



# The CCRC: Evolution and Trends

JANET JACKSON-MCCULLOCH, MA, CMC &  
LESLIE LEAZER, JD, WEINER & MCCULLOCH, PLLC

**"P**icture it", Sophia Petrillo, from NBC's 1990s hit sitcom "Golden Girls" would declare, prior to comparing and contrasting current social public policies with those she experienced 50 years prior in Sicily, Italy. What a perfect preamble to illustrate the phenomenal dynamic changes the Continuing Care Retirement Community (CCRC) has undergone over the past 25 – 50 years. Picture it, 1970 – the United States –where a movement transforming the manner of care for the aging is morphed from a purely medical institutionalized "housing" model to one resembling a residential "home-like" environment. This transformation resulted in a model engendering a healthy aging lifestyle e.g. providing options for self care, independence and systems to maintain an active vibrant lifestyle for as long as possible. This reformation shifted the responsibility of long and short-term care from medical professionals and staff to the individual. As a result, it is not only vital but incumbent upon the individual to plan ahead to ensure choices and desires are respected and legally protected.

Fifty years ago, the philosophy and associated environment of CCRCs, (initially nursing homes), was based on resident dependence. Contrast these institu-

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tional setting(s) with the residential-based model of care identified with the current day CCRCs. CCRCs were initially developed by fraternal or faith based groups intended to meet the needs of middle-income, mid-fifty population. Originally designed by bringing together several levels of housing and care to a single location or property, the blueprint was later redesigned to resemble homes, inns or apartment buildings where residents have the option to reside in private rooms or apartments coupled with access to common areas such as libraries, living rooms, dining rooms and kitchens. The contracted cost was originally based on a one-time entry fee whose value was amortized down over several years and was not refundable (even in the case of premature death). A

monthly fee was added to augment the administration and operating costs.

The CCRC "home-like" model, in most cases, is successful in providing a continuum of care by enabling residents to maintain as much autonomy as they had at home for as long as possible. The most desired CCRCs provide security to residents through its' service offerings intended to complement residents through the various expected and unexpected phases and stages of aging. CCRCs' aim is to redefine quality of life to connote capacity to sustain one's dignity and autonomy, with self care as an essential and natural byproduct to healthy aging.

The market demand of the retired World War II generation triggered a "super size me" movement in the late 1980s and 1990s. The CCRC residences were converted into larger units with dens, full kitchens, dishwashers, washers, dryers and multiple bedrooms and bathrooms.

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WWW.LCPLFA.ORG

## Recent Website Updates

**Have you checked out the new website? We'd love to hear your feedback!**

### Forgot your username and password??

If you want to log on to the LCPLFA Members-Only website and the Care Coordinators home page but don't remember your username and password, send a message to [admin@lcpf.org](mailto:admin@lcpf.org) and we will send them to you.

### Have a useful resource to contribute??

If you want to add or suggest a useful website, contribute your firm's job description for Care Coordinators or other staff members, or have other resources that would be of value to our members, send the information as a web links or as a digital document (PDFs, Word files, etc.) attachment to an e-mail to [admin@lcpf.org](mailto:admin@lcpf.org). If you have paper resources you would like to contribute, contact us for instructions on where to mail the documents.

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The square footage exploded to accommodate fitness centers, exercise equipment, pools and classrooms. The demand for the return of all or at least some portion, of the entry fee to the resident or beneficiaries was now more widely accepted. Furthermore, this generation did not favor socialization of the costs, consequently; a "pay as you go" model replaced the former method of paying for housing and associated services. It is no surprise the cost to develop the "new and improved" CCRCs has skyrocketed over the past two decades enticing the "for profit" sector to proliferate the marketplace attracting the upper middle class to affluent clientele.

What's missing in our current array of CCRCs and other supportive care environments? Jane Gross, author and New York Times blogger, posted that we should pursue "affinity communities" dedicated to aging in place. She cites the work of Andrew J. Carle, a prognosticator of assisted living trends. Mr. Carle predicts as the baby boomer generation ages, "niche communities" of residents sharing a common interest will proliferate. University-based communities have thrived and the model is extending to other special interest groups such as LGBT communities. The pricey Rainbow Vision community in Santa Fe is one of the few such communities who have survived through challenging economic times, though their original vision has broadened out of necessity.

It is a known fact there is power in education and today's aging population, unlike any before, is finding access to information through new and varied forms of communication. There has been a tremendous rise in expectations and demands among elders including services that will assist them to stay mentally and physically active. They are not simply seeking care when they are ill. The information age has had a profound effect on how we as a society will adapt to these demands and expectations. We need to remain cognizant that today's population is the most diverse, highly educated, geographically mobile and affluent group we have ever experienced in our society.

## Best Wishes to Our Friend Patsy Gentry



Elder Care Coordinator Patsy Gentry has closed her final case file. After eight years of service at the Elder Law Practice of Timothy L. Takacs, and four years on the LCPLFA Board of Directors (three as Secretary) Patsy retired on December 13, 2013 to begin the next chapter of her life. Patsy was one of the original pioneers who helped define the role of elder care coordinator in a Life Care Planning Law Firm. Whether Patsy was networking with referral sources, helping client families through a crisis or presenting a workshop, she was a consummate professional known for her skill, compassion and sense of humor. With more than 30 years of experience as a Registered Nurse, Patsy brought incredible depth to her role. She showed us how a conventional nursing background could be repurposed to help people respond to the challenges created by long life and disability. Prior to joining Tim's firm in 2005, Patsy, worked for the Upper Cumberland Area Agency on Aging where she served as Manager for Home and Community Base Services. In that capacity she contributed to the development and initial implementation of the Tennessee statewide Medicaid Waiver for Home and Community Based Services. Patsy was beloved by client families and respected by her peers and valued for her expertise. Please join us in wishing Patsy the very best!

### Upcoming Member Events

## Mark Your Calendar!

### **ECC/Staff Monthly Support Calls**

— Last Wednesday of Every Month @  
4:00 EST

Pre-registration Not Required — Call in  
information posted on LCP Listserv 7 days  
in advance

### **Monthly Mentoring Calls —**

1st Friday of Month at 12:00 EST

Pre-registration Not Required — Call in  
information posted on LCP Listserv 7 days  
in advance

### **Certificate in Elder Care Coordination (CECC) Online Program**

Register online at [www.lcplfa.org](http://www.lcplfa.org) or email  
your questions to [dking@tn-elderlaw.com](mailto:dking@tn-elderlaw.com)

### **LCPLFA 2014 Annual Meeting**

September 11-13, 2014

Embassy Suites St. Louis Downtown

610 North 7th Street | St. Louis, MO  
63101 | 314-269-5900

[www.stlouisdowntown.embassysuites.com](http://www.stlouisdowntown.embassysuites.com)

Room Rates: \$169 Single/Double before  
August 11, 2014

Make your reservations by calling

Room rate includes internet, cook to order  
breakfast and daily managers reception

Keynote Speaker Robert Benson Confirmed

Author of Moving Miss Peggy:

A Story of Dementia, Courage and  
Consolation

Stay tuned or check out the new website  
for details!

### **Life Care Planning for the Elderly Client: Fundamentals & Practice Programs**

September 10-11, 2014 - St. Louis, MO