Butler County Elderly Services Program (BCESP)
Services Committee Meeting
September 8, 2022
1:30 pm – 3:00 pm
LifeSpan, Inc. – 1900 Fairgrove Avenue, Hamilton, OH 45014 – Bever Room

Call to Order	Katy Abbott
June 9, 2022, Minutes (Action Needed)	Katy Abbott
Program Update Report	Ken Wilson

OLD BUSINESS   Katy Abbott

NEW BUSINESS

Eligibility Changes	(Action Needed)	Kate Laubenthal & Ken Wilson

ADJOURNMENT   Katy Abbott

NEXT MEETING:
December 08, 2022

Butler County Elderly Services Program (BCESP)
Services Committee Meeting
June 9, 2022
Committee Report

Present: Katy Abbott, Jennifer Heston-Mullins, Christine Matacic, Kate Laubenthal, Lisa Portune, Jennifer Roth, and Ken Wilson.

Call to Order: The June 9, 2022, meeting of the BCESP Advisory Council Services Committee meeting was called to order at 1:31 p.m. by Katy Abbott.

Approval of Minutes: Katy Abbott called for a motion to approve the March 9, 2022, BCESP Services Committee Minutes.

Motion: Christine Matacic made a motion to approve the minutes as presented.
Second: Katy Abbott seconded the motion.
Action: The March 9, 2022, minutes were approved as presented with Jennifer Heston-Mullins abstaining as she did not attend the last meeting.

Provider Network Report:

Lisa presented the Provider Network Report. We are making the transition from Acumen to Palco for our Financial Management System. The completion date for this transition is June 16th. The Consumer Directed Care Service Specifications were developed and those will be reviewed later in the agenda.

There has been no change in Adult Day Services and Senior Operations.

Partners in Prime had requested to be put on hold for transportation back in November. That hold was removed, and they started taking referrals again as of May 1st.

The Independent Living Assistance RFP went out and we have four providers for Butler County: Central Connections, Warming Hearts, Oxford Seniors, and Partners in Prime. Central Connections and Partners in Prime were existing providers. Warming Hearts and Oxford Seniors are both new providers for this service. Both of them went on provisional contracts. This was something we implemented for new providers so we can have tighter oversight and make sure they are meeting expectations. Oxford Seniors is only providing services in the west zone.

The Senior Farmer's Market began with applications accepted on April 1st. We will continue to accept applications until September 15th or when we run out of coupons- whichever comes first. Coupons can be used at any participating market in the region. Katy asked if COA needed them to spread the word about the Farmer's Market. Lisa advised that we haven't had any hardship in getting the applications in, but we will let everyone know if we see a dip in that.

There has been no change in the restaurant meals.

We are working with LiveWell to modernize our congregate and home delivered meal programs. Work is being done to develop a roadmap to do this. Due to COVID, we've noticed that things need to be changing and progressing with the times. Objectives for this initiative are to look at meals and identify opportunities to develop the programs, create new services, create & refine providers, look at service specifications, and implementation strategies. LiveWell is working with COA staff, meal providers and clients receiving the meals on this project.

The Electronic Monitoring System upgrades from 3G to 5G have been completed. Katy asked if this was the most widely used service to which Lisa advised that it was.

In 2022, because of the downstream effects of the local economy and the pandemic, our providers reached out and advised with inflation and the increase in costs, they are unable to sustain business at the current rate. In response, we have implemented relief payments. This will be covered more in depth in a moment.

The Structural Compliance Reviews to monitor contracted service providers are on track.

RFPs include catering, homemaking and personal care, minor home mod and repair, and ILA which already went out. Katy asked if the RFP's will all go out at the same time. Lisa advised they will be staggered.

Lisa reviewed the rate increases and inflation (please see handout in packet). With the cost of food increasing and gas prices increasing, our providers are getting hit on all sides. We did a very deep dive into costs. Durable Medical Equipment hasn't had a rate increase since 2018. Since ILA was just put out for RFP, they had the opportunity to bid for an increased rate, so they did not receive an additional rate increase because their bid rate included it. These rate increases are not built into their contracts and are given on a monthly basis that will be in place until September 30th. At that time, we will do another dive into where we are and if the rate increase is still needed.

Christine asked if these payments are coming out of the general budget. Lisa advised that they are except for Title III. Ken added that this is unprecedented as we've never had to give an out of cycle increase like this. Lisa pointed out the maximum reimbursement rates. Katy asked if these included the adjustments to which Lisa advised they are. Katy then asked if it's up to the providers as to how they use the rate increase. Lisa advised that it is. We did send out a survey and asked the providers how they would use a relief payment if they were given one. Many of the providers stated they would give it directly to the aides for retention purposes including transportation. We trust that our providers know what the aides need and what they need to bring people in the front door. We didn't want to mandate how they had to use those relief payments. Lisa explained we will do a follow up survey to see who used it where and if it helped. Katy asked if we are able to continue these payments past September 30th if the need is still there. Lisa stated yes. Ken added that these are included in our five year plan. Due to the decrease in service utilization, it doesn't put our program in any financial jeopardy right now. Christine asked if we lost more clients than normal due to COVID. Ken explained that the death rate didn't increase very much. There was a rise in the number of people on the program because many of them didn't want to go into a skilled nursing facility. This was the more significant impact on the program.

