

Council on Aging of Southwestern Ohio

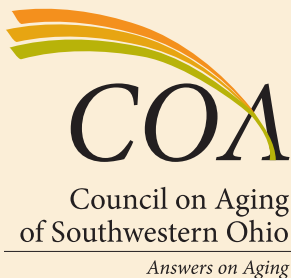
2010 Annual Report





Council on Aging CEO, Suzanne Burke, with Mamie, a PASSPORT client.

“In our vision, all older adults in our region will have access to services that help them remain independent and live with dignity among the things and people they love.” Suzanne Burke



Mission and Vision

Enhance the lives of adults by assisting them to remain independent at home through a range of quality services.

Every senior adult in our region shall have a choice and a range of services and programs that will assist them to remain independent in their chosen environment.

Our Values

We are committed to building strong relationships with our customers to enable Council on Aging of Southwestern Ohio to continue to meet the needs of senior adults and caregivers.

Teamwork and Collaboration

Results and Quality Responsiveness and Availability
Efficiency and Accountability Innovation
Communication Caring Attitude



Dear Friends,

The national recession and Ohio's economic troubles have been challenging for everyone. For many of our clients and their families, the past couple years have brought financial hardship. Budget cuts hit our programs in 2010, but we feel grateful they were not worse.

Early in our 2010 fiscal year, budget cuts caused the state to slash the openings for the PASSPORT in-home care program by nearly half. For the first time since 2007, we once again had a waiting list. Seven months after it began, however, former Gov. Strickland reallocated some funding and restored PASSPORT.

Our next piece of good news came in May when Ohio legislators unanimously adopted Enhanced Home First, an expansion of the law that allows those at imminent risk of nursing home placement the option of receiving care at home. Advocacy by the aging network, including video testimony from our clients and their families, helped win the day.

As the year progressed, the restructuring plan that we began in 2009 rolled out very satisfactorily. We felt we were doing the right thing, but it was heartening to see it confirmed. With a stronger "front door" (Aging and Disability Resources Connections), and new departments, including Business Results, Nursing Home Diversion and Transition, and Procurement and Provider Services, we are better positioned to serve the senior needs of the future.

Summer brought a fun and new project for us: the Life Transitions Home at CitiRAMA in Northside. We partnered with John Hueber Homes, American Entertainment Systems, and Elderwatch by Cybernet Solutions to showcase technology and design features that help people "age in place." Thousands of visitors toured the home and heard about COA from our staff and board volunteers.

Summer also brought the campaign for the Butler County Elderly Services Program tax levy for which dozens of volunteers worked very hard. Their efforts paid off with a favorable vote of 65.9 percent. The year ended with a bang as we received a Better Business Bureau Torch Award for Marketplace Ethics.

I hope you will enjoy the photos and stories throughout this report about people whose lives are better because of the work we do together with many other organizations. In the challenging times ahead, we will not give up in our advocacy for all the disabled and elderly who deserve the opportunity to remain independent in their homes.

Suzanne Burke
CEO

Ed Rust
President, Board of Trustees

About Council on Aging

Council on Aging of Southwestern Ohio (COA) helps older adults remain in their homes with independence and dignity. Through COA, services such as home-delivered meals and transportation help seniors avoid unnecessary placement in nursing homes and help taxpayers save money.

Incorporated in 1971, COA is one of our region's largest non-profit organizations and is designated by the state of Ohio to be the Area Agency on Aging for Butler, Clermont, Clinton, Hamilton, and Warren counties.

As such, COA is a central and unbiased source of information and connection to community resources for older adults, their caregivers, families, and professionals in the field of aging.

COA has 212 employees. Most are licensed social workers and registered nurses who provide intake, assessment, and care management for our home care programs.

What we do

- *In-home care and community-based care:* Elderly Services Program, PASSPORT, Assisted Living Waiver
- *Caregiver support and training*
- *Care transitions:* prevent unnecessary re-hospitalization via patient education and care coordination
- *Community services:* health and wellness programs, legal help, transportation, Alzheimer's services, speakers bureau and outreach
- *Advocacy:* reform Ohio's long-term care system to increase compassionate and cost-effective options
- *Answers on Aging:* Connection to unbiased information, advice, and community resources for older and disabled adults

Most of us will need some help as we age. It's a fact of life. But with that fact should come the right to be treated with dignity and the opportunity to remain independent in the setting of our choice, preferably our homes. At Council on Aging, that's what we believe.



No one likes to think about getting old and needing help. But we do hope that we will have choices about where and how we will live as we age. For most of us, the first choice is to stay in our own home for as long as we can.

Fiscal Year 2010 Highlights:

- **20,095** clients receiving in-home services
- **1.92 million** hours of in-home care
- **21,580** requests for information about help for seniors
- **302** events, presentations and informational meetings with COA stakeholders
- **1,950,137** home-delivered meals to **11,371** home-bound older adults

Helping older adults stay in their homes...

Program Profiles

PASSPORT

Our typical client is a woman in her late 70s living alone, in poverty and needing help with basic activities such as bathing and meals. Clients are frail and qualify to be in a nursing home, but PASSPORT provides an in-home care alternative. PASSPORT is funded by Medicaid. On average, it's about one-third the cost of nursing home care.

ELDERLY SERVICES PROGRAM

Like PASSPORT, the Elderly Services Program is compassionate and cost-effective. It costs tax-payers under \$400 a month, on average, or less than one-twelfth the cost of care in a nursing home. Many clients contribute to the cost of their care via co-payment. The program is funded almost entirely by county tax levies.

Council on Aging administers the Elderly Services Program through contracts with boards of county commissioners in Butler, Clinton, Hamilton and Warren counties. In Clermont County, a similar program is administered by Clermont Senior Services.

ASSISTED LIVING WAIVER

Assisted Living provides an intermediate level of care for low-income adults. It offers independence and privacy and, on average, is less than half the cost of nursing home care. Often, people enter assisted living paying privately but run out of money. Without this waiver program that allows Medicaid to help pay for their care in assisted living, many would be forced at that point to move to a nursing home.

	Elderly Services Program		PASSPORT		Assisted Living Waiver	
	<i>Clients Served</i>	<i>% Change</i>	<i>Clients Served</i>	<i>% Change</i>	<i>Clients Served</i>	<i>% Change</i>
Butler	3,890	-2%	477	+3%	239	+37%
Clermont	N/A	N/A	337	+4%	0	0
Clinton	509	-3%	121	-3%	7	+40%
Hamilton	7,570	-5%	1,993	+4%	178	+59%
Warren	2,314	+7%	248	+12%	46	+156%
Total	14,283	-2%	3,176	+2%	470	+52%

Elderly Services Program (ESP), PASSPORT and Assisted Living clients served by county in FY 2010 and percent change since FY 2009. ESP decrease in Clinton and Hamilton counties is due primarily to waiting lists.

