STATEMENT OF DEFICIENCIES	(X1) PROVIDER/SUPPLIER/CLIA IDENTIFICATION NUMBER:	(X3) DATE SURVEY COMPLETED
	AL11969052	07/25/2016
NAME OF PROVIDER OR SUPPLIER **DISCOVERY VILLAGE AT PALM BEACH GARDENS**	STREET ADDRESS, CITY, STATE, ZIP CODE **100 DISCOVERY WAY** **PALM BEACH GARDENS, FL 33418**	

SUMMARY STATEMENT OF DEFICIENCIES
(FINDINGS PRECEDED BY TAGS AND REGULATORY IDENTIFYING INFORMATION)

0000 Initial Comments

On 07/19/2016 and , an Initial Standard Licensure survey was conducted at Discovery Village at Palm Beach Gardens for 138 residents. The facility had deficiencies identified during the survey.

0004 Licensure - Requirements

Based on observations, interviews and record review, the facility advertised assisted living services without obtaining a valid license from the Agency by including references to assisted living services in facility advertisements and marketing materials.

The findings included:

An Initial Standard Licensure survey was conducted on / beginning at 10:45 AM. Upon arrival to the facility, observations were made of the following:
1. A large wooden sign located adjacent to the main street included "Assisted Living/Memory Care".
2. A small bus intended for transporting residents included "Assisted Living/Memory Care" on the back and sides of the bus.
(photographic evidence obtained)

During the entrance conference conducted / , the Administrator presented his business card which included "Assisted Living/Memory Care". Review of a facility color glossy fold-out brochure included "Personal Care Services", "Health & Wellness Visits", "On-site Medical Director", "24-Hour Nursing", and "On-site Medical & Visits".

In an interview conducted / at 10:55 AM, the Administrator was asked to reference the pertinent regulations/definitions. After doing so, he stated the facility included the words "license pending" in their advertising. On at 12:21 PM, the facility's Regional Operations Director stated the references to assisted living services were not advertising because the materials included the words "license pending".

In an interview conducted / at 11:32 AM, the Senior Lifestyle Coordinator, who duties include sales and marketing, provided the following information. When a prospective customer calls for

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information, she asks them how they heard about the facility. They usually say from the local newspaper or they drove by the facility and saw their street sign. She collects general information regarding the prospective customer, and transfers the call to one of two Senior Lifestyle Counselors. The Counselor follows up with the prospective customer. She presented copies of two newspaper advertisements marked to show when and in what publications the advertisements were placed:

1. An advertisement was placed on / in the "Jewish Journal" as an insert in the "Sun Sentinel". It included:
a. "Preview Gallery Now Open Onsite - Visit Us Today"
b. "Special Pre-Opening Pricing"
c. "...All-inclusive, One-price Assisted Living and Memory Care"
d. "On-site Medical Director"
e. "Health and Wellness Checks"

2. Advertisements placed on and as an insert in the "Palm Beach Post". The front of the insert included:
a. "...All-inclusive, One-price Assisted Living and Memory Care"
b. "On-site Medical Director"
c. "Health and Wellness Checks"
d. "Assisted Living/Memory Care "
The reverse side of the insert included:
e. "24-hour access to professional nursing staff"
f. "On-site medical director"
g. "Assistance with showers weekly"
h. "Assistance with weekly"
i. "Daily Assistance with bathing, , dressing, eating and toileting"
j. "Assistance with medication management"
l. "Mobility and transfer assistance "
m. "Administration of medicine"
n. "Incontinence management"
o. "Glucose & management"
p. "Dependence on staff for mobility and transfer for safety"

Reference FAC 58A-5.0131 wherein "advertising" includes any advertising (except complimentary listings in telephone directories) intended to attract potential residents. FS 408.812 prohibits advertising

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services that require licensure by the Agency. This was discussed with the Administrator and Regional Operations Manager on at 5:00 PM and on / .

Unclassified

RICK SCOTT
GOVERNOR

ELIZABETH DUDEK
SECRETARY

, 2016

Administrator
Discovery Village At Palm Beach Gardens
100 Discovery Way
Palm Beach Gardens, FL 33418

RE: Relicensure Survey

Dear Administrator:

This letter reports the findings of a Relicensure survey that was conducted on , 2016 by a representative of this office.

Attached is the provider's copy of the State (5000-3547) Form, which indicates the deficiencies that were identified on the day of the visit. Section 408.811(4), Florida Statutes, requires that you correct these deficiencies within thirty days of the date of this letter unless the Agency has approved another timeframe. **Please attach a summary of your corrective action for each deficiency, including completion dates, on your letterhead. Also include any additional documentation to support correction of identified deficiencies. Submit summary and documents to the Field Office no later than 15, 2016.** Staff from this office will conduct a review of the provided corrective action and supporting documentation to verify that the necessary corrections are in place to correct the deficiencies identified on your survey, which may include a desk review or onsite revisit.

The Quality Assurance Questionnaire has long been employed to obtain your feedback following survey activity. This form has been placed on the Agency's website at http://ahca.myflorida.com/Publications/Forms.shtml as a first step in providing a web-based interactive consumer satisfaction survey system. You may access the questionnaire through the link under Health Facilities and Providers on this page. Your feedback is encouraged and valued, as our goal is to ensure the professional and consistent application of the survey process.

Thank you for the assistance provided to the representative. Should you have any questions please call this office at (561) 381-5840.

Sincerely,

for Arlene Mayo-Davis
Field Office Manager

AMD
Enclosure

XG90

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