie and Niagara Counties—and beyond.

**Forever Young** continually changes to keep up with the active fifty-plus crowd, consistently adding fresh content and exciting features, including information on health care, fitness, nutrition, relationships, arts and culture, dining, community events, gaming, recreation, and much more. Forever Young is FREE, available digitally online and distributed monthly to over 300 locations.

The **Forever Young Expo**, held each October, draws huge crowds of attendees and welcomes more than 50 vendors to share information on goods and services.

The **award-winning Forever Young Directory** is an indispensable full-color annual resource guide that help readers locate organizations and businesses that provide services, goods, and assistance to seniors in Erie and Niagara Counties. Twenty thousand Forever Young Directories are distributed to more than 150 businesses, retirement communities, senior centers, physicians' offices, offices for the aging, and pharmacies throughout Western New York in February.

**Forever Young**  
1738 Elmwood Avenue  
Buffalo, NY 14207

[foreveryoungwny.com](http://foreveryoungwny.com)

716-783-9119 



## LAWLEY INSURANCE

Lawley | INDIVIDUAL & SENIOR HEALTH INSURANCE



### Choosing a Medicare Plan: 5 Things You MUST Know!

Health care can be complicated. At Lawley, we want to simplify things for you. Our team will help find the Medicare plans best for you and your family.

#### What is Medicare?

Medicare is a federal health insurance program for Americans ages 65+, as well as those with certain disabilities. Through a combination of its four parts, Medicare covers many health care costs.

#### What are the four parts of Medicare?

- Part A - Covers inpatient hospital visits, home health care, skilled nursing facility stays, and hospice care.
- Part B - Helps pay for doctor visits, ambulance rides, lab tests, and equipment.

- Part C - (Medicare Advantage) An alternative to Parts A & B offered by approved private insurance companies. Often includes prescription and drug coverage and other benefits like vision or dental coverage. Plans usually consist of a network of providers offering care at a lower cost to participants.
- Part D - An optional prescription drug plan offered by approved private insurers designating covered drugs and participating pharmacies.

#### Are there other Medicare options?

Medicare Supplement plans, offered by approved insurers, cover co-pays and deductibles that Parts A & B do not. They are accepted by any doctor who accepts Medicare assignments.

#### What is the cost of Medicare?

After analyzing your budget and your needs, Lawley's Individual & Senior Health Insurance Consultants will help you decide what plan to enroll in. Medicare is more affordable than people realize as plans begin at less than \$20/month.

How do I choose the right Medicare plan?

The best way to choose a Medicare plan is to call Lawley today. Our professionals will equip you with everything needed to make the best enrollment decision.

**April Romanowski | Senior and Individual Benefits Consultant**  
[aromanowski@lawleyinsurance.com](mailto:aromanowski@lawleyinsurance.com) 



# SOLSTICE SENIOR LIVING AT EAST AMHERST

## Solstice Senior Living Welcomes Fresh Management Team

Solstice Senior Living has undergone noteworthy changes over the past few months. We have welcomed an Executive Director, Margaret Kleinmann and Director of Sales and Marketing, Stephanie Mruczek. This team will be responsible for driving revenue, contributing to vendor selection and outreach, as well as general management responsibilities. Combined, this team brings forth 35+ years of experience in senior living and healthcare. The Solstice community offers a quiet and tranquil country-like setting yet it is close to many local shopping centers and attractions. Solstice truly provides a worry-free lifestyle that allows its residents to keep their independence. This team will continue the already successful tenure

of Solstice Senior Living in the senior living industry and will continue to build relationships and accountability in the community.



Please join us for our summer concert on August 6th in the evening from 6:30-8:00 and enjoy live music from Williamsville's own "The House Band". Solstice Senior Living is located at 6363 Transit Rd., East Amherst NY, 14051 – located next door to our neighbors, Pautler's Drive-In of Clarence. 🌸

# PRESBYTERIAN SENIOR CARE



PRESBYTERIAN SENIOR CARE OF WESTERN NEW YORK



## Presbyterian Senior Care Of WNY Agrees To Become Part Of Beechwood Continuing Care

### Agreement Between Two Prominent Not-for-Profits Will Maintain Operations, Retain Employees

Presbyterian Senior Care of Western New York (PSCWNY) and Beechwood Continuing Care have reached an agreement on terms in which PSCWNY communities, programs and properties will become part of Beechwood. Upon regulatory approval, Beechwood will assume the assets and liabilities of PSCWNY, which include Ken-Ton Presbyterian Village, Kenmore; Presbyterian Village at North Church, Williamsville; and Lockport Presbyterian Home, Lockport. The enriched housing program at Ken-Ton Presbyterian Village is also included in the agreement.