Provider Quality Report:

Lisa gave a high level overview of the Provider Quality Report (please see handout in packet). Katy asked where Bayley Adult Day is located. Lisa explained they are in Hamilton County, but they take Butler County clients. Katy asked if Stateline was still on a corrective action plan. Lisa stated they were, but she believes they are doing better now. Christine asked what the green, red, and gray highlights meant on the SASI report. Ken explained the red indicates they are below the benchmark, green indicates they are performing above the benchmark, no color indicates they are performing at the standard, and gray indicates the sample size was not large enough. Katy asked if the home medical equipment providers initiated their termination. Lisa advised she believes so. Jennifer asked if Oxford Seniors is providing transportation for ESP. Ken thought he heard that as well and Lisa advised she will need to go and verify that, but she believes they are. Ken pointed out that we put out on RFP for HCA and encouraged new providers to join the network. This resulted in five new providers that have picked up clients. However, the number of people being served overall has continued to drop because the existing provider network that we had is serving fewer people as there are still less aides available. Katy asked if this helped for any particular area. Kate stated we may potentially have data for that, but we'd have to look into it.

OLD BUSINESS

ESP Evaluation- Recommendations & Action Plan:

Kate discussed the ESP Evaluation completed by Scripp's Gerontology and their recommendations (please see handout in packet). Things are moving rapidly. Ken advised that if we want to make changes to eligibility, the opportunity to make changes to the contract would be in September when our current contract with the county expires. Katy asked if we knew why some people don't pay their co-pay. Kate informed that we have a hardship application, but we haven't asked people why they are delinquent. Katy shared that they have an emotion-focused communication training that helps direct care workers recognize their own emotions and then gives them strategies to manage those emotions as well as the emotions of others. She advised she could share that with us if it's something of interest. Lisa advised we were very interested. Ken explained that our AddnAide team is actively looking at that, so we need to cross pollinate that to the HCA providers. Katy asked if the goal was to have these items completed by September. Kate explained that some of them are to be completed by September while others have different timetables. Ken stated this is our accountability plan to make sure all the recommendations are followed up on. Some of them are immediate and some are longer term.

Home Care Assistance Shortages:

Kate reviewed data that was requested at the last meeting around the home care assistance shortages (please see handout in packet). Depending on where a client lives in the county depends on how long they are waiting for an aide. Ken stated the data is interesting and is a little hard to interpret because of the population differences within the county. The AddnAide app is in process. The technology should be ready for pairings on June 16th. Katy asked how testing of the app went. Kate explained that we haven't had any clients test it yet, but we have had other testers. We continue to work out bugs but overall, we seem to be on target for the June 16 date. Ken advised we are rolling out the app in Hamilton and Warren County first. They both have committed levy funds that were unspent in the HCA budgets to do marketing and outreach. Ken advised he would love to

roll it out in Butler County initially, but we need to build support with the county first. An application for funding the app rollout through a Federal earmark was not supported. We fully intend on implementing the app in Butler County, we just want to work out the bugs first.

NEW BUSINESS

Laundry Delivery Service Specifications:

Stephanie reviewed the Laundry Delivery Service Specifications. These were created to help address the home care aide shortages. We've started this in Hamilton County with Fast Track Home clients. We identified clients on the waiting list who needed laundry. There are four clients currently enrolled. The client or their caregiver must be able to bag the laundry and set it outside. Since laundry is already a service under ESP, this is just breaking it out and is a new way to provide the service. Katy asked what the action needed was. Stephanie explained that we drafted some service specifications, and we broke out the actual service of laundry delivery. We need approval for that new service delivery. Katy asked if this service was as needed. Stephanie advised it depends on the client need. It can be set up for weekly delivery or as needed. The clients in the pilot program have been weekly. Katy asked if Happy Nest has reviewed these specifications and Stephanie advised they haven't yet.

Jennifer H. suggested we include "folding" in 4.1. Stephanie advised we will add that. Jennifer H. asked if the client could get regular telephone reminders for those who don't use text or email. Stephanie advised they could. Katy asked what the turnaround time is. Stephanie informed it is next day. Jennifer R. asked if there is a bag limit. Stephanie explained there isn't, and the cost is per pound. The range is $2.39 to $2.49 per pound. Jennifer H. stated we should make it clear exactly where the laundry is picked up and where it is left upon return. Ken clarified that this is not a new service but rather providing an existing service, or a task within home care assistance, in a new way. Katy asked why they needed to approve these then. Ken explained it's because the current home care assistance specifications don't match this.

Katy asked for a motion to approve the Laundry Delivery Service Specifications.

Motion: Jennifer Heston-Mullins made a motion to approve the Laundry Delivery Service Specification.
Second: Christine Matacic seconded the motion.
Action: The Laundry Delivery Service Specifications were unanimously approved pending the changes discussed.

Consumer Directed Care Service Specification Changes:

Kate reviewed the Consumer Directed Care Service Specification Changes (please see handout in packet). These were put into place with the Palco transition and with the release of AddnAide. We reframed who this is written for, and we updated the background check requirements. One of the biggest differences between Consumer Directed Care and traditional home care services is that if there is an issue with the aide, that would be taken back to the home care agency. With CDC, the client or their authorized representative is the employer and they are responsible for handling any issues that may arise. A full BCI background check is required. Katy asked who pays for that and Kate advised it is part of the administrative cost of the service, and it's not put on the client. Ken

added that Ohio's background check requirements change pretty frequently, so this would keep it up to date with that.

Jennifer H. asked if the driver's license and insurance requirement that was struck out on the last page was listed somewhere else. Kate explained part of the concern is if we mandate that they must have a certain type of insurance, there can be a line of liability there. It is now up to the employer to verify any reported licensure or any other qualifications the employee may have. There is a lot of education the care manager does with the client on this service ahead of time.

Motion: Christine Matacic made a motion to approve the Consumer Directed Care Service Specification Changes.

Second: Jennifer Heston-Mullins seconded the motion.

Action: The Consumer Directed Care Service Specification Changes were unanimously approved.

Fast Track Home Pilot:

Ken discussed the Fast Track Home Pilot. The full scale implementation of this pilot has been brought before this Committee at least two times and has gone to the Commissioners for approval, which they have not approved. Instead of having contract and eligibility changes to make this work, we will be using federal ARPA dollars to fund it this time.

