



February 20, 2017

House Committee on Human Services and Housing
Representative Alissa Keny-Guyer, Chair
Representative Tawna Sanchez, Vice-Chair
Representative Duane Stark, Vice-Chair
Representative Chris Gorsek
Representative Dallas Heard
Representative Mark Meek
Representative Mike Nearman
Representative Ron Noble
Representative Carla Piluso

RE: HB 2661- A Place for Mom

Dear Members of the House Committee on Human Services and Housing:

In advance of the February 21, 2017, Public Hearing on HB 2661, A Place for Mom submits this letter for your consideration. A Place for Mom, an internet-based senior living referral agency, is committed to providing seniors and their families the critical assistance they need in finding the right senior living options for their loved one, often at a time of crisis. Last year, over 4,000 families in Oregon contacted us for assistance in their search for senior living options, and 800 of those families moved into a long term care facility.

While the original version of HB 2661 presents significant challenges to our business, we believe we are working diligently on amendments which we could support. We are committed to setting industry best practices and would welcome a landscape where our competitors maintain the same high ethical standards in this vulnerable adult space. Since HB 2661 was introduced, A Place for Mom has actively engaged in several meetings with legislative representatives and industry members regarding modification or clarifications to HB 2661, as well as certain requirements we believe should be added to ensure that seniors and their families are protected (including conducting background checks for referral agency's owners and employees; designating referral agencies as mandatory reporters for abuse and neglect; requiring robust insurance; providing links to licensing sites, and disclosing privacy policies). Those information and working sessions have already resulted in positive changes to HB 2661 which will ensure the bill meets its intended goal, while allowing for the wide range of senior living referral models.

We feel strongly that internet search and phone consultation works for many people in today's society and legislation should not prohibit this model. In addition, like most Oregon senior living referral agencies, our fee structure is included in business contracts directly with senior living communities in our network. As much as possible, families (who are experiencing a stressful time during a major life transition) should not be drawn into the business relationship between agencies and communities.

We are committed to providing seniors and their families the critical assistance they need in finding the right senior living options for their loved one and we agree there should be high standards for referral agencies. We look forward to continuing our work with you on finalizing HB 2661.

Sincerely,

Camille Cleveland
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