"After very careful consideration and many conversations, we chose Beechwood because it closely aligns with our culture and is a mission-driven, faith-based organization like ours," said Karin Ziegler, PSCWNY president and CEO.

PSCWNY was incorporated in 1957. It employs 85, and nearly 250 individuals reside in its communities. All employees in PSCWNY communities will retain their jobs and all residents will maintain their current living arrangements.

Ken-Ton Presbyterian Village and Presbyterian Village at North Church are both independent living residences for seniors. Ken-Ton is an affordable housing HUD residence. Lockport Presbyterian Home is an adult care facility.

Beechwood Continuing Care is a locally owned, not-for-profit senior care community in Amherst and Williamsville. Affiliates include: Asbury Pointe, an independent retirement community; the Blocher Homes, assisted and enhanced living community; the Wesley Rehabilitation Center, short-term rehabilitative care; and the Beechwood Homes, a person-centered skilled nursing community.

"This initiative is consistent with our mission and strategic vision to be the foremost provider of comprehensive skilled nursing, residential and community-based services in the Buffalo-Niagara area. Having PSCWNY as part of our continuum will strengthen our ability to serve the emerging needs of seniors in WNY for years to come," said Daniel O'Neill, Beechwood president.

#### Contact:

Jenna Bichler-Cross  
Presbyterian Senior Care of WNY  
jbichler-cross@pscwny.org Cell: 998:2681

Cheryl Wasson, Beechwood Continuing Care  
cwasson@beechwoodcare.org Cell: 491-0140 🌸



## WNY PRIDE CENTER




### Free training program offered

Senior service providers are working with LGBTQ seniors – whether they have chosen to disclose or not. There are 2.4 million people age 65 and over who identify as lesbian, gay, bisexual, transgender or queer. As baby boomers age, the older adult population is expected to double. As a group, LGBTQ older adults experience unique economic and health disparities. They may be disproportionately affected by poverty and health issues, more vulnerable to neglect and mistreatment, more likely to live alone and be single, and less likely to have children than their heterosexual counterparts. All of the considerations above can be compounded by intersections of race, sex, ethnicity and disability.

Providers should create and implement integrated systems of care that include the unique needs of LGBTQ seniors; ensuring their facility is welcoming and affirming toward LGBTQ older adults to ensure accessible, competent and quality care. The Pride Center can help.

The Pride Center has developed a new, free training program. We have long been a local expert in LGBTQ+ cultural competency training, which educates employees on how to be sensitive to the thoughts, feelings and experiences of their LGBTQ patients and co-workers. Our goal is not to change anyone’s personal beliefs, but to provide information on the policies and laws that exist to protect LGBTQ people from discrimination.

Through this program, you can be designated as a LGBTQ-affirming senior service provider. We have developed tools for measuring and evaluating an agency’s readiness and those who meet the standards will receive this designation and be listed as a resource on the Pride Center’s website.

If you are interested in a training or any further information, please call us at 716.852.7743 or e-mail [training@pridecenterwny.org](mailto:training@pridecenterwny.org). 

## NASCENTIA HEALTH CONTACT 888.477.HOME OR VISIT [WWW.NASCENTIAHEALTH.ORG](http://WWW.NASCENTIAHEALTH.ORG)




### MEDICAID ADVANTAGE PLUS: A Promising Path to Better Serve Duals

Today there are over 12 million individuals enrolled in both Medicare and Medicaid, often referred to as dually eligible or duals. These beneficiaries account for a disproportionately large share of healthcare cost in both programs where many experience higher rates of chronic illness, several with multiple chronic conditions and disabilities requiring complex care and long term services. These programs have traditionally operated as distinctly different systems with separate rules for eligibility, covered benefits and payments which has led to fragmented, inefficient care.

There is an emerging path to Medicare-Medicaid integration that can improve care and reduce costs for this complex, high-need population: Medicaid Advantage Plus (MAP). Exclusively serving dually eligible individuals with long-term care needs, MAP Plans create

a more seamless experience for beneficiaries while also aligning incentives and administrative processes across programs.

As a single plan, Medicaid Advantage Plus provides all the benefits of a Medicare Advantage Prescription Drug (MAPD) program and Medicaid Managed Long Term Care (MLTC) program. Through a multi-disciplinary approach, care managers work closely with members, caregivers and providers developing an individualized, comprehensive plan of care that addresses physical, behavioral and functional needs. It is imperative that the plan also include appropriate interventions for the complex social, environmental and other non-medical factors known as social determinants of health, that can adversely affect health outcomes.

Medicaid Advantage Plus is an innovative approach to serve the unique and diverse needs of the dual eligible population by effectively integrating the delivery and financing of primary, acute and long term care services. 