Stephanie went into more detail as this will be a limited pilot only providing home delivered meals as part of the transition to home. We currently have FTH in Clinton, Hamilton, and Warren County. Our plan is to leverage that existing infrastructure we have with our hospital systems and skilled nursing facilities, but also onboard new staff to outreach in Butler County. The goal is to assess the individuals prior to discharge from the hospital or skilled nursing facility and enroll them if eligible. As part of the program, clients receive care management as part of the care transitions model, and they can remain on the program for up to 60 days. While on the program, if the client needs additional services and we can't connect them through their insurance directly, we will make that referral over to traditional ESP.

Katy asked which hospitals we will be targeting. Stephanie advised TriHealth, Bethesda North, Fort Hamilton, and Butler Behavioral. We already receive referrals from some of these as they are already part of our network for other counties. Katy then asked if McCullough-Hyde is part of the TriHealth Network. Ken advised that it is. Christine asked if there were issue with UC West Chester. Stephanie explained because of COVID we weren't allowed in the hospital as many hospitals weren't allowing visitors. We have been able to do a little marketing. Jennifer H. asked if care management and coaching is done by the same staff and what are their credentials. Stephanie explained we use a combination of RN's and licensed social workers. There is no licensure requirement, but we do require a bachelor's degree in the health and human services field. Katy asked how long we wanted to do the pilot. Stephanie advised we would like to do the pilot through September 30, 2024.

Katy then asked what data we will be collecting. Stephanie advised we currently track in the other counties is length of stay on the program. Currently, about 60% of clients on Fast Track Home disenroll because they don't need services long term. There's an impact there from a financial standpoint by meeting that short term need. We track readmission rates as the whole goal is that we're preventing readmission within their time on the program. We have data on what the national average of readmission is, and we compare that to our Fast Track Home readmission. We are at

about 11% in our other counties and the national average is about 17%. Katy asked if we have any data from the individual such as satisfaction with the service. Stephanie explained that we have done survey monkey and phone calls with clients for satisfaction surveys. In Warren County, we piloted this program and then completed an evaluation of it compiling client satisfaction and success stories. We also reached out to our skilled nursing facility and hospital partners to get their feedback. Stephanie anticipates doing the same thing for this pilot as well. Katy asked what services they won't be receiving. Ken explained they wouldn't have access to services such as home care assistance and transportation. Katy suggested we ask individuals enrolled if they would have liked to receive these additional services to help show the need for the program. Stephanie advised we can add this to the survey, but we do capture unmet needs at the time of assessment. Jennifer H. asked if there was any inclusion in the data as far as care partners that contribute to the client's success at home. Stephanie advised there is, and we have collected success stories with caregivers.

Jen R. asked how quickly the turnaround is to see clients in the community once they've been discharged. Stephanie explained that our goal is three days post discharge. Jen R. then asked if they're communicating with the home health providers that do OT/PT for example. Stephanie stated we are and that we get a lot of referrals from skilled home care companies as well. Sometimes we see that a client has already discharged, and skilled care goes out there to find they need additional services. That referral may not have triggered at the time of discharge, so we've done a lot of marketing with our skilled companies.

Motion: Jennifer Heston-Mullins made a motion to approve the Fast Track Home Pilot.
Second: Christine Matacic seconded the motion.
Action: The Fast Track Home Pilot was unanimously approved.

HEARING THE PUBLIC
No individuals from the public requested to speak.

ADJOURNMENT

Motion: Christine Matacic made a motion to adjourn the June 9, 2022, meeting.
Second: Jennifer Heston-Mullins seconded the motion.
Action: The June 9, 2022, meeting was adjourned at 2:58 p.m.

NEXT MEETING
September 8, 2022

Home Care Assistance (HCA)

July 2022: Helping Hands Private Duty submitted their termination for Home Care Assistance. Their reason for termination was closing their business because they didn't have enough staff to operate. We are actively transitioning the clients previously served by Helping Hands to other contracted providers. This transition is nearly complete. Many Helping Hands office staff and aides were hired by existing HCA providers. Clients wishing to keep their current Helping Hands aide were given the opportunity to move with the aide to the new provider. While the official date of termination is September 2022, they currently do not have any aides employed and are not providing any services.

## Financial Management Service (FMS) for Consumer Directed Care (CDC)

June 2022: All CDC services have been transitioned to Palco. Palco is actively enrolling clients to the CDC service. Acumen's contract ended June 2022.

Adult Day Services

Here is a map of existing adult day centers overlayed with older adult population data. The circles indicate gaps in care. COA has engaged the state associations in a state-wide conversation about restoring the availability of Adult Day services following the pandemic's negative impact on these service settings.

The state is also considering expanding PACE into our region which is another funding model for Adult Day Settings combined with wrap around services and medical care.

Adult Day Service Providers Overlayed on Population 60+ by Zip Code
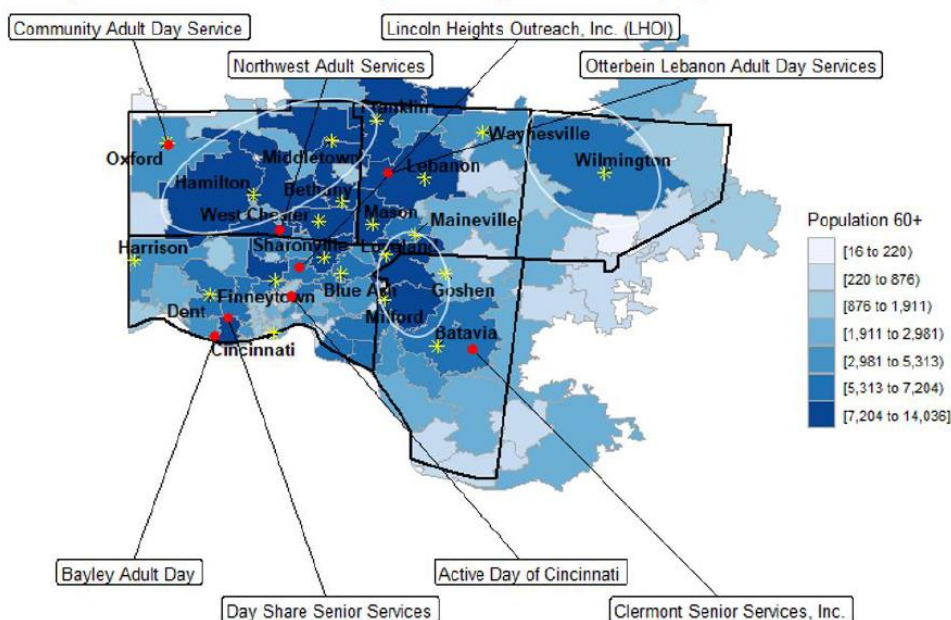
Transportation

