

NEWS ADVISORY

FEBRUARY 5th PRESS CONFERENCE

WHO

- U.S. CONGRESSMAN JOHN SARBANES
- LifeSpan President Izzy Firth
- Deborah Roane representing Secretary Carol Baker of MD Dept. of Aging
- Maryland State Delegate Barbara Robinson
- Maryland State Delegate Shawn Tarrant

WHAT

Endorsement of Mid-Atlantic LifeSpan's "Honor the Promise Campaign"

WHEN

Monday, February 5, 2007, 9:30 a.m.

WHERE

Roland Park Place, 830 West 40th Street, Baltimore, MD 21211
Directions: (410) 243-5700

WHY

LifeSpan's Honor the Promise Campaign seeks to address the critical needs of Maryland's senior population by advocating a public campaign for legislative action.

CONTACT FOR MORE INFORMATION

LifeSpan President Isabella Firth at (410) 381-1176, Ext. 226 or ifirth@malifespan.org or Sushant Sidh at 410-268-3099 or ssidh@capitol-strategies.com

Mid-Atlantic LifeSpan is the state's largest senior healthcare provider association, representing more than 300 member facilities that care for in excess 45,000 seniors across Maryland. LifeSpan strives to work with state and local governments to raise standards improving the quality of care offered in nursing homes, assisted living facilities, continuing care retirement communities and medical adult day care centers.

LifeSpan will continue to guide our membership as the preeminent long term care association in the region and serve as the architect of solutions for issues that challenge providers and policy makers.

LifeSpan's Honor the Promise campaign allows Maryland citizens the ability to endorse policy changes to improve senior healthcare delivery and inform national and state officials of the following goals:

1. Expedite the process for determining Medicaid eligibility by updating Maryland's antiquated computer system. Simplify paperwork and reduce penalties.
2. Improve quality of care by stabilizing funding for all senior care organizations. Budget cuts threaten quality of care afforded to seniors by providers.
3. Create workforce incentives to encourage individuals to work in senior care. The lack of qualified staff will have a profound, negative effect on future senior care.
4. Reduce regulatory and administrative burdens placed on senior care providers. Creative solutions, not draconian regulations, will stimulate innovative care.

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