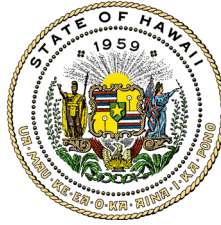


DAVID Y. IGE  
GOVERNOR OF HAWAII

ELIZABETH A. CHAR, M.D.  
DIRECTOR OF HEALTH



CAROLINE CADIRAO  
DIRECTOR

Telephone  
(808) 586-0100

Fax  
(808) 586-0185

STATE OF HAWAII  
EXECUTIVE OFFICE ON AGING  
NO. 1 CAPITOL DISTRICT  
250 SOUTH HOTEL STREET, SUITE 406  
HONOLULU, HAWAII 96813-2831

**Testimony in SUPPORT of GM677**  
**Submitting for consideration and confirmation to the Policy Advisory Board for Elder Affairs,**  
**Gubernatorial Nominee: Suzanne Schulberg, for a term to expire 6-30-2024**

COMMITTEE ON HEALTH  
SENATOR JARRETT KEOHOKALO, CHAIR  
SENATOR ROSALYN BAKER, VICE CHAIR

Testimony of Caroline Cadirao  
Director, Executive Office on Aging  
Attached Agency to the Department of Health

Hearing Date: April 8, 2022  
1:00 p.m.

Room Number: 225  
Via Video Conference

1 **EOA's Position:** The Executive Office on Aging (EOA), an attached agency to the Department  
2 of Health, supports the nomination of Ms. Suzanne Schulberg to the Policy Advisory Board for  
3 Elder Affairs (PABEA).

4 **Comments:** HRS 349-4 established PABEA to advise the EOA on issues, approaches to  
5 solutions, development of position statements, advocacy, legislative actions, program  
6 development and operations. Ms. Schulberg is currently the President and Chief Operating  
7 Officer at Arcadia and holds a graduate certificate in Gerontology, a Master's degree in Business  
8 Administration, and a BA in History. In 2020, she was selected to the Omidyar Fellows Program,  
9 which provided her the opportunity to learn about many issues facing Hawaii as a State and what  
10 was being done or should be done to address those issues. Ms. Schulberg currently serves on the  
11 O'ahu Workforce Development Board and the Hawaii Pacific Gerontological Society. She has  
12 served as a board member of PABEA several times and is currently an active member of the

- 1 PABEA Legislative Committee. With her knowledge and extensive experience in the aging field,
- 2 Ms. Schulberg is a tremendous asset in providing guidance to the EOA. For these reasons, EOA
- 3 strongly supports the nomination of Ms. Schulberg.
- 4 Thank you for the opportunity to testify.

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## *Policy Advisory Board for Elder Affairs*

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5 April 2022

**THE HONORABLE JARRETT KEOHOKALOLE**

**Chair, Senate Committee on Health**

Hawaii State Capitol  
415 South Beretania Street  
Honolulu, Hawai'i 96813

Re: GM 677, Submitting for consideration and confirmation to the Policy Advisory Board for Elder Affairs, Gubernatorial Nominee SUZANNE SCHULBERG for a term to expire June 30, 2024.

Dear Senator Keohokalole,

I am Gary Simon, Chair of the Policy Advisory Board for Elder Affairs (PABEA), which is an appointed board tasked with advising the Executive Office on Aging (EOA). I am testifying on behalf of PABEA and as an individual who has worked in healthcare for over thirty years.

**PABEA strongly supports the nomination of Suzanne Schulberg to PABEA.**

I have known Ms. Schulberg since 2013. Ms. Schulberg currently is the President and Chief Executive Officer for The Arcadia Family of Companies (AFC). She has served as the Vice Chair of PABEA and currently is a community member of its Legislative Committee.

Ms. Schulberg is a tireless leader and an expert on retirement living, aging, elder care and long-term care, family caregivers, and healthcare workforce development.

She is zealously committed to improving and expanding services to our kūpuna and their family caregivers.

Her accomplishments are astounding and include, but are not limited to:

- Opening 15 Craigside Retirement Residence in 2011 and achieving full occupancy in 2012. 15 Craigside provides active and fun retirement living and the total continuum of care for its residents.
- Establishing Arcadia Home Health Services, committed to helping kūpuna live safely and independently at home.