Home and community-based care...compassionate, cost-effective alternatives to nursing home care

ASSISTED LIVING WAIVER

Since it began in 2007, COA's Assisted Living Waiver Program has been growing rapidly. It is for adults who need an intermediate level of services and is less expensive than nursing home care. For many whose savings run out while they are in assisted living, the waiver prevents them from having to move to a nursing home. The program has grown from 48 clients in July 2007 to 363 by September 2010. In our region, there were 25 facilities certified for the Assisted Living Waiver as of September 2010. More are needed.



Assisted Living Waiver Program Client Profile | Carl & Caroline

Carl's varied career meant frequent moves for him and his wife, Caroline. It was a comfort then, when the Assisted Living Waiver made it possible for them to stay in their Middletown retirement community apartment. Both are in their late 80s.

"I had to be in the hospital and money kind of ran out, so where do you go from there?" Caroline said. "The Assisted Living (Waiver) was the obvious choice. It has really worked for us."

CAREGIVER EDUCATION AND SUPPORT

Home Health Aide Training

This career training program for home health workers addresses the increasing demand for qualified aides.

2010 Highlights:

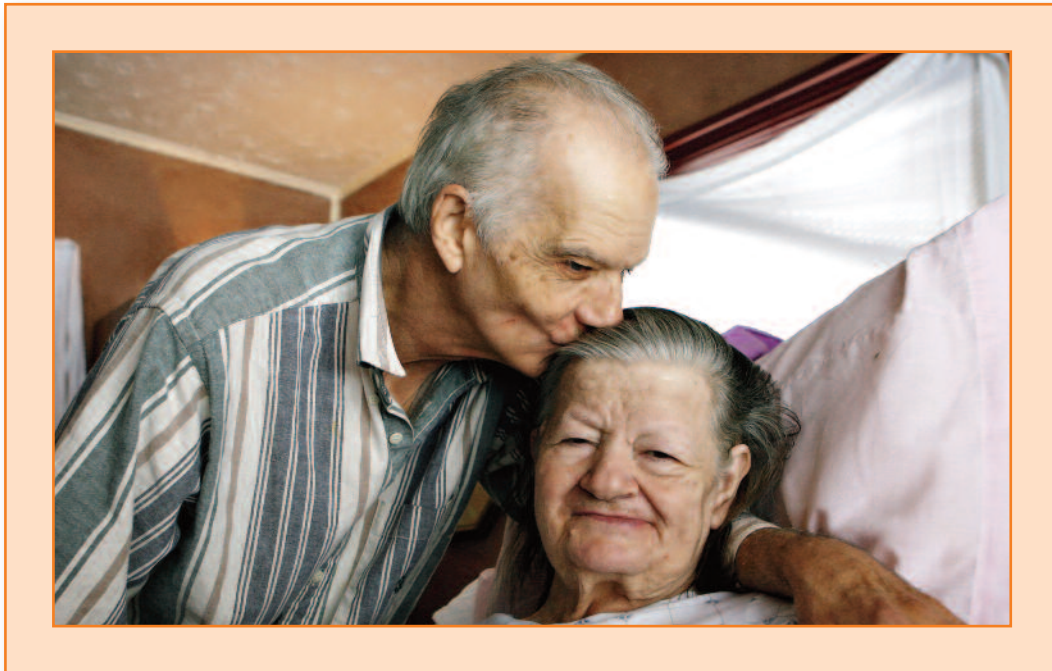
- *Graduated 204 aides (1,517 graduates since the program started in 2000)*
- *Exceeded national standards for job retention: 88 percent of aides remain on the job 16 months after graduating; 10 percent go on to higher education*
- *Featured at the American Society on Aging/National Council on Aging 2010 conference*

Caregiver Education and Support

Through this free service, a COA nurse provides in-home training, resource referral, and advice to family caregivers.

2010 Highlights:

- *321 home visits (2,887 visits since 2003); participation in 39 community events*
- *99 percent of participants report program had positive impact on their life*



Larry, caregiver for his long-time companion Lillian, received help from Council on Aging's caregiver support program. Lillian is a PASSPORT client.

Approximately 65 million Americans provide care for a loved-one.

Caregiver Support Program Client Story | Larry & Lillian

Larry and Lillian had just returned home from a doctor's appointment when Lillian said she felt sick and dizzy. Suddenly, she fell backward onto the bed.

"I saw her mouth go down on one side and I knew right away it was a stroke," Larry said. "I called 911. I figured this was it."

In that moment, both their lives changed. Lillian, Larry's companion of 24 years, was devastated by the stroke and needed round-the-clock care. After Lillian was discharged from an extended care facility, Larry brought her back to their home near Hamilton. "I'm positive she'd have stayed in the nursing home if I wasn't here to take care of her," he said. "I knew it wasn't going to be easy, but it's something I wanted to do."

"Larry is extremely dedicated to Lillian," said Margie, a nurse and home health educator with Council on Aging's caregiver support program. "He is quite unassuming, but impressive. He's simply taking care of the woman he loves."

Lillian is a PASSPORT client and Margie visited their home to see how Larry was doing with his demanding caregiving tasks. "She told me I've got it all together," Larry said.

A home health aide from PASSPORT helps with housekeeping and personal care, which enables Larry to run errands or tend to other personal business.

A former janitor, Larry, 67, said he learned a lot from a nurse at a hospital where he worked. "She showed me how to lift a person from the bed to a chair without hurting my back and how to change a bed with someone in it."

Buoyant and self-confident, Larry said caregiving is more of a joy than a chore.

"Lillian makes me laugh," he said. "She comes out with the darndest things. I have to stop what I'm doing because I'm laughing so hard. She's my rock," he said, turning to Lillian. "Aren't you honey?"

*Caregiver burnout is among the top three reasons
for nursing home placement.*

PASSPORT Client Story | Mamie

As the mother of nine and grandmother of 25, Mamie has family photos covering nearly every inch of wall space in her small living room. Last year, she hung a new memento – a framed note from President Obama wishing her a happy 90th birthday. Nearby is a photo taken at her birthday party, which was attended by more than 300 people. Mamie is sitting in the center, flanked by loved ones, decked out in a red dress, grinning from ear to ear and holding a baby in her lap.

“I do very well remembering all my grandchildren,” Mamie said, “but don’t ask me to count all the great-grandchildren, or the great-greats!”

While the years have brought much joy to Mamie’s life, she has also suffered more than her share of loss. Of her four daughters, three have died, including two who died within one year. They were both in their 40s at the time, one suffering from Lou Gehrig’s disease and the other from a chronic lung condition. They came home and Mamie took care of them in their final months.

