

## **Wenette (Wendy) Simons**

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### **Summary of Experience:**

- ❖ Extensive experience in executive level management of private business and a Health Division program
- ❖ Proficiency in planning, development and administration of business and programs serving seniors and the disabled for over 35 years
- ❖ Considered a subject matter expert and resource on various aspects of aging and eldercare
- ❖ Accomplished at building relationships and collaborative efforts between businesses, professionals, communities and governmental entities
- ❖ Experienced in legislative processes and presentations/bill draft preparation/regulatory revision preparation and lobbyist activities.
- ❖ Managed private sector and governmental budgets, including Center for Medicare & Medicaid Services (CMS) grants
- ❖ Competent leader in organizational development and culture change initiatives
- ❖ Experienced in assisted living regulatory compliance and complaint management

### **Education & Certification:**

University of Nevada, Reno- Bachelor of Science in Health Education, Minor-Biology

Licensed Administrator, Board of Examiners for Long Term Care Facilities Administrators

### **Work Experience:**

#### **April 2013- Present:**

##### **Wendy Simons Consulting, Owner/CEO**

Contract with Nevada Health Care Association to develop a "Quality Counts" educational series for assisted living industry providers, April- December 2013.

Consulting services for state regulatory compliance.

#### **August 2010 to April 2013: Reason for Leaving- Return to private sector**

##### **Chief, Bureau of Health Care Quality and Compliance, Nevada State Health Division, Carson City, NV**

Employer: DHHS/Health Division, Richard Whitley, Administrator

### **Responsibilities Include:**

Providing high-level leadership and oversight for federal and state compliance of 1164 health related facilities, 2555 medical laboratories and 10,014 laboratory technicians, 575 child care facilities and 6182

radiation control related equipment and/or materials items statewide. Strategic planning and implementation, policy development, program planning and evaluation, human resource management of 114 employees, administration and development of 5 budgets for the programs including participation in the CMS Mission Priority Document for federal grants, and evaluation and management of fee based revenues. Managing Bureau wide understanding and implementation of multiple NRS/NAC requirements including cross knowledge to other relevant regulations impacting health care operations.

Developing outreach programs and collaborative opportunities to assess and improve public health and safety while improving outcomes and service delivery. services to the aged and dependent would improve. Creating and maintaining stakeholder relationships with business and industry, care and service providers, governmental partners, community leaders and advocates to further cooperation and collaboration. Managing and interfacing as the State Agency Director with the Central Office and Region IX of the Center for Medicare and Medicaid Services.

Testifying and responding to legislative questions before several committees on measures and budget impact questions before the 2010 legislative session as Bureau Chief. Conducted print media and television news interviews as well as participating at the invitation of Nevada Public Broadcasters as an interview participant regarding programs related to health facilities in Nevada.

**Wendy Simons, Consulting (Owner/CEO) Reno, NV**

**2007 to 2010** (reason for leaving- accepted position of Bureau Chief for BHCQC)

**Clients:**

**12/2008-6/2010**

**Bureau of Health Care Quality and Compliance, Nevada State Health Division**

**Marla McDade-Williams, Bureau Chief**

**Compensation through a Sub Grant as a Compliance Consultant**

**Responsibilities:**

Prepared a strategic plan, organized, presented and evaluated a statewide education and training programs for facilities licensed and regulated by the Bureau to improve understanding of Nevada Revised Statutes, Nevada Administrative Codes and compliance as well as quality assurance for the elderly populations served by facilities. Developed and facilitated multi agency presentations and identified and engaged stakeholders for participation.

Provided individualized compliance consulting to over 127 businesses. Presented to and trained 1000+ providers in 20 seminars Served as a liaison between the provider industry and the regulatory agency.

**11/2008-6/2010**

**University of Nevada, School of Medicine, Geriatric Education Center (UNR Letter of Appointment Faculty)**

**Patti Swager; 411 W. Second Street, Reno NV 89503 (775)327-2285**

**Reason for Leaving-Contract term ended**

**Responsibilities:**

Contracted to coordinate and prepare three educational work shops for the Center, and developed an additional statewide administrator training program.

Conduct evaluation of skills of candidates for administrator in training licensure by the Board of Examiners for Long Term Care Administrators.