# Check Us Out on FACEBOOK & LINKEDIN!



As the Network in Aging continues to grow and thrive, we strive to use new innovations that help us to promote the Network, our events and member agencies.

**We are excited to announce that we have created Facebook & LinkedIn pages** and have begun posting about upcoming events, important information on aging in WNY, and of course about our wonderful member agencies. We plan to use Facebook and LinkedIn as platforms from which we can tell the story of the Network, and the extraordinary services you all provide. **Stay tuned to learn how your organization can be featured in some of our posts!**

If you haven't yet, please  
**LIKE & FOLLOW** our pages!



Connect with us on  
**LinkedIn**  
Network in Aging of WNY Inc.

**"Like & Follow Us"**  
TO ENTER OUR  
*Summer*  
Giveaway Prize  
**WINNERS DRAWN WEEKLY**

**NETWORK AGING**  
OF WESTERN NEW YORK, INC.  
EST. 1981

## SOCIAL MEDIA (FACEBOOK) POSTS

**PLATINUM** - 12 posts | **GOLD** - 6 posts | **BRONZE** - 3 posts

### SUBMISSION INFO AND GUIDELINES

As a member of the Network in Aging, your organization is allowed a certain number of posts per membership year according to your membership level.

- Please email all post submissions to: [lisaboro@buffalo.edu](mailto:lisaboro@buffalo.edu).
- If you have a time sensitive post, please note that, AND please plan ahead as your post may take up to 2 weeks to be shared live.
- PDF and JPEG files are preferred.
- We reserve the right to edit and ask questions or modify post as needed.
- Any **events** listed on our website calendar already have the benefit of being possibly posted, unless you want to request a specific event be posted again and/or in a certain way.

### SOME HELPFUL TIPS ON THINGS TO POST

This is your chance to tell the membership and others interested in the Network about you and your organization! TAKE ADVANTAGE!!

- Create an "AD" style post where you can highlight services to those in need or a "rate special."
- Give us some interesting organizational history or background.
- Let us know about a NEW employee or Employee of the month.
- Is there an open position in your group you are looking to fill? Let us spread the word.
- Offer the opinion of an "expert" on a timely or interesting age-related topic.
- Promote a seasonal or other timely campaign.
- Offer some trivia question or other contest that initiates user feedback
- Post a VIDEO of your group completing an activity or service.
- Make sure to include applicable links such as to your website or other contact info.
- Always include images and your logo.

**Any questions, please contact Lisa Boron. THANKS AND HAPPY POSTING!**

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## Network in Aging of Western New York, Inc.

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Buffalo, NY 14214-3079

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The Network in Aging of Western New York, Inc. is a non-profit, voluntary corporation, which brings together individuals and organizations involved in aging and long-term care. Our diverse membership includes educators, health and social service professionals, community leaders, government agencies and area businesses. **Our mission is "To help our members by providing opportunities for resource exchange, professional development and interdisciplinary collaboration through networking events, educational programs, strategic partnerships and promoting public awareness of the organization and its mission."**

For more information about the Network in Aging of Western New York, Inc., call Lisa Boron, Network in Aging Coordinator, at 716-829-3712 or for more information about the Network in Aging, you can go online to [www.networkinaging.org](http://www.networkinaging.org)

# NETWORK SPONSORED CALENDAR OF EVENTS

For more information, go to [www.networkinaging.org](http://www.networkinaging.org)  
or call the Network office: 716-829-3712

## WORKSHOP - UPDATE ON MLTC

WEDNESDAY, AUGUST 14<sup>TH</sup>

8 AM-12 PM

Main-Transit Fire Hall

More info forthcoming

## NETWORK WITH THE NETWORK

OCTOBER - DATE TBD

The GreenFields Continuing Care Community

**Co-Sponsors Needed!**

## NETWORK WITH THE NETWORK

THURSDAY, AUGUST 22<sup>ND</sup>

Harris Beach PLLC

(at the Boardwalk near The Filling Station)

## NETWORK WITH THE NETWORK

NOVEMBER - DATE TBD

Tennyson Court

**Co-Sponsors Needed!**

## NETWORK WITH THE NETWORK

WEDNESDAY, SEPTEMBER 25<sup>ND</sup>

4:30 PM-6:30 PM

FeedMore WNY (Meals on Wheels)

**Co-Sponsors Needed!**

## 39<sup>TH</sup> ANNUAL MEETING

THURSDAY, NOVEMBER 7<sup>TH</sup>

Grapevine Banquet Facility

## NETWORK WITH THE NETWORK

DECEMBER - DATE TBD

Solstice Senior Living at East Amherst