Partners in Prime requested to be placed on hold for Medical and Non-Medical Transportation effective 11/21/21 due to staffing shortages. The provider has requested to have this hold removed and was able to begin accepting new referrals effective 5/1/22.

Independent Living Assistance (ILA)

Warming Hearts has completed their pre-certification review and has started accepting referrals for ILA. They are in all four zones for Butler County.

Oxford Senior Citizens has completed their pre-certification review and has started accepting referrals. They are contracted in the west zone.

Senior Farmers Market Nutrition Program

Applications will be available through Sept 15th. We welcome Peggy's Produce Market in Middletown to the program, in addition to our current list of participating markets: Browns Family Farm Market, Garver's Family Farm Market, Fairfield Farmers Market, Oxford Farmers Market, and West Chester Farmers Market. Participants are also able to visit any of the markets in our five-county area that are approved to accept coupons.   The last day for the participants to use the coupon vouchers is 10/31/2022.

Modernization of Home Delivered Meals and Congregate Meal Programs

COA worked with the Livewell Collaborative over the summer to develop a roadmap for modernizing our Congregate and Home Delivered Meal (HDM) programs. The objectives include evaluation of the existing HDM and Congregate meal programs, identifying new opportunities to improve the program and/or create new services, create, and refine service specifications, and to develop implementation strategies. Staff from COA, Meal Providers, and Clients receiving meal services, are some of the groups that will participate in the project. The Livewell Collaborative is made up of students and faculty from UC. Multidisciplinary teams utilize a design thinking approach in their research, translating into desired solutions that meet the complexities of living well across the lifespan. We are now getting prepared to share our findings with our current providers along with other entities that were identified as potential partnerships in our community. We are currently planning a provider summit on 9/30/22 with our current providers, along with a larger summit on 10/13/22 to bring current providers, potential community partners, as well as other stakeholders together to discuss how we can utilize what we have learned from working with Livewell Collaborative to improve the Home Delivered Meals and Congregate Meal programs.

Grocery Delivery Service

Provider Services is preparing to release an RFQ to provide grocery ordering and delivery service to our clients. We will be requesting qualifications, and a cost quote, from our current Title III providers. This will allow an agency to add this service to assist a client with ordering groceries, picking them up to safely deliver to the client's residence, and assist the client in putting them away, if needed. This service would be available in our five-county region.

Electronic Monitoring Systems

Guardian Medical Monitoring, Inc. entered into a sale of ownership with VRI Intermediate Holdings, LLC in May 2022. The ownership change will not impact the nature of the business operations, employees, or staff. Service to COA clients will not be impacted.

2022 Provider Monthly Relief Payments

Due to the downstream effects of the global pandemic on the economy it is necessary to readjust the provider rates. Each of the various services within the Elderly Services provider network has experienced unprecedented increases in expenditures. Rate increases are being provided as monthly relief payments to providers based on the number of clients served. To determine the percentage of rate increases, COA performed detailed cost analysis for each service. It is unclear if these increases will be temporary or will become the new contracted rates, but at this time, these increases will be in effect until 9/30/22.

2022 BCESP SCR Schedule (a highlight indicates a change)

BUTLER COUNTY ESP STRUCTURAL COMPLIANCE REVIEW SCHEDULE – 2022 (Please find below the list of Butler County Providers of ESP Services and the Tentative dates for annual review for 2022)		
Butler County ESP Providers	**Review Type**	**Review Tentative Date**
A Best Home Care, Inc.	Annual	Nov-22
A Miracle Home Care	Annual	Sept-22
Active Day of Cincinnati	Annual	Jun-22
Always There Homecare	Annual	May-22
Bayley Adult Day Program	Annual	Oct-22
Central Connections	Annual	Jan-22
Comfort and Care Home Health Agency	Annual	Jun-22
Helping Hands Private Duty Homecare	Annual	Oct-22
Home Care by Black Stone	Annual	Apr-22
Home Care Network, Inc.	Annual	Aug-22
Home First Non-Medical	Annual	Jun-22
Interim HomeStyles of Greater Cincinnati	Annual	Sept-22
LCD Home Health Agency	Annual	Aug-22
LifeSpan (BCESP Care Management subcontractor)	Annual	Dec-22
Maple Knoll Outreach Services for Seniors	Annual	Dec-22
Meda-Care Transportation, Inc.	Annual	Aug-22
Northwest Adult Day Services	Annual	Nov-22
Nova Home Care Co.	Annual	Nov-22
Oxford Senior Citizens, Inc.	Annual	
Oxford Seniors Community Adult Day Service	Annual	
Partners in Prime	Annual	
Prime Home Care, LLC	Annual	Feb-22
People Working Cooperatively (PWC)	Biennial	Apr-22
Senior Deserved Day	Annual	CLOSED
Senior Helpers of Greater Cincinnati	Annual	Oct-22
Warren County Community Services, Inc.	Annual	Mar-22
Wesley/Meals on Wheels of Southwest OH & Northern KY	Annual	Apr-22

2022 Draft Request for Proposal (RFP) Schedule

COA has revised the proposed 2022 Request for Proposals (RFPs) schedule. Our intent is to issue the following RFPs during 2022:

- Catering
- Homemaking and Personal Care/Respite (Clinton County only)
- Minor Home Modification & Repair
- Independent Living Assistance – (Butler, Hamilton, & Warren Counties only) – completed in Quarter Two.