**6/2008-6/2010**

**Board of Examiners for Long Term Care Administrators- Contractor**

**Margaret McConnell, BELTCA Chairperson (702) 496-8805**

**Compensation \$50.00 hour- Reason for leaving- Contract ended**

**Responsibilities:**

Planning and development of a proposal to Legislative Counsel Bureau for a bill draft (AB 176) to amend NRS 654 statutes. Monitored progress through the 2009 legislative session, testifying before four committees. Collaborated with LCB staff for subsequent revisions of regulations after successful passage of the bill.

**Private Clients- Names available on request**

Provided consultation as a “subject matter expert” on community programs and placement options for elderly individuals. Worked with numerous families and clients to evaluate needs, secure disability eligibility, and coordinate the provision of services to seniors and those with disabilities.

**1972- 2007**

**Owner Operator of Assisted Living Facilities- 1972 to 2007**

**Reason for leaving- sold business interest/semi-retired**

**Mar-Von and Elderkin Homes (20 years)- Primarily low income facilities**

Second generation long term care provider. Margaret Von Fluee (mother) developed the first residential care home in the state of Nevada in 1948. Began working directly with the elderly/disabled/mentally ill clients at the age of 18 and took over operation of the family owned facilities upon graduating from the University of Nevada.

For 20 years provided oversight, staff management and direct care to residents ranging from the age of 21-102, including care and services, program planning and advocacy for clients on county welfare, VA pensions, and Supplemental Security Income as well as waiver programs. Created coalition efforts between industry and government to work through the legislative process.

**Park Place Assisted Living (15 years)- Primarily private pay**

Designed, built and operated a “first of its kind” model of cottage style assisted living for 60 elderly individuals. Maintained a \$20 million dollar budget and staff of 47 employees. Served as Administrator/ Chief Operating Officer for the facility delivering care and services for aged, dementia and disabled individuals. Provided consultation to other companies on the building of special designs tailored to the “aging in place” model of elderly housing and presented nationally on the subject of assisted living services.

Actively participated in nationally and regionally recognized organizations and affiliations for the benefit of the culture of the company and industry. These included National Board of Examiners for Long Term Care Administrators, Assisted Living Federation of America (Executive Committee Member and keynote speaker), Coalition of Assisted Residential Environments (Legislative Liaison), Older American's Advisory Council for the Division of Aging Services, Sanford Center for Aging, Nevada Geriatric Education Center, and Commission on Aging. Served as a grant reviewer for Division of Aging (8years) regarding Home and Community Based Programs, Independent Living Grant applications. Served on Attorney General Task Force for Elder Abuse, Neglect and Exploitation.

**Accomplishments, Memberships, Affiliations:** Career-long involvement with aging organizations and entities relevant to elderly and disabled populations and advocacy.

- 2012            Member of the Legislative Task Force to develop a State Plan for Alzheimer's Disease
- 2012            Association of Health Facilities Survey Agencies- Board member for Region IX, Appointed October 2012
- 2009-2012     Lobbyist for the Board of Examiners for Long Term Care Administrators
- 1987-2007     KOLO Television- Producer and Host of "Senior Scope". A public service program dealing with issues of interest to seniors, families, disabled individuals, advocates, government entities
- 2007-2010     Adjunct Faculty for the University of Nevada, School of Medicine, Geriatric Education Center
- 2007-2009     Adjunct Faculty for the Sanford Center for Aging, University of Nevada, Reno
- 2006            Member of the work group for the Nevada State Board of Pharmacy to draft regulations regarding packaging of medications for residents in care facilities
- 2006-2008     Member of Nevada Geriatric Education Center Advisory Board
- 2005            Task Force Committee Member for the new State Fingerprinting Program
- 2005            Committee member developing regulations under NRS 449 statutes for home care agencies
- 2005            Member of the Safe Advocates for Elders Advisory Board
- 2003-2011     Member of the Rotary Club of Reno, Board Member 2007-2010
- 2004-2006     Member of the Commission on Aging, appointment by Governor Kenny Guinn
- 2000-2001     Vice President of the Senior Coalition of Northern Nevada
- 2000-2008     Grant reviewer for Division of Aging Services, Independent Living Grants
- 2001-2010     Member, Past President, Legislative Liaison for Coalition of Assisted Residential Environments/provider trade association