Now Mamie shares her home in Cincinnati with her son, Robert. She nursed him through two bouts of cancer and he continues to have a number of health problems.

“She never expected to outlive her kids,” Robert said. “But she is such a strong woman. She always says, ‘I put it in God’s hands and He leads me on.’”

Mamie began working at the age of 14 and held a variety of jobs, including head housekeeper on the Delta Queen while Robert worked as a bartender and maitre d’. She retired when the arthritis in her legs made it too painful to work.

Today, she gets around on a motorized scooter and has help from PASSPORT, including home-delivered meals, an emergency response device, and homemaking and personal care six hours a week.

“I’ve lived in my home 32 years and I do very well,” Mamie said. “PASSPORT does so many good things for me. I wouldn’t want to leave here because Robert needs me. And I set my own time to eat and time to sleep. My home is very comfortable, thanks to PASSPORT and all the good people.”

Mamie's PASSPORT care plan costs \$15,222 a year. On average, that would cover about three months in a nursing home.



“PASSPORT has given me the opportunity to stay in my home and I really appreciate it.” Mamie with her son, Robert

Elderly Services Program Client Story | Nellie & Noble

Nellie and Noble were little more than kids when they “sneaked off and got married,” as Nellie puts it. She was 17 and he was 22; they had met four years earlier. “He was in the (Army) and he wanted me to wait for him,” Nellie said. “I said, ‘Not unless we get married!’”

To see the two of them together is to see that, 68 years later, they’re still sweethearts. On the wall over the kitchen telephone, an old black and white photo shows them embracing on a bridge. And when she talks about the services that helps them stay in their home, Nellie speaks first of the bond between them.

“After you live with a person for 68 years, you know all their faults and they know all yours,” she said. “But you get so close that you don’t want to be apart. And we promised each other that we never would.”

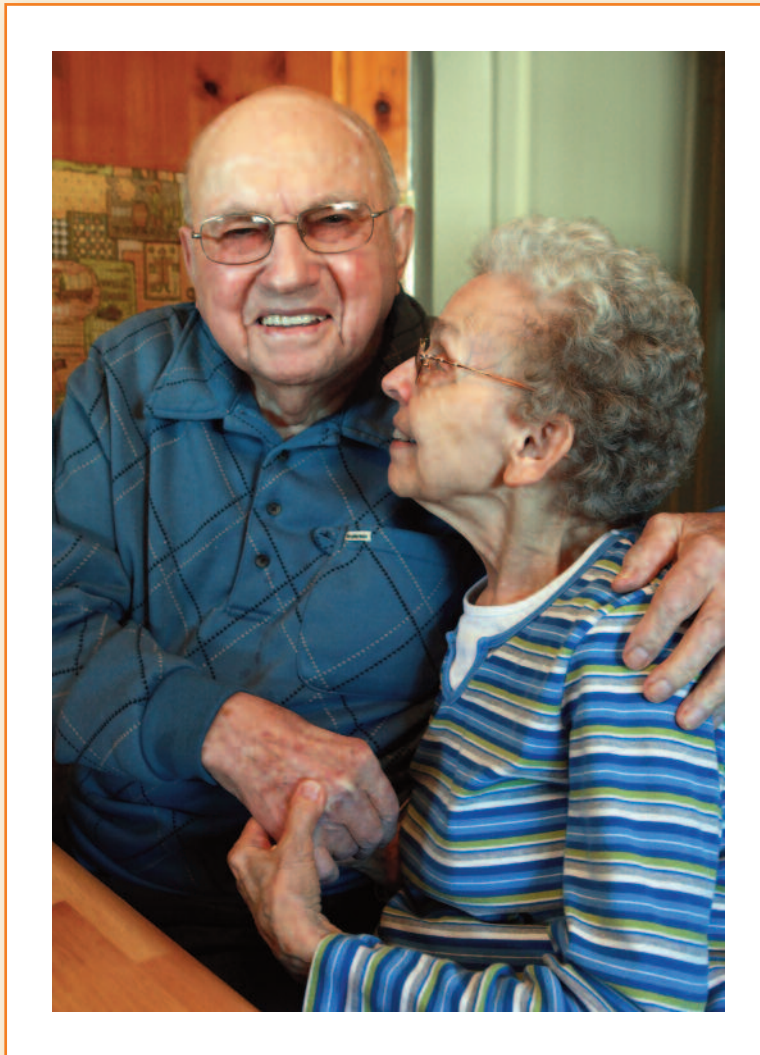
After Noble’s years in the Army Air Corps (which included fighting at the Battle of the Bulge), the two settled into a home in western Hamilton County, not far from where they had both grown up. They raised two daughters there and Noble worked as a carpenter. On January 10, 2008, their lives changed. Noble had a stroke and was in the hospital for a month. With her husband in a wheelchair and affected by dementia, Nellie became a caregiver.

They received Meals on Wheels, but Nellie was wary of seeking additional help because she didn’t want a stranger coming into their home. Cheryl, her Council on Aging care manager, could see, however, that Nellie was becoming overwhelmed and she finally persuaded her to accept help from a home health aide.

“I just got to the place where I absolutely knew I had to have help,” Nellie said. “I weighed 115 to 120 pounds and I had gotten down to 72. I just didn’t have time to think about eating. Now that Pat (her home health aide) is here, I’m back up to 94 pounds. She’s precious. I thought I could do without help, but I found out I couldn’t. I would tell people, ‘Don’t wait as long as I did to get help.’ I waited too long and I don’t know what I did without her.”

Through the Hamilton County Elderly Services Program, Pat comes two days a week to help with house-keeping and personal care for Noble. The program also has helped with special equipment, such as a lift chair. Nellie pays privately for additional help. She also has high praise for her local fire department. “They come and pick up Noble if he has fallen,” she said. “They’re just the kindest people. It really helps me feel safe knowing they’re so close.” Friends have also helped. One made a wooden swing for the porch where Noble loves to sit and watch the world go by.

Still, the work is challenging. “It’s an entirely different life,” Nellie said. “But we always promised we would take care of each other. And that’s what I have tried to do. Because I love him and he loves me. We may be old, but we still love each other.”



Nellie is the caregiver for her husband of 68 years, Noble. They receive help from the Hamilton County Elderly Services Program.

*“We always promised we would take care of each other.
And that’s what I have tried to do.”* Nellie

2010 Highlights

Home-delivered meals project finds some not eligible, others needing more help

Sondra, 71, has lived in her Norwood home for more than 30 years. Her husband, who died in 2009, lived there many years before her. She knows intricate details about the home – the stone for the fire place was dug out of nearby Mill Creek. “I came here as a bride,” Sondra said. “I love this old house.”