The RFP evaluations will have 4 categories:

• **Financial Analysis and Stability:** This will be a Go/No-Go criteria. Proposals that do not demonstrate financial stability will not move forward in the evaluation process.

• **The Organization and Capabilities Overview:** Has the Proposal demonstrated the company's ability to provide and sustain these services? Has the Proposal demonstrated the company's previous commitment to serving the aging population? Does the provider have a county presence in our county/counties? Proposals demonstrating a county presence will receive additional scoring.

• **Personnel, Staffing and Training:** Has the Proposal demonstrated the company's ability to recruit, hire, train, and retain staff to insure delivery of services? Does the provider demonstrate retention and tenure in leadership positions?

• **Pricing:** Does the Proposal demonstrate competitive pricing with respect to other proposals received?

Laundry Delivery Service Update

To address the home care assistance workforce shortage, COA began to utilize laundry delivery service.

In Butler County we trained Butler County ESP staff on the laundry delivery service in August. COA issued a credit card assigned to Butler County for laundry delivery service use.

COA is also in initial discussion with The Laundry Spot located in Butler County to pilot laundry delivery services to senior buildings in Butler County and potential expansion to individual homes.

Next Steps:

- Further financial and quality analysis will be completed with more experience and data on enrollments
- Continue to explore other similar companies to onboard as a laundry delivery service provider

Fast Track Home Pilot Update

FastTrack Home began August 1st utilizing Federal ARPA funding. The program is currently providing Care Transition Support using the evidenced based Coleman Model and Home Delivered Meals. We have had six referrals and four enrollments as of 8/15/2022.

Presentation given at McCullough Hyde. Education given to McCullough Hyde and Butler Bethesda discharge planners on Care Transition Supports and FastTrack Home in late July. We are anticipating full implementation of FastTrack Home in Butler County in the near future with contractual negotiations as a permanent program for Butler County older adults.

Next Steps:

- FastTrack Home will be added to the quarterly dashboard reports
- Continue marketing with hospital and skilled nursing facilities on FastTrack Home
- Goal is to have COA staff in the hospital and SNF as a liaison to discharge planners and social workers
- Outcome and reporting measures will be shared as we grow this pilot

## AddnAide Project Update – Hamilton and Warren County

Week of 8.8.2022
High-level Updates

- **Success Story:** The first hire in AddnAide was made this month! A Hamilton County ESP client matched with an aide that connected to AddnAide because of the Voice of Black Cincinnati (VOBC) promotion. Paperwork for the enrollment is complete and the aide is working on completing her background check.

- **Marketing Update:** Digital components of the marketing campaign, including a planned YouTube campaign were suspended on August 10 to allow time for client engagement that was delayed by critical development updates. Tentative restart date is August 29. Geotargeting campaign is performing well in Good Samaritan Hospital region and the VOBC story has nearly 1,050 reads to date.

- **User Engagement Update:** ESP staff have been calling all client/employer users to ensure they are actively engaging in the app and to identify barriers. Customer Support is following up with those identified as needing tech support. The team is exploring ways to facilitate in-person tech support for groups of clients.

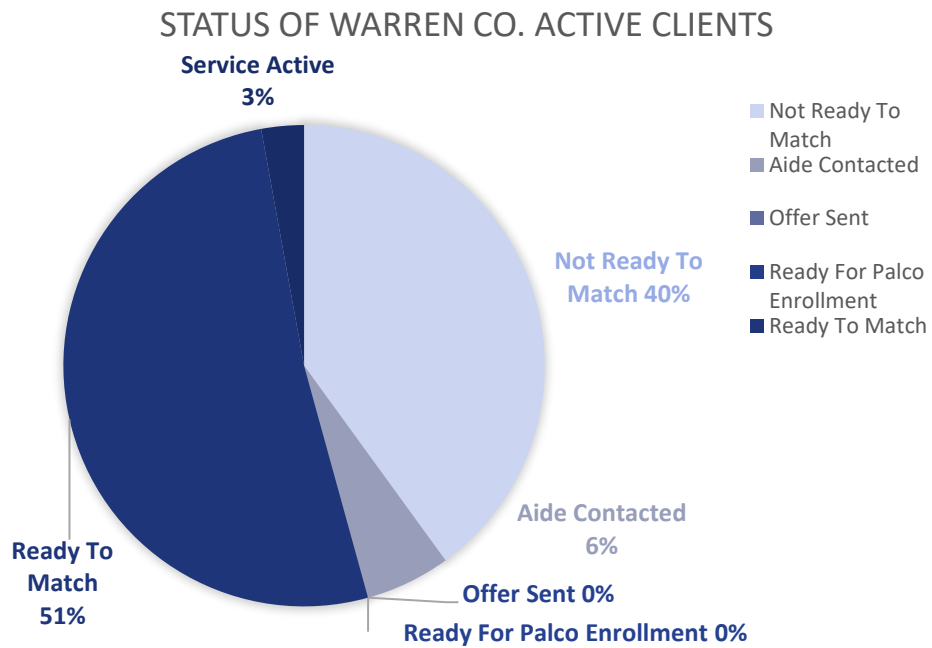- **Development Update:** Launch Scout released an app update on 8/10 and 8/12. These updates allow staff to add multiple clients to one employer, delete "accidental" aide accounts, and corrected several "broken" features including data export. The next priority is bug cleanup and a review of data integrity in the database.

