

## FRANKE TOBEY JONES, A NOT-FOR-PROFIT CCRC

As a not-for-profit, Franke Tobey Jones is able to provide opportunities to our residents and community seniors that truly enrich and extend lives. Donors to our Annual and Endowment funds enable us to offer programs such as Charitable Subsidy, Wellness, Senior University and the Point Defiance~Ruston Senior Center. Both our Wellness and Senior University programs are open to anyone 55 or better.

- The Charitable Subsidy Fund extends financial assistance to residents of Franke Tobey Jones who can no longer fully cover the costs of care and services.



- Our Wellness Program keeps our residents and community seniors active in exercise classes throughout the day, and the 6,000 square foot M. J. Wicks Family Wellness Center houses a fully equipped, state-of-the-art workout room.
- Senior University, in partnership with our local universities, cultural groups, legal, health and financial professionals, offers a daily curriculum of classes on our campus. Because the program is fully funded by gifts, we are able to offer classes primarily free of charge.
- The Pt. Defiance~Ruston Senior Center, located at North 47<sup>th</sup> and Baltimore, has been operated by Franke Tobey Jones since 1998. The Center is a gathering place to hundreds of seniors, providing wellness and educational programs, as well as a hot nutritious lunch. Gifts to the Senior Center support nearly three-quarters of the annual operating budget.

## FRANKE TOBEY JONES BOARD OF DIRECTORS

Franke Tobey Jones is governed by a volunteer Board of Directors comprised of active community leaders. Their key responsibilities include:

- Determining the organization's mission and purpose
- Selecting and supporting the President & CEO and reviewing performance
- Ensuring effective organizational planning
- Ensuring adequate resources and managing them effectively
- Determining and monitoring the organization's programs and services

The Board of Directors is a vital link to the community, the public and the media. Members bring their unique talents, experience, perspective and knowledge of the community to meet the needs of seniors at Franke Tobey Jones and throughout Pierce County .



### The Mission of Franke Tobey Jones:

To enrich and extend the quality of life for seniors in our community. As a not-for-profit organization, we provide senior residential services, a supportive continuum of care and innovative community outreach.



FRANKE TOBEY JONES  
*Enjoy your age*

## A NOT-FOR-PROFIT



The information in this brochure is printed with permission from Leading Age, the national association of quality, not-for-profit providers of which Franke Tobey Jones is a member. "America's future is filled with older faces. Leading Age and its members are working today to ensure that long-term care not only meets the needs of tomorrow's older Americans, but exceeds their expectations. Leading Age is joining providers, policymakers, researchers, advocates, regulators and others to develop policies and practices that will make long term care the center of innovative, quality care for our older citizens."

**Quality, Innovation, Caring ~ That's the Not-For-Profit Difference.**



## MORE RESOURCES INVESTED IN RESIDENT CARE

Not-for-profit CCRC's invest more resources in direct and indirect resident care than for-profit communities. According to CMS, Centers for Medicare and Medicaid Services, and Arthur Andersen LLP in *The Guide to the Nursing Home Industry* an analysis relying heavily on CMS data:

- Not-for-profit providers spent 11% more than their for-profit counterparts on direct daily care per resident. Direct care expenditures are those "directly associated with patient care, such as nursing costs."
- Not-for-profits spent 18% more than for-profits on indirect daily care per resident. Indirect care expenditures include laundry and linen service, housekeeping, dietary, cafeteria, central services and supply, pharmacy, and social services.
- Not-for-profit nursing homes have no shareholders to pay. Instead, they reinvest in the most important people within the organization... the residents. They use their funds to better the facility, the staff, the quality of care and services for the people they serve.

## SIGNIFICANTLY FEWER DEFICIENCIES

Not-for-profit nursing homes consistently show significantly fewer deficiencies than for-profit providers when inspected for compliance with the government's survey and certification standards. According to CMS's statistics, not-for-profit providers had 34% fewer deficiencies than for-profit nursing

homes. This demonstrates that not-for-profits are more successful at meeting the government's standards for nursing home care. But most mission-driven not-for-profit senior living communities are not content to stop at that measure. They believe the bar should be raised to a higher standard.



## SETTING THE STANDARD ACROSS THE CONTINUUM

The nation's not-for-profit long-term care providers are on a mission. Their objective is to provide the highest quality and most compassionate care to the residents they serve. The good news for seniors, their families and the entire long-term care field is that they are succeeding. At a time when long-term care is under intense scrutiny, not-for-profit providers are showing that there is a difference when it comes to quality.

By consistently providing more hands-on care and developing new, creative ways to meet the needs of their residents, not-for-profits are setting the standard for quality in the field. The latest government statistics reaffirm the not-for-profit difference.



## THE PLACE FOR INNOVATION



Not-for-profits are where innovation happens. Around the country, not-for-profit nursing homes are changing the face of long-term care. Based on extensive research and a desire to provide a more dignified and homelike setting for residents, providers are completely redesigning their approach to care. The hospital-style facility of old, with its institutional environment and rigid procedures, is being replaced with an approach to care in which residents and staff strive for a home-like, family atmosphere, and where residents are free to make their own choices about their day.

Leading Age members are at the forefront of this quality revolution. Studying this kind of innovation is the Institute for the Future of Aging Services, a Leading Age sponsored organization whose mission is to conduct rigorous, objective research of long-term care providers' efforts to improve quality.

In addition to gathering concrete data on the effectiveness of these and other efforts, the Institute helps develop models of quality care that can be replicated nationally.

Not-for-profit innovations already are gaining attention. The *New York Times* recently praised Leading Age members in an editorial that stated not-for-profit providers are shaping daily life "around the needs and preferences of the residents, rather than the institutions." It's not surprising, the *Times* continued, "in an industry increasingly dominated by corporate chain ownership, that the changes are occurring in not-for-profit [CCRCs]."



## MORE HOURS OF CARE FOR RESIDENTS

Not-for-profit nursing homes significantly exceed for-profit homes in the number of hours staff spend caring for residents. According to CMS statistics:

- Average registered nurse (RN) hours per resident day were more than twice as high at not-for-profit nursing homes than at for-profits.
- Licensed practical nurse (LPN) hours were 21% higher among not-for-profit nursing homes on average.
- Certified nurse aide (CNA) hours averaged about 18% higher at not-for-profit than for-profit homes.



These nursing professionals are the frontline caregivers in long-term care. They help residents with the most intimate and basic aspects of living—eating, bathing, taking needed medications and participating in enriching activities. Their job is to care for and comfort residents, treating them with the dignity and respect they deserve. Perhaps more than any other measure, the time nursing home staff spend with residents directly translates into higher quality care.