Over the years, the home has undergone some changes. A ramp was added out back and the doorways on the first floor have been widened. Sondra has rheumatoid arthritis and heart disease and has used a wheel chair for 11 years.

Sondra was receiving home-delivered meals through the Hamilton County Elderly Services Program (HCESP). For awhile, that was all she needed, but when other obligations and illness among her family caregivers left a few cracks in her support system, it was evident she would need more help if she was going to stay in her old home. *continued...*



Sondra received only home-delivered meals through HCESP, but a review of her case found that she was eligible for additional services.

Home-delivered Meals Project continued...

In 2010, Council on Aging assumed care management responsibility for HCESP clients who were receiving home-delivered meals as their only service. Previously, meals providers handled this job, but COA decided to bring it back “in house” to serve clients more consistently, reduce potential for COA liability, and eliminate possible conflict of interest among providers.

To do this, care managers met with every meals-only client – including Sondra – to conduct 1,139 face-to-face assessments. The results demonstrated the value of care management.

Nearly one-third of the meals-only clients were removed from the program because they did not qualify or because they were eligible to receive the service under PASSPORT (rather than ESP). But more than 1 in 10 were found to need additional services to help them stay in their homes.

Sondra was part of the group who qualified for additional services. Initially hesitant to allow a stranger into her home, Sondra now looks forward to the three hours a week her aide spends helping her with household chores and errands. And, she continues to receive home-delivered meals.

For Sondra, this makes all the difference. “Everything I can reach I do myself,” she said, “But I don’t dare take chances.”

COA restructures to meet needs of the future

In 2010, COA completed a major restructuring plan that we had launched in September 2009. We eliminated some supervisory positions and departments, created new departments and strengthened others via consolidation. Even though the new structure is in place, we continue to make adjustments as we learn and move forward.

Our new departments include: Aging and Disability Resource Connections (our “front door”); Business Results; Housing Services; Nursing Home Diversion and Transition; and Procurement and Provider Services. The changes are designed to help us improve service, quality, efficiency and innovation at a time when the older population is growing much faster than the resources needed to help them.

2010 Highlights

Bid process brings big savings to Elderly Services Program

A process to improve efficiency and quality in the Hamilton and Warren county Elderly Services Programs significantly reduced the number of providers who have contracts with COA and will save an estimated \$250,000 annually in each county. The estimated annual savings amounts to providing services to an additional 60 clients in each county for a year.

COA issued a Request for Proposals to provide ESP home-delivered meals, home care assistance and independent living assistance in the two counties. The bidding process involved major changes from previous years. These included requiring providers to bid for geographic zones and to serve all clients in their awarded zones. In addition, COA combined several different services into one category to allow providers more flexibility in deploying home health aides.



"Our goal was to contract with the highest quality providers at the lowest possible price to serve as many clients as possible with the tax dollar," said COA CEO Suzanne Burke.

The change affected nearly 1,700 clients who needed to transfer at least one service to another provider (1,211 in Hamilton County and 528 in Warren County). COA and providers worked together to minimize the disruption to clients.

"Many clients are uncomfortable with changing their home care aide, and that's understandable," Burke said. "But we have seen the heads nodding when we explain the need to make the program more efficient so the tax dollars can be stretched to serve more clients."

Rising demand prompts eligibility limits for Hamilton County ESP

In early 2010, COA tightened eligibility for new clients applying for the Hamilton County Elderly Services Program. The change was designed to control demand, which threatened to outpace the program's tax levy funding. The program has had a waiting list throughout 2010, but that is expected to diminish or disappear.

The change represents a necessary policy shift because public funding is not likely to keep pace with growing demand. "With these changes, we focus on serving clients who are more frail -- those who are at high risk of nursing home placement," said Ken Wilson, COA Director of Program Operations. "It means fewer people may be eligible, but they will be the most in need and we'll be able to offer more services to help them stay in their homes."

COA wins BBB Torch Award

Council on Aging is the winner of a 2010 Torch Award for Marketplace Ethics from the Cincinnati Better Business Bureau. The prestigious award honors businesses and organizations who fully commit themselves to ethical practices. COA was one of three non-profit organizations selected as winners from a total of nine non-profit finalists.

"Council on Aging is accountable to multiple government entities, elected officials, community boards, and the taxpayers, so we are honored to be recognized for our ethical practices in this complex environment," said CEO Suzanne Burke.



Looking ahead...

Levy cycle begins

After a two-year hiatus, the cycle of county levies is underway. They have begun well, with the November 2010 renewal of the 1.3-mill Butler County levy by 65.9 percent of the vote. Ahead are the Warren County levy (current levy expires in 2011) and Hamilton and Clinton county levies (expire in 2012). Levy revenue provides about 90 percent of the funding for the Elderly Services Program in each county.



The Nuxhall family served as honorary co-chairs for the Butler County senior services levy campaign.

Happy Anniversary COA!

In 2011, Council on Aging will celebrate 40 years of service to area seniors, families and caregivers.

From our roots as a United Way Community Chest project with three staff members and a budget of \$40,000, we have grown to be one of the largest non-profit organizations in our region.

In our early days, our primary focus was on administering Older Americans Act funds, largely through senior centers, which served as focal points for delivering services to older adults.

continued...

40th anniversary continued...

With the coming of PASSPORT in the late 1980s, COA took off in the new direction of administering Ohio's in-home care program within our five-county service area. We continue to help change the face of long-term care from a system based on institutions to one that offers a range of home and community-based options.



Area Agencies on Aging launch Fair Care Ohio

In January 2011, Ohio's 12 Area Agencies on Aging and their association launched an all-out advocacy effort to expand home and community-based services as lower-cost alternatives to nursing homes.



Called Fair Care Ohio, the initiative has created a Web site -- www.faircareohio.org -- where people can quickly grasp the issues and take action by emailing, calling or writing their state legislators and the governor.

"We are aiming for massive grassroots response not only from our traditional supporters, but from thousands of others statewide," said Council on Aging CEO Suzanne Burke. The issue has not been well understood by the public, but when you explain it to people, they're dumbfounded. They don't understand why we have a system that favors the most expensive form of care when there are cheaper alternatives that most elderly prefer, if given a choice. They really want to do something about it."



Fair Care Ohio is designed to support the aging network by building a base of committed citizens who will advocate on this and other issues that are important to Ohio's older adults and caregivers.



Connecting seniors with their communities...

Title III | America's Promise to Older Adults

Title III of the federal Older Americans Act is the foundation of Ohio's aging network. It authorizes funding to states and the Area Agencies on Aging for planning, developing and coordinating home and community-based services.