- Providing fun and stimulating activities and consistent high quality care and services at Central Union Church Adult Day Care & Day Health Center and thereby earning recognition for the Center as the best in the state.
- Establishing the Arcadia Family of Companies Student Volunteer Program to prepare the next generation of healthcare professionals and paraprofessionals. The trained students serve clients at the Central Union Church Adult Day Care and Day Health Program.
- Actively advocating for kūpuna, family caregivers, and individuals with disabilities at the local and state levels.
- Partnering with the Hawai'i Family Caregiver Coalition (HFCC) to sponsor the annual HFCC members' luncheon, which features national speakers.
- Partnering with the State of Hawaii Executive Office on Aging to sponsor the annual Older Americans Month Recognition Awards Luncheon, at which the Outstanding Older American from each county in the State is honored and celebrated for their contributions to our island communities.
- Rising to the inconceivable challenges of the COVID-19 pandemic by:
  - Continuing to provide high quality, cost-effective, and safe care and services to AFC's residents, clients, members, and their families;
  - Maintaining environments that support excellence in resident, client, member, and family experience;
  - Using decisive decision-making, adapted to novel situations and issues, ensuring reliable and safe delivery of care and services;
  - Engaging residents, clients, members, their families, and AFC's workforce to create excellent experiences of care and service during the pandemic;
  - Rapidly, but prudently, modifying existing operational policies and implementing new operational policies to deliver reliable care and services during an extended acute crisis of everchanging metrics and measure; and,
  - Creating environments to support AFC's staff grappling with fatigue and stress throughout the pandemic.

Ms. Schulberg will be a powerful and resourceful contributor to PABEA and its work. Her expertise will be quite valuable in the development of policies and programs which enhance the active aging and care of our kūpuna here in Hawai'i.

She previously served as a PABEA member from July 2017 to June 2021. We have missed her astute and wise counsel and her pleasant and professional demeanor during our meetings and deliberations.

On behalf of PABEA, I respectfully and strongly urge you to recommend Ms. Schulberg for confirmation to PABEA.

Mahalo nui loa for seriously considering her nomination.

With warmest aloha,

A handwritten signature in black ink that reads "Gary Simon". The signature is written in a cursive, flowing style.

Gary Simon  
Chair  
Policy Advisory Board for Elder Affairs  
No. 1 Capitol District  
250 South Hotel Street, Suite 406  
Honolulu, Hawaii 96813  
Email [gsimon@aarp.org](mailto:gsimon@aarp.org)

**GM-677**

Submitted on: 4/5/2022 4:52:49 AM

Testimony for HTH on 4/8/2022 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Kathleen Yokouchi	Testifying for Arcadia family of companies	Support	Written Testimony Only

Comments:

In very strong support for Suzie Schulberg. Suzie is an excellent CEO. She is thoughtful very smart, sensitive two the companies that she overseas as well as other companies within the greater community. She is a team player and six the advice and expertise of others with great experience. She is humble and kind, But also very wise. To find the right solution she will seek out experts in the field and talk to people with experience to come to the best solution. She works tirelessly and she is always seeking better solutions to a problem and she gets it done. Although she heads up several companies including the Arcadia and the 15 Craigsid retirement residences she is warm and caring. She reaches out to other companies and businesses smell those people in need during a crisis. Although her calendar is full she is never too busy to reach out to individuals and for this reason she is well loved by her management staff, employees, and especially the residents. Suzie is very bright energetic, and always willing to learn and work with others. And very very strong support of her nomination, Kathy Yokouchi, vice chair of the AFC board

**GM-677**

Submitted on: 4/4/2022 4:12:00 PM

Testimony for HTH on 4/8/2022 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
nanci kreidman	Testifying for domestic violence action center	Support	Written Testimony Only

Comments:

Aloha, i have had the opportunity to work closely with Ms Shulberg. She is a champion for our kupuna. Understanding the careful attention needed and extensive challenges faced by our community's elderly community. She will be an asset on this Advisory Board. I shall look to hear the Committee took favorable action.

thank you.