Client Engagement with AddnAide

Hamilton County Accounts/Referral

Warren County Accounts/Referral
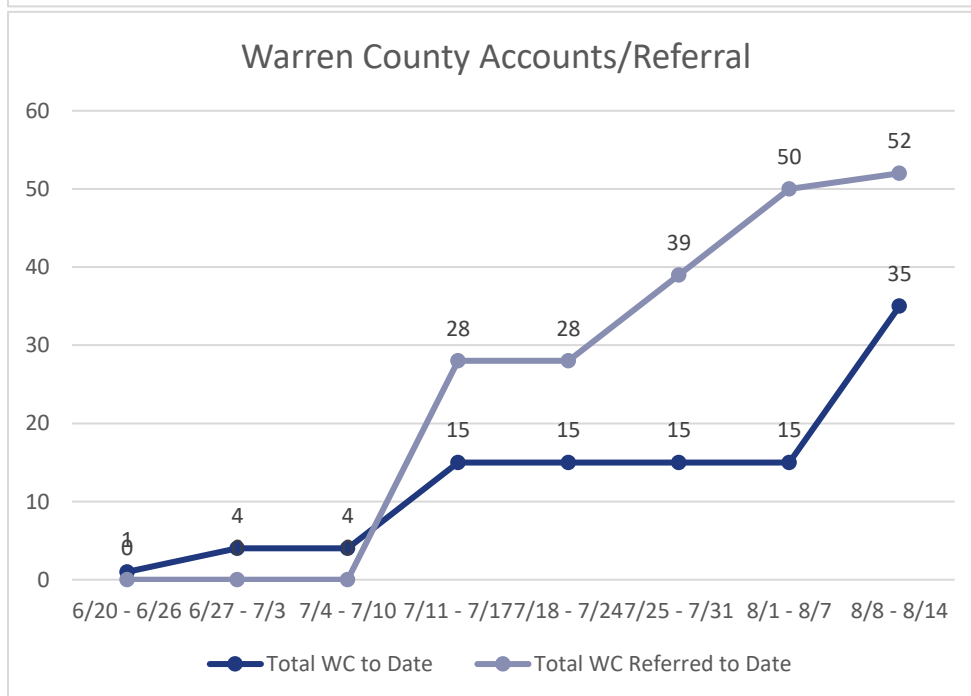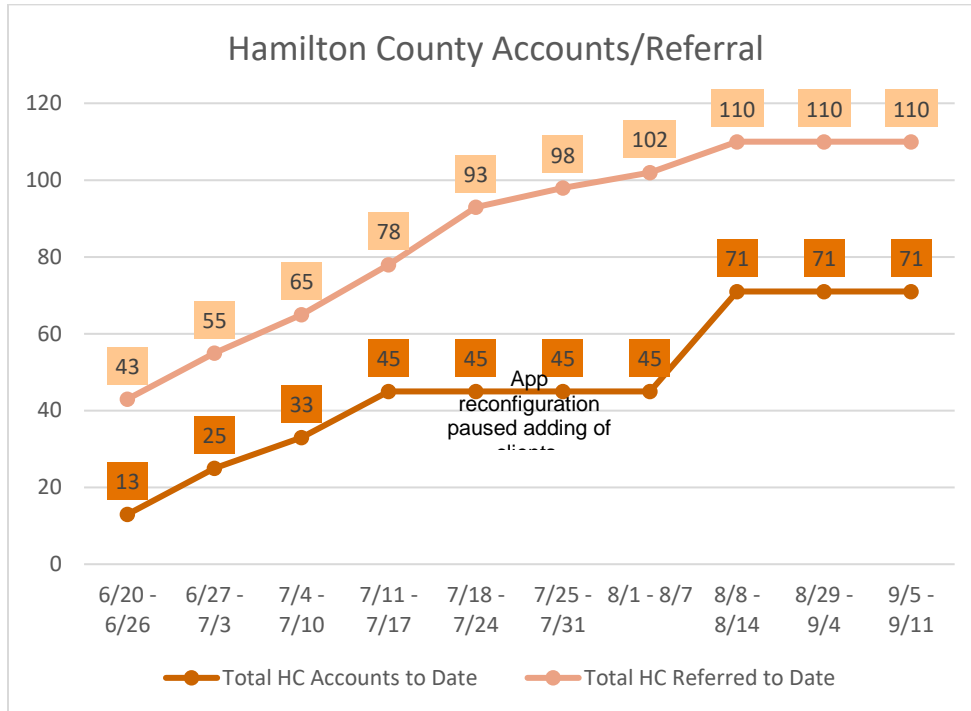
AddnAide Matches

- There are three Offers that Clients have sent to Aides they have matched with and one active enrollment.

STATUS OF HAMILTON CO. ACTIVE CLIENTS

Service Active 0%

Not Ready To Match 23%

Aide Contacted 2%

Offer Sent 3%

Ready For Palco Enrollment 1%

Ready To Match 71%

Legend:
- Not Ready To Match
- Aide Contacted
- Offer Sent
- Ready For Palco Enrollment

STATUS OF WARREN CO. ACTIVE CLIENTS

Service Active 3%

Not Ready To Match 40%

Aide Contacted 6%

Offer Sent 0%

Ready For Palco Enrollment 0%

Ready To Match 51%

Legend:
- Not Ready To Match
- Aide Contacted
- Offer Sent
- Ready For Palco Enrollment
- Ready To Match

How aides are learning about AddnAide

- First match within app is with an aide who learned about AddnAide through VOBC promotion
- 35% of aides have come from Facebook marketing.