In southwestern Ohio, Council on Aging uses Title III funds to advocate for older adults and help them remain within their own homes and communities. Money goes to senior centers and organizations who provide services such as transportation, congregate meals, caregiver support, legal help, and wellness education. COA also leverages Title III dollars with state funds and county tax levies to provide home care services to seniors who are not eligible for PASSPORT.

To help balance the state budget, legislators cut the State Community Services Block Grant by 39 percent for fiscal year 2010-11. So COA sought provider bids for services which resulted in fewer providers and reduced services.

"It was very difficult to have to cut this much out of important services," said David Wolfzorn, COA chief financial officer. "But several good things came out of the bidding process. We preserved funding for the highest priority services and we contracted with the highest performing providers -- those who are financially stable and can balance quality with cost."

Meals and Transportation

*Title III provided **216,529** congregate meals served at various sites (mostly senior centers) in five counties, a seven percent decrease from the 2009-10 fiscal year.*

*Title III funding provided **161,986** transportation trips in senior center vans and buses for medical appointments, shopping, recreation, and the like, a 10 percent increase over the 2009-10 fiscal year. (Total transportation from all funding sources: **253,167** trips.)*

Transportation vital for seniors

Whether it's trips for medical appointments, shopping, or the occasional outing, Title III transportation connects seniors with the basics of life. "If funding goes away, I don't know how we'll meet the need," said Tracey Collins, executive director of Cincinnati Area Senior Services (CASS). "The need is too great for levies or grants. And the seniors can't afford to pay. Even \$5 is too much."



To maximize efficiency and fill a gap, CASS focuses on non-medical trips. "The medical trips are covered by other providers," Collins said, "So we take 26 senior groups on grocery trips and to other places where we combine the errands."

Clinton County Community Action Program devotes about half its transportation services for medical appointments. "A lot of our clients live outside the city of Wilmington," said Sue Caplinger, director of senior services for Community Action. Wilmington City Cab is great, but it's \$1 a mile and they can't afford it outside the city."

The Clinton fleet includes two wheelchair-accessible vans. "Every day we transport somebody to dialysis," Caplinger said.

continued...

Transportation continued...

"And we have those who must go out of county for medical appointments. We also do errands, bring them to the senior center and take them out to eat once a month. Doctors send clients to us because they're isolated and depressed and the doctor wants them to get out."

Lack of transportation profoundly affects quality of life, said Karen Hill, director of senior services for Warren County Community Services, Inc. But the impact is even broader. "According to the Beverly Foundation, the average older person will have seven to nine years of transportation dependency," Hill said. "With the burgeoning numbers of older adults, our communities really need to face this reality."

Designed for independence

Visitors to the 2010 CitiRAMA show in Northside got a glimpse of the kind of home that we'll be seeing more of as "aging in place" catches on. "The Woodbury," by John Hueber Homes had a second name: "*Life Transitions Home -- Tech Version.*"

The home featured an advanced communication and monitoring system that uses technology to help older adults remain in their own homes and bring peace of mind to caregivers.



The *Life Transitions Home -- Tech Version*, by John Hueber Homes at CitiRAMA 2010

continued...

Life Transitions Home continued...

John Hueber Homes, Council on Aging, American Entertainment Systems, and ElderWatch by CyberNet Solutions collaborated to bring the system here for its first public demonstration in Cincinnati.

The CitiRAMA home also showcased several universal design features, including a first-floor master suite, wide doorways, open floor plan, and a zero-grade, fully accessible shower in the master bath.



Larry Rosenberger, owner and president of American Entertainment Systems, demonstrates Grand Care, a sophisticated but simple-to-use communications and monitoring system.

"The show gave great visibility for Council on Aging and helped more people understand what we do," said CEO Suzanne Burke. "I volunteered at the home. People get the concept and are excited about it. It helps to have a physical location where people can visualize and imagine how design and technology will help to make aging in place the norm, even for people who need a lot of care and assistance."

Council on Aging staff members, board volunteers, and other friends were on hand during the 10-day run of the show to provide information about COA services. According to the Homebuilders Association, 5,000 people attended the show.

Working to reform Ohio's long-term care system...

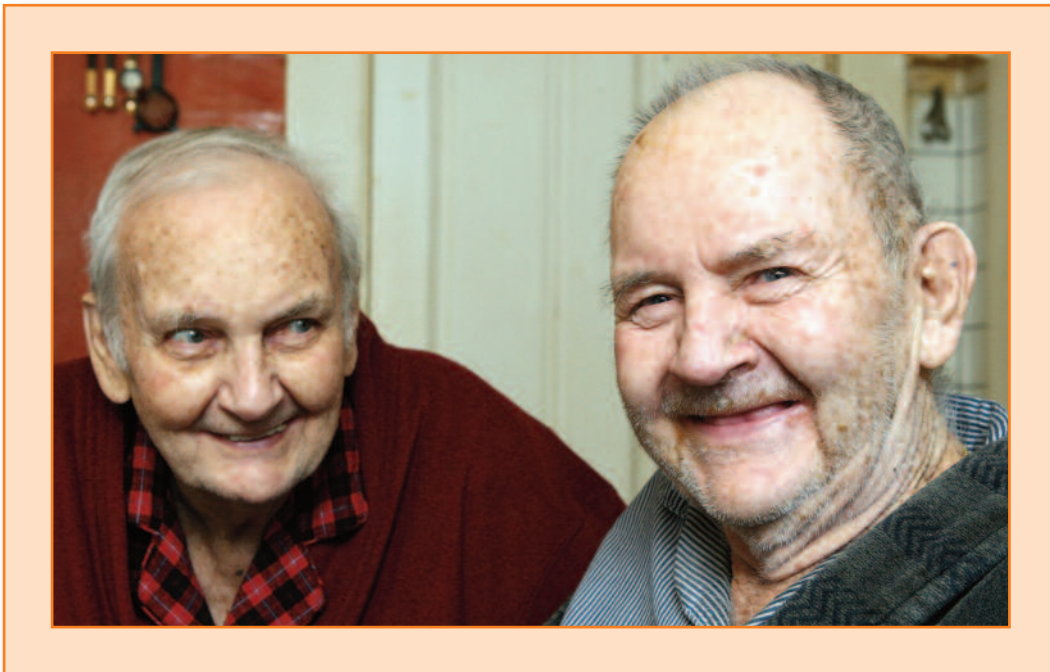
advocacy

More choices for Ohio's seniors

When it comes to advocacy, Ohio's Area Agencies on Aging (AAAs) have been singing the same tune for years. But lately, we've pumped up the volume and the frequency. And, we have been reaching out to those beyond our regular fan base. We believe more Ohioans would clamor for change if they understood the issues.

In January, as state budget cuts forced thousands of seniors onto a waiting list for in-home and community services, Ohio's AAAs turned to the media and to our clients themselves to tell the story. Our target was Enhanced Home First, the proposed expansion of a law to allow vulnerable seniors immediate access to in-home services if they were at imminent risk of going to a nursing home. Our tools included a video of clients and families.

