



CAADS Conference keynote **Terri Langhans** on **Maverick Marketing: How To Stand Out From The Herd**

## Who We Are

### About Us

CAADS is a 501 (c) 6 not-for-profit membership association that supports adult day services programs as an alternative to institutional placement or unsupervised settings for frail elders, individuals with chronic health conditions and younger adults with care and supervision needs. We are the oldest and largest adult day services association in the nation, providing industry leadership through quality improvement and training activities.



*CAADS members share common values and a passion for excellence.*

## Bottom Line Benefits Add Up!

### CAADS Conferences & CEUs\*

\$725 Non-member registration  
*All events & CEUs, EXCEPT CAADS Membership Meeting*  
versus

\$525 Member registration

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**\$200 Member Savings!**

### Person-Centered Care Training & Implementation

\$4,500 Non-member provider cost  
*to contract for 20 hours of Center training/consulting at \$225 per hour*  
versus

Member access to training discounts, materials, and Person-Centered Care Learning Lab

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**\$4,500 Member Savings!**

*\*Based on 2015 CAADS Spring Conference*

### Contact Us

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**CAADS**

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# A CASE FOR ADULT DAY PROGRAM MEMBERSHIP

California Association for  
Adult Day Services / CAADS



*Tracking Outcomes for Program Success (TOPS) available by subscription in 2016.*

## Envisioning the Future

### Our Core Purpose

CAADS purpose is to inspire, provide leadership and facilitate the success of its members who support and assist people with long-term health, functional, cognitive, or mental challenges to realize their individual potential and maintain their independence.

### Our Core Values

- Make a difference through leadership and pioneering actions
- Serve individuals, families, and community with compassion and integrity
- Respect individuality, choice and independence at all stages of life
- Achieve excellence through innovation, creativity, resourcefulness, and change

### Our Priorities

- Promote quality care and common standards
- Contract with Managed Care Plans
- Meet the emerging needs of aging adults with developmental disabilities

## I value my CAADS membership!

*It's great to know that CAADS is seeking a role for ADPs in the future of managed care.*

**Mallory Vega**  
Executive Director  
Acacia Adult Day Services

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*Thanks to CAADS working with the Department of Social Services, we have relevant regulations for ADPs.*

**Terri Whitmire**  
Director  
Lodi Health Adult Day Services

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*I'm excited to be on the CAADS ADP Work Group to explore more ways to provide peer support, networking and the sharing of Best Practices.*

**Mary Ann Ratto**  
Adult Day Services Director  
Camarillo Health Care District



*Committee members pause for a photo before getting to work at the CAADS Conference.*

## CAADS is here to help you with...

### Technical Assistance

- Missing Person Notification Plans
- Elder Abuse Reporting Requirements
- Fingerprinting/Background Checks
- Person-Centered Care
- Best Practices

### Health Care Reform

- The Affordable Care Act
- Home and Community-Based Settings Rule Compliance
- Developing Your Value Proposition
- Quality Improvement
- Tracking Outcomes for Program Success (TOPS)

### Marketing & Consumer Awareness

- Find a Center Web Listing (exclusive for CAADS Members)
- Consumer Brochures:
  - *Adult Day Services: The Right Choice*
  - *Your Guide to Selecting an Adult Day Services Program* (with Self-Assessment Questionnaire)