**GM-677**

Submitted on: 4/4/2022 8:59:53 PM

Testimony for HTH on 4/8/2022 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Elizabeth Kent	Individual	Support	Written Testimony Only

Comments:

Aloha,

Thank you for the opportunity to testify in support of Suzanne Schulberg's nomination. I have known Ms. Schulberg professionally for about four years and have been impressed with her leadership skills. I believe she will be an excellent addition to this Board and that she will bring lots of expertise to the table.

Elizabeth Kent



**GM-677**

Submitted on: 4/6/2022 10:59:30 PM

Testimony for HTH on 4/8/2022 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Laura Reichhardt	Individual	Support	Written Testimony Only

Comments:

Suzie Schulberg is incredibly talented in elder care management. As the President and CEO of Arcadia Family of Companies, she is committed to elder care, to quality and excellence in elder care services and support, and well connected to the elder care community, recourses, best-evidence and trends. She is a vibrant and savvy leader, and a pleasure to do work with. She will thrive in this role, and the Policy Advisory Board for Elder Affairs wilh thrive with her appointed to it.

**GM-677**

Submitted on: 4/7/2022 9:06:23 AM

Testimony for HTH on 4/8/2022 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Sarah Yuan	Individual	Support	Written Testimony Only

Comments:

I'm writing to support GM677 on appointing Suzanne Schulberg, Gubernatorial Nominee, to the Policy Advisory Board for Elder Affairs (PABEA) for a term to expire 06-30-2024.

HRS 349-4 established PABEA to advise the EOA on issues, approaches to solutions, development of position statements, advocacy, legislative actions, program development, and operations.

I am a gerontologist and a faculty member of the University of Hawaii. I've known Ms. Schulberg for about 15 years and served with her on the Hawaii Pacific Gerontological Society's conference committee and the PABEA for many years. I can attest that she is an effective advocate and a humble leader who always do her best to serve.

Ms. Schulberg is the Arcadia Family of Companies' president and CEO. Arcadia offers a range of services that support senior living in the community. Her experience in the senior care industry is invaluable to PABEA.

I urge you to support the nomination and confirmation of Ms. Schulberg to PABEA. Thank you for the opportunity to testify.



**LATE**

April 8, 2022 at 1:00 pm  
Via Videoconference

**Senate Committee on Health**

To: Chair Jarrett Keohokalole  
Vice Chair Rosalyn H. Baker

From: Paige Heckathorn Choy  
Associate Vice President, Government Affairs  
Healthcare Association of Hawaii

Re: **Testimony in Support**  
**GM 677, Submitting for consideration and confirmation to the Policy Advisory Board for Elder Affairs, Gubernatorial Nominee, Suzanne Schulberg, for a term to expire 06-30-2024.**

The Healthcare Association of Hawaii (HAH), established in 1939, serves as the leading voice of healthcare on behalf of 170 member organizations who represent almost every aspect of the health care continuum in Hawaii. Members include acute care hospitals, skilled nursing facilities, home health agencies, hospices, assisted living facilities and durable medical equipment suppliers. In addition to providing access to appropriate, affordable, high-quality care to all of Hawaii's residents, our members contribute significantly to Hawaii's economy by employing over 30,000 people statewide.

Thank you for the opportunity to provide testimony in **strong support** of Suzie Schulberg's nomination to continue her service on the Policy Advisory Board for Elderly Affairs (PABEA). Ms. Schulberg is one of the leading voices in long-term care policy in the state and her experience and insights are highly sought after when considering large, complex questions relating to how we care for our kupuna. As a provider, she can also bring in valuable perspective about how to move the system of care to best serve residents and family members.

Ms. Schulberg has been an important voice at HAH, participating in several leadership committees in an effort to foster education, collaboration, and quality improvement among all assisted living and nursing facilities. The challenges facing long-term care providers in the state as we recover (and continue to respond) to the pandemic are immense, and Ms. Schulberg has been and continues to be an excellent resource in our advocacy and planning efforts to ensure we can provide the highest quality of care to as many residents in the state as possible.

Without reservation, we support Ms. Schulberg's nomination to continue her service on PABEA.