In May, Enhanced Home First passed both the Ohio House and Senate unanimously. Fortunately, it did not have to be used. By then, former Gov. Strickland had reallocated some funding and ended the waiting list – another advocacy victory.



Bill and Bob, brothers in their 80s who live together in Cincinnati, told their story in a video shown to Ohio legislators. At the time, Bill was on a waiting list trying to get onto PASSPORT. He did not want to be forced to leave Bob and move into a nursing home.

Elected officials learn the issues first hand by visiting clients

Most of the state legislators representing our 5-county region, as well as many local elected officials, have visited Council on Aging clients where they have seen firsthand the importance and value of in-home care. In addition, we meet regularly with elected officials to keep them educated on issues of importance to older adults and caregivers.

- 53 meetings with elected officials, legislative aides and candidates, individually
- 46 visits by elected officials and candidates, to the homes of COA clients



Clockwise from top left: State Senator Shannon Jones, center, (R-Senate District 7, Warren and parts of Hamilton and Clermont counties) with COA directors and board members; Hamilton County Board of Commissioners President Greg Hartmann, right, with an Elderly Services Program client and her COA care manager; State Representative Denise Driehaus, left, (D-House District 31, Cincinnati and parts of Hamilton County) with a PASSPORT client and her COA care manager; State Senator Eric Kearney, right, (D-Senate District 9, Cincinnati and parts of Hamilton County) with a PASSPORT client and her COA care manager.

“The Elderly Services Program is doing exactly what it is intended to do...it is meant for people who have worked hard, need a little help and choose to remain at home with independence. That is what seniors want, what all of us want, and it actually saves the county money. It is a win-win and why I support this program.” **Hamilton County Commissioner Greg Hartmann**

Advocating for better care:

In advocating for a better long-term care system in Ohio, our major challenge is that most people don't understand the issues. That's because the issues aren't immediately clear. You first have to know certain underlying facts. So here's a guide.

What is long-term care?

- Care for three months or more for chronic disabling conditions
- Delivered in different settings, such as:
 - *at home*
 - *in the community*
 - *assisted living*
 - *nursing homes*

What is in-home care?

Long-term care in the home may include services such as:

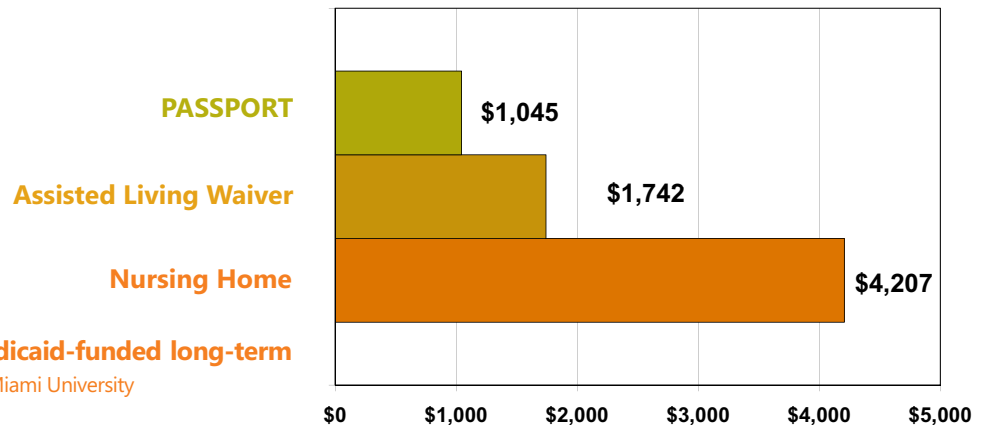
- *medical transportation*
- *Meals on Wheels*
- *help with bathing*
- *medical equipment*

Who pays for long-term care?

We all do! While there are several payment sources, including private insurance, Medicaid is a major source of funds for long-term care. Medicaid is taxpayer-funded health coverage (as is Medicare). People become eligible for Medicaid when their income and assets are low. About 65 percent of people in Ohio's nursing homes have their care covered by Medicaid. Medicaid also pays for nursing home alternatives such as PASSPORT and the Assisted Living Waiver.

About 65 percent of people in Ohio's nursing homes have their care covered by Medicaid.

The place where a person receives long-term care is important. One reason is that in-home and community-based options are much less expensive for individuals and taxpayers than nursing homes.



Cost per person, per month for Medicaid-funded long-term care. Source: Scripps Gerontology Center at Miami University

a step-by-step guide

While nursing homes are necessary, many people with disabilities or chronic illness can receive care in their own homes. Surveys show that more than 90 percent of seniors want to receive care at home. But they don't always get their choice.



Why?

Because nursing home care is an entitlement under federal Medicaid. It must be made available to anyone eligible. In contrast, alternatives such as in-home care, are optional. Even though these optional services are less expensive, Ohio limits them via cost caps, enrollment limits, and budget cuts. You're right! It doesn't make sense.

What's the problem in Ohio?

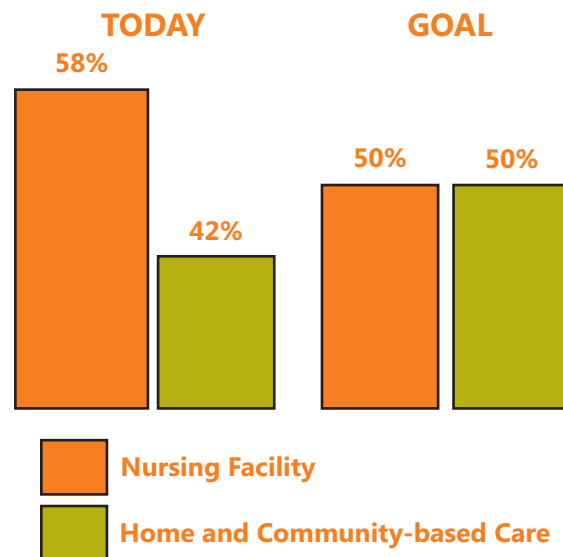
Compared with many other states, Ohio has an institutional bias, spending 58 percent of its Medicaid long-term care dollars on costly nursing facility care and 42 percent on home and community-based options. This is much better than it used to be. But we can improve and save. Estimates indicate balancing nursing home and in-home care could save Ohio taxpayers \$750 million over three years.

What makes this so important?

The age wave! Ohio's current system is unsustainable. According to Scripps Gerontology Center at Miami University, Ohio's per person cost for long-term care is higher than all but nine other states.

- 15,000 Ohioans turn 60 every month
- 85+ population will increase 43 percent by 2020

Medicaid could care for three people in home and community settings for every one person in a nursing facility.