WEEKLY AIDE ENROLLMENT OVER TIME

Legend: — — Total to Date   — — Weekly Total

Y-axis: Number of Aides Accounts

Total to Date: 1, 4, 6, 19, 34, 58, 94, 108
Weekly Total: 1, 3, 2, 13, 15, 24, 36, 14

X-axis: 6/20 - 6/26, 6/27 - 7/3, 7/4 - 7/10, 7/11 - 7/17, 7/18 - 7/24, 7/25 - 7/31, 8/1 - 8/7, 8/8 - 8/14

Marketing Data

Impressions: All Paid Digital Sources*

(Chart values: 28-Jul 506,771^; 4-Aug 227,816; 12-Aug 248,718^)
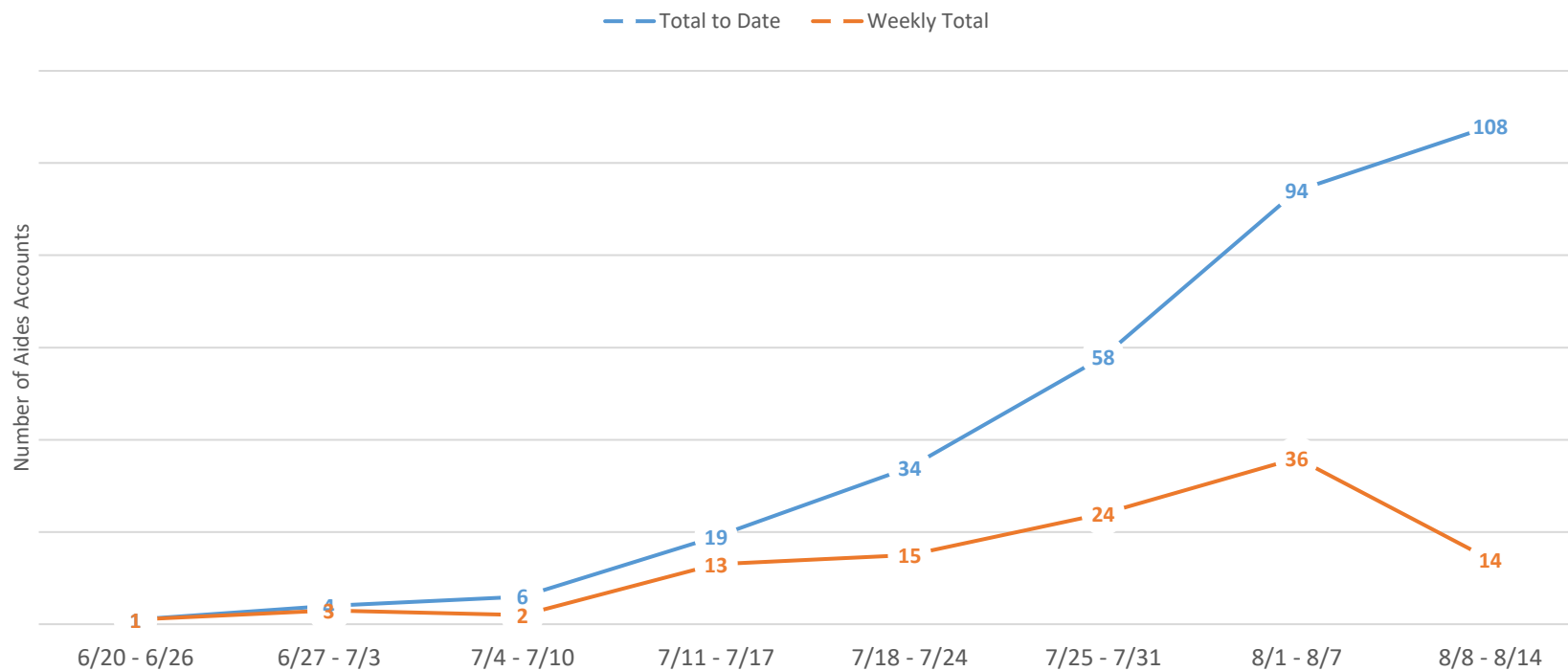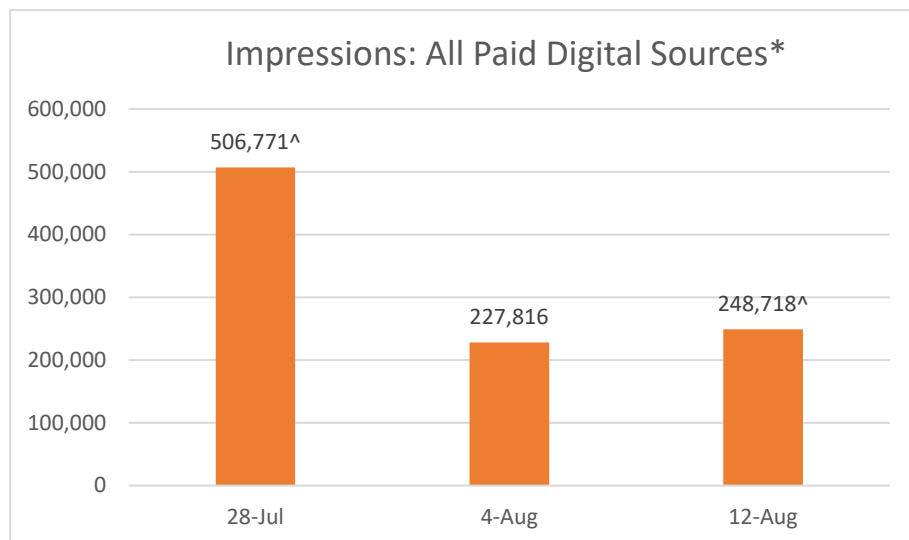
	28-Jul	4-Aug	12-Aug
Clicks (all campaigns)	1,504	663	730
CTR Digital Average	0.75%	0.76%	0.60%
CTR Search	9.36%	9.15%	10.15%