- 2001-2010 Member, Past Chairperson, Assisted Living Advisory Council for Bureau of Licensure and Certification
- 2001-2003 Member of the Center for Cognitive Aging Advisory Board, UNR Medical School
- 2000-2013 Member of Reno Rodeo Association, and Miss Reno Rodeo Pageant Director (2001,2002, 2003, 2004, 2006, 2007 & 2008), Vice Chairman of the Reno Rodeo Drill Team 2007-2010
- 2001 Author of SB 74, defining Assisted Living in the NRS 449 statutes and introduced by Senator Bill Raggio during the session which passed
- 1999-2002 Chairman of the Sanford Center for Aging Community Advisory Board, UNR
- 1998-2001 Member of the Nevada State Attorney General's Elder Abuse Task Force under Frankie Sue Del Papa
- 1999-2000 Expert witness for the state of Nevada Attorney General on best practices and industry standards during a court case
- 1990-1993 Founding member and Executive Committee Member of the Assisted Living Federation of America, the national trade association
- 1997-1999 Member of the National Administrator's Board "Pass Point" committee for the national exam. Asked to again participate in 2006, 2007 & 2009
- 1999-2001 Author and instructor of Nevada's first Medication Administration Training Program for staff of residential care facilities
- 1992-2010 Member and past president of the Executive's Association of Reno. "Executive of the Year" in 1998

**Presentations and Publications:**

- 2012 **Association of Health Facilities Survey Agencies**, annual conference, Cincinnati, OH, October 3, 2012 "Innovations in Regulatory Oversight"
- 2012 University of Nevada Reno, Community Health Sciences program, September 19, 2012, "How to Make a Difference in Health Care"
- 2012 Board of Health, state of Nevada, April, 2012, "Overview of the Bureau"
- 2011 Nevada Health Care Association, Lake Tahoe, August 2011, "Skilled Nursing Facilities, Legislative Updates and Other Topics"
- 2010 Personal Care Agencies provider industry, Reno and Las Vegas, "Survey Survival"
- 2010 Residential care industry workshops, "Caregiving 101", "Report Cards", "Medication Management or Mismanagement?"
- 2009 Coalition of Residential Environments Workshops, "Personal Care for the Elderly"
- 2008 Alzheimer's Association of Northern Nevada, "Placement Options for Dementia"

- 2008 Truckee Meadows High School, "Career Choices in the Care of Elderly"
- 2007 Nevada Division of Forestry Conference, Grand Sierra, Reno, NV, "Surviving Caregiving"
- 2007 Nevada state Division of Aging Services, "The Competent Caregiver" conference, and "You Want Me To Eat What?", dietary issues in caring for the elderly
- 2007 **California Association of Long Term Care Medicine** conference, Long Beach, June 23-24, "Assisted Living, Birth, Development, Teen Years, Adulthood-Transitions in Care" and "Our Most Difficult Cases in Elderly Care"
- 2006 Alzheimer's Association of Nevada, May Keynote Speaker, "Relationships in Health Care"
- 2006 Safe Advocates for Elders, "Building Relationships With Family Members and Discharge Planners". Also presented in 2001,2002,2003, 2004,2005.
- 2005 Alzheimer's Association of Nevada, May conference, "Cookies to Crisis-Relationships"
- 2005 Elder College, University of Nevada, Reno, "Elder Care in the Community"
- 2005 City of Reno, PSA television program, "Elder Abuse Problems"
- 2002 KNPB, Channel 5, "End of Life-How to Cope With the Losses of Aging"
- 2002 Division of Aging Services caregiver training, June 18, "Medication Documentation"
- 2001 **Assisted Living Federation of America**, National Conference, "Quality Assurance and Client Satisfaction"
- 2001 **American Geriatrics Society**, Chicago, IL, "Opportunities and Pitfalls for the Primary Care Provider"
- 2001-2003 Nevada Division of Aging Services workshops, "Medication Management" and "Resident Assessment, Retention, and Discharge"
- 2000 Nevada State Division of Aging Services, caregiver workshop, May, "Documentation in Assisted Living Facilities"
- 2000 University of Nevada, Reno, Medical School presentation with Dr. Phillips, "How Does the Elderly Client Really Feel?"
- 1999-2005 Contributing writer to the "Senior Spectrum Newspaper" , providing over 25 articles on elderly care and issues
- 2008 Contributing writer to "Generation Boomers", 4 articles
- 2007 "Roses, Daisy's, Dandelions", Article covering the overview of the workforce in serving the elderly
- 2007 "Transitions in Care", Discussion of the long term care industry

- 2000 Contributing writer to “Assisted Living Today”, national trade association magazine-“A Wake Up Call”
- 1999 “Assisted Living Guidelines”, A worksheet for family members considering elder care choices