Boards and Advisory Councils

Membership at the end of FY 2010
(9/30/10)

Council on Aging Board of Trustees

Edgar Rust: Chair

William G. Thornton, Jr.: Vice Chair

Donald Barnhart: Treasurer

Cynthia Wright: Secretary

Nancy Green

Charlene Himes

Jane Kieninger

Rev. Ernie Lawson

Philip C. Masten (ex-officio)

Mark Newkirk

Ralph James Parker

Risa S. Prince

David Schul

Ed Smith

Robin Throckmorton

Stanford T. Williams, Jr.

Council on Aging Advisory Council

Amanda Auger: Chair

M. Jean Hill: Vice Chair

Barbara S. Bayless

Carole Erdman

Melda E. Fant

Patricia B. Hogue

Margaret Hutton

Adrienne Morris

Paul R. Sensbach, Ph.D.

Clinton County

Citizens for Elderly Services, Inc.

Dean Knapp: President

Gene Breckel

Joan Burge

Tim Hawk

John Hosler

Larry Roddy

Donna Vandervort

Carol Weber

Eli Yovich

Service Providers

A Best Home Care

Acare Home Health

Acclaim Home Health Services Inc.

Active Day of Cincinnati

ActivStyle, Inc.

ADT Security Services Inc.

Advanced Medical Equipment, Inc.

Algo Termite & Pest Control

All Gone Termite & Pest Control, Inc.

Alternative Home Care & Staffing, Inc.

Alzheimer's Association of Greater Cincinnati

Amaramedical Health Care Services, Inc.

Amenity Home Health Care, LLC

Ameribest Home Health Inc.

American Nursing Care-Dayton

American Ramp

American-Mercy Home Care, LLC

Angels Above & Beyond Home Health

Assisted Care by Black Stone

Bathblest Renovations

Beechwood Home

Bernens Medical

Best Choice Home Care

Better Living Medical Supplies

Bridgeway Pointe

BrightStar Care of Dayton

Brightstar Healthcare

Butler County Care Facility

C.A.R.E., LLC

Cambridge Home Health Care

Cape May Retirement Village

Caregiver Assistance Network (Catholic Charities)

Caring Hearts Adult Day Care, Inc.

Caring Hearts Home Health Care, Inc.

Carriage Court Kenwood

Charter Home Services

Cincinnati Area Senior Services, Inc.

Cincinnati Recreation Commission

Clermont County Community Services, Inc.

Clermont Senior Services, Inc.

Clifton Senior Center

Clinton County Adult Day Center, Inc.

Clinton County Community Action Program

Close to Home, II LLC

Clossman Catering LLC

Colerain Township Senior Center

Colonial Community Services

ComForcare Senior Services - Edinburgh

ComForcare Senior Services - TriCounty

Comfort and Care Home Health Agency

Comfort Keepers #172

Comfort Keepers #178

Comfort Keepers #200

Comprehensive Health Care Services

Cottingham Retirement Community

Critical Signals Technologies, Inc.

Crosby Electric

Day Share Senior Services

Deaconess Lifeline

Derringer Company

Deupree Community Meals on Wheels

Duraline Medical Products, Inc.

Eagle One Medical Transportation

Eldermount Adult Day Program

Emerson Heating & Cooling

EMS Professionals Inc.

Evergreen Retirement Community

Everyday Living, Inc.

Fairfield Pavillion

First Choice Medical Staffing of Ohio, Inc.

Friendly Care Agency

Garden Manor Terrace, Inc.

Grab bar Man

Gracious International Care Service

Guardian Medical Monitoring, Inc.

Halsom Home Care

Harmony Court Day by Day

Harrison Senior Center

Hawthorn Glen Nursing Center

Healing Connections Associates

Health Alert Services

Heartland of Woodridge

Helping Hands Healthcare, Inc.

Hillebrand Home Health

Home Care Delivered, Inc.

Home Care Network, Inc.

Home First Non-Medical

Home Health Care Services

Hyde Park Center

In Good Hands Medical Transportation

Interim HomeStyles of Greater Cincinnati

International Elderly Care Group

International Quality Healthcare Corp.

Jewish Family Service

Jewish Vocational Service of Cincinnati

Judson Home Care

Service Providers

Liberty Retirement Community of
Middletown
Lifeline Systems Company
LifeSpan
Littleton Respiratory Homecare
Llanfair Retirement Community
Lorraine Surgical Supply
Mari Elders
Marquis Mobility, Inc.
Mason Health Care Center
Mayerson JCC (Jewish Community
Center)
Meda-Care Transportation, Inc.
MedAdapt Ltd.
MedScope American Corporation
Mercy Franciscan @ Schroder
Mercy Franciscan @ West Park
Middletown Area Senior Citizens, Inc.
Millenium Nursing Agency
Milt's Termite & Pest Control
Mom's Meals
Mount Pleasant Retirement Village
MSI
Mt. Healthy Christian Home
Mullaney's Pharmacy & Home Health Care
N Services, Inc.
North College Hill Senior Center
North Fairmount Senior Center
Norwood Senior Center
Nurses Care, Inc.
Otterbein Lebanon Adult Day Service
Oxford Senior Citizens, Inc.
Oxford Seniors Community Adult Day
Service
Partners in Prime
Personal Touch Home Care of Ohio, Inc.
PHC Foundation
Prime Home Care, LLC
Private Home Care Inc.
Pro Seniors, Inc.
Quaker Heights Care Community
Quality Care
Queen City Med Mart Inc.
ResponseLink of Cincinnati
RHC
Rural/Metro Helpline
S.P. Contracting
Safeway Safety Step
Saint Joseph Construction

Santa Maria Community Services
Scarlet Oaks Retirement Community
Senior Independence
Senior Resource Connection
Skilled Nursing II, Inc.
Southwest Transportation Services, LLC
Superior Home Care, Inc.
Sycamore Senior Center
The Charleston Club Adult Day Care
The Inn at Renaissance Village
The Lodge Retirement Community
The Scooter Store
The Terrace
The Visiting Nurse Association of Greater
Cinti & Northern KY
Thermal-Shield, Inc
THS Healthcare Services
TranzMed, LLC
Trenton Heating & Air Conditioning, Inc.
Tri-State Maintenance
Twin Towers
United Way 211
Universal Homecare of Cincinnati
Universal Transportation Systems (UTS)
V & N Services Inc.
Victoria Retirement Center
VRI
Warren County Community Services, Inc.
Wesley Community Services
West College Hill Senior Life Center

*COA's home and community-
based services are delivered via
contracts with a variety of
organizations.*

Butler County Citizens for Elderly Services, Inc.

