



Position Statement

February 11, 2011

RE: HB1494 <https://app.leg.wa.gov/documents/billdocs/2011-12/Pdf/Bills/House%20Bills/1494.pdf>

From: Marc Lilly, CEO – Concierge Care, Inc.

To whom it may concern,

Our company has been asked what our position is regarding the proposed legislation which seeks to regulate Senior Referral Agencies. While no piece of legislation will be seen as “perfect” by any one party, regulation of this industry is critical to protect vulnerable seniors and their families.

When we entered this business it was very clear to us that there was room for improvement in what was obviously a completely unregulated industry. As a result we have “self” regulated as a company, to bring best practices to bear.

Examples of areas we feel were in need of improvement include training to base standards, HIPAA certification by third party certification experts, personal inspections by our advisors of any residence or community we would refer to as well as research to assure these facilities are in good standing and have no actions pending against them.

There are many other examples of areas we focus on to be the best we can be as professionals and as a company, but it is clear to us that raising the bar is good for everyone serving seniors.

None of this is to say that other agencies do not manage their respective businesses in a similar fashion or even exceed the self regulation we strive to impose. We respect any individual or organization that has a passion to serve seniors and the community. That said, opposing regulation that will elevate the industry and prevent the problems associated with low expectations would harm all of us and send the wrong message to others.

Like many of you, I come from a healthcare background and as such I am used to certification, regulation and mandates that may seem onerous at times. That said, I can’t imagine any professional working with patients or vulnerable people that would not agree that oversight and standards are critically important.

In summary, we are in favor of the bill. There are areas we think could be improved and in some cases we believe the bill does not go far enough; however, we have had an opportunity to be part of the process and share our views on the bill.

Regardless of where any of us stand on the bill, this is a first step towards becoming a more respected industry in the eyes of the community we serve and our partners who do the good work of providing care to our seniors.