



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.

### Contact Us

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 Web: [www.caads.org](http://www.caads.org)

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CAADS unites ADHC providers, participants and families to protect Medi-Cal funding for ADHC.

## Bottom Line Benefits Add Up!

### HIPAA Policies & Procedures Manual

\$500 Non-member purchase price  
 versus  
 \$250 Member purchase price

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**\$250 Member Savings!**

### 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!**

### Managed Care & Rate Consulting

\$8,400 Non-member provider cost  
 to contract for 24 hours of Center  
 training/consulting at \$350 per hour  
 versus  
 Member access to coaching, data, training

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**\$8,400 Member Savings!**

\*Based on 2015 CAADS Spring Conference



**CAADS**  
 1107 9<sup>th</sup> Street  
 Suite 701  
 Sacramento, CA 95814

**A CASE FOR  
 ADHC / CBAS  
 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
- Achieve fair reimbursement rates
- Build strategic partnerships
- Expand the model beyond Center walls

## I value my CAADS membership!

*CAADS is the number one reason ADHC centers still exist in California today. In my book, that's priceless!*

**John Menchaca, MPA**

Administrator  
El ARCA Adult Day Health Care

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*I love how CAADS is always looking for and developing new ways to strengthen our state's ADHC / CBAS model.*

**Celine Regalia, MSW**

Director  
Adult Day Services of Napa Valley

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*CAADS leadership has been invaluable throughout our Center's transition to CBAS, Medi-Cal Managed Care and CCI Cal MediConnect.*

**Mallory Vega**

Executive Director  
Acacia Adult Day Services



*CAADS members rally at the State Capitol urging lawmakers to "Save Lives, Pass the Budget Now."*

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

### *Technical Assistance / Coaching*

- CBAS Requirements
- Licensing and Certification
- Medi-Cal Managed Care Compliance
- HIPAA Compliance
- Cal MediConnect Issues
- Contract Negotiations
- Home and Community-Based Settings Rule Compliance

### *Health Care Reform*

- Quality Improvement
- Developing Your Value Proposition
- Person-Centered Care
- 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)