Dr. Jane Straker: President
Douglas Alder: Vice President
Daniel Solazzo: Treasurer
Katherine Becker
Marilee Broscheid (ex-officio)
Kathlyn Campbell
Richard Daniels
Dr. Harry M. Davin
Bart J. Drake
Charles Eberwine
Debbie Hauenstein
Elaine Hohman
Kevin Kurpieski
Geraldine Bess Maddox
Helen Smith (ex-officio)
James White

Hamilton County Elderly Services Program Advisory Council

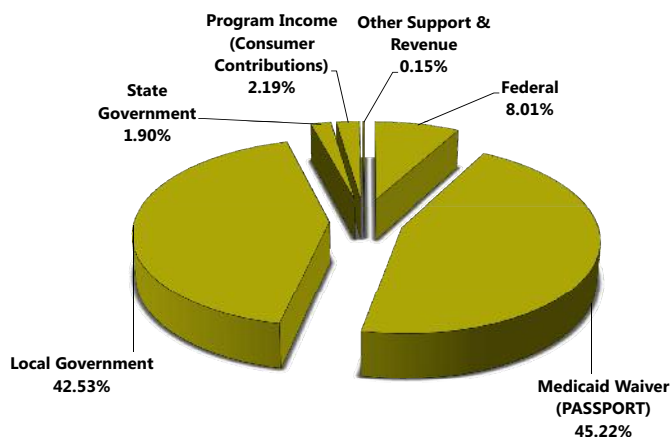
Michael Eyman: Chair
Jim Ashmore: Vice Chair
Judy L. Singleton, Ph.D., LISW: Secretary
Tracey Collins
Warren C. Falberg
Virginia A. Fox
Andrea Herzig
Jacqueline Kebede
Jack Maybury
Ann McCracken, Ph.D.
Vincent Palmer
Rebecca Ritchie
David Tramontana
Deanna M. Webster, MA, LSW, Ph. D.
Cynthia Wright (ex-officio)

Warren County Elderly Services Program Advisory Council

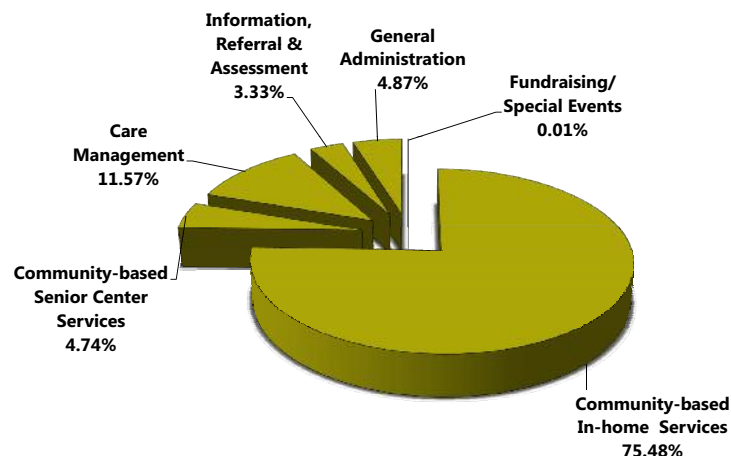
Mark Clark
Dave Gully
Dr. Don Juszczuk
Ann Munafo
Nick Nelson
Chuck Peckham

Financial Report

Support and Revenue



Expenses



Statement of Activities

Year Ending September 30, 2010

Support and Revenue

Federal	\$7,030,328	8.01%
Medicaid Waiver (PASSPORT)	39,683,133	45.22%
Local Government	37,325,085	42.53%
State Government	1,666,711	1.90%
Program Income (Consumer Contributions)	1,922,032	2.19%
Other Support and Revenue	126,105	0.15%
Total Support and Revenue	\$87,753,394	100%

Expenses

Community-based In-home Services	\$66,213,902	75.48%
Community-based Senior Center Services	4,161,743	4.74%
Care Management	10,153,775	11.57%
Information, Referral and Assessment	2,918,920	3.33%
General Administration	4,269,338	4.87%
Fundraising/Special Events	10,789	0.01%
Total Expenses	\$87,728,467	100%

Change in Net Assets

Change in Unrestricted Net Assets	\$24,927
Unrestricted Net Assets, Beginning of Year	1,285,175
Unrestricted Net Assets, End of Year	\$1,310,102

Aging Facts | Is Ohio ready for its aging population?

Every aspect of American life is being affected by the aging of our population. More people are living longer and the birth rate is declining.

The greatest effects are still to come now that the nation's 78 million Boomers have begun turning 65. The number of Americans over age 65 is expected to double to 71 million by 2030. The U.S. Social Security Administration estimates 10,000 Americans will apply for benefits every day for the next 20 years.

What are the implications of this so-called silver tsunami? Clearly, it will place unprecedented pressures on our economy, our health care system, transportation, housing, social services, emergency planning, and long-term care resources. Most directly, it will affect families who are being called upon in ever-increasing numbers to care for their elderly loved ones.

Consider:

Ohio has more than two million people age 60 and older – 18 percent of the population. Every month, another 15,000 Ohioans turn 60. By 2020, the 60+ population is expected to grow by 28 percent to more than 2.8 million.

It is estimated that by 2035, about 350,000 older Ohioans will need someone to help them with at least one activity of daily living, such as bathing, dressing or getting out of bed. That's double the number today.

Frail, poor Ohioans are more likely to be in nursing homes than their peers in other states. Many states have increased options for home and community-based care, which is less costly than nursing homes (for individuals and the taxpayers). In Ohio, the per-person cost for providing long-term care is higher than in all but nine states.

By 2016, two-thirds of all job openings in Ohio are expected to be for positions replacing retirees.

(Source for all above: Scripps Gerontology Center at Miami University)

Caregiving and workforce organizations speak of an “emerging care gap” in which the demand for paid direct care workers, such as home health aides, will outstrip supply.

However, unpaid (usually family) caregivers provide 80 percent of home care services. According to a 2007 study by AARP, “their contributions to loved ones and friends are the foundation of the nation's long-term care system, and an important component of the economy, with an estimated economic value of about \$350 billion in 2006.”

Credits

This report was produced by Council on Aging of Southwestern Ohio's Communications Department. Writing by Laurie Petrie and Paula Reichle-Smith; design by Paula Reichle-Smith; data provided and compiled by COA's Business Intelligence and Accounting departments; photography by Lyons Photography, Laurie Petrie, Paula Reichle-Smith and Polly Doran. Additional photo supplied by Better Business Bureau.



Advocacy. Assistance. Answers on Aging.



Torch
AWARD
2010 WINNER



175 Tri County Parkway
Cincinnati, Ohio 45246
(513) 721-1025
(800) 252-0155
www.help4seniors.org