Industry Benchmarks
Search: CTR Average 4% - 6%
Display: CTR .04% - .08 %

*Data do not include organic social media posts to COA's Facebook, Instagram and Twitter accounts
^Week-ending July 28 includes two weeks of data; week ending Aug 12 includes data through Aug 10 when campaigns were suspended

home52 Website Traffic 7/8 - 8/10
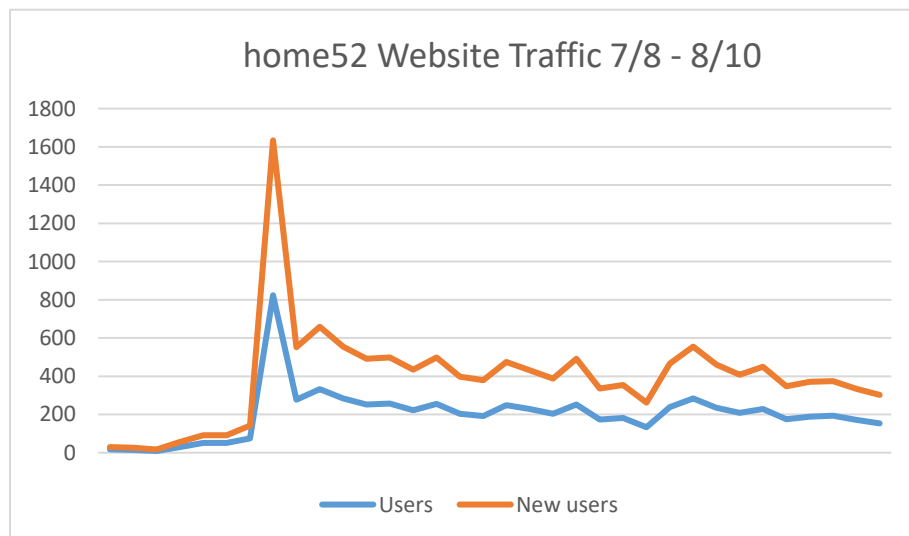
	22-Jul	29-Jul	5-Aug	12-Aug
New Users	2,600	1,600	1,600	1,300

BUTLER COUNTY ESP ELIGIBILITY OPTIONS

SEPTEMBER 2022

CURRENT ELIGIBILITY AND PROJECTIONS

- Home Delivered Meals: 60+ & criteria about inability to prepare own meals. Based on Federal and Ohio's Revised Code requirements.

- Adult Day and Respite Options for residents of any age with a cognitive impairment.

- All other ESP Services:

  - 65+

  - Must have mechanical deficit in at least 2 ADLs/IALDs

- Current projections show a waiting list in early 2025 with current eligibility requirements

- Scripps Gerontology recommended that COA evaluate eligibility changes including lowering the age to 60+ in their 2022 report.

CHALLENGES

- Growing older adult population in Butler County

- Inflation

- Labor shortages are having a significant impact on several services

- Goal
  - Deliver the highest quality services at the lowest possible cost to serve as many older adults as possible with the available tax dollars.
  - To maximize funds to provide the most benefit to the community
  - Delay the need for a waiting list

	2010 Number	2020 [1] Number	2030 [2] Number	2040 [2] Number	2010 Percent of population	2020 [1] Percent of population	2030 [2] Percent of population	2040 [2] Percent of population	2020-2030 Percent change	2020-2040 Percent change
All Ohio population	11,536,504	11,693,217	11,615,120	11,680,180	100.0	100.0	100.0	100.0	-0.7	-0.1
60 and over	2,277,424	2,894,207	3,050,200	2,924,320	19.7	24.8	26.3	25.0	5.4	1.0
65 and over	1,622,015	2,097,638	2,381,610	2,323,420	14.6	17.9	20.5	19.9	13.5	10.8
80 and over	474,262	500,856	596,880	754,000	4.1	4.3	5.1	6.5	19.2	**50.5**
85 and over	230,429	255,610	290,970	388,900	2.0	2.2	2.5	3.3	13.8	**52.1**
Butler County total	368,130	390,110	410,960	430,350	100.0	100.0	100.0	100.0	5.3	10.3
60 and over	61,947	82,020	94,930	96,030	16.8	21	23.1	22.3	15.7	17.1
65 and over	42,484	57,140	72,500	74,840	11.5	14.7	17.6	17.4	**26.8**	**31.0**
80 and over	11,295	12,370	16,210	21,450	3.1	3.2	3.9	5.0	**31.0**	**73.4**
85 and over	5,138	6,060	6,810	9,560	1.4	1.5	1.7	2.2	12.4	**57.8**

Table 1. Ohio and Butler County Aging Population (2010-2040)

HOW SCENARIOS WERE DEVELOPED

- This is a follow up report from the Scripps Gerontology study and requested by the advisory council.

- This includes feedback from Butler County ESP staff

- Reviewed data and projections in Butler county and from other levy programs that COA administers

SERVICE GAP FOR THE 60-64 AGE GROUP

The chart to the right shows client distribution by age group compared to Hamilton County which does start at age 60.

The only service available to the 60-64 age group in Butler County is home delivered meals. Services such as home care, transportation, electronic monitoring systems for falls, etc. are not available.

	Butler County		Hamilton County	
Total Census	3119		5494	
60-64	115	4%	514	9%
65-69	353	11%	917	17%
70-74	530	17%	905	16%
75-79	543	17%	824	15%
80-84	588	19%	945	17%
85-89	548	18%	736	13%
90-94	334	11%	457	8%
95-99	91	3%	169	3%
100+	9	0%	14	0%

CARE PLAN COST BY AGE

Hamilton and Warren County eligibility is 60+.

This data shows that care plan cost and needs are higher with the youngest and the oldest age groups.

Average monthly care plan cost per person*	Butler County	%	Hamilton County	%	Warren County	%
Average Careplan	$252.73		$278.47		$277.55	
60-64	$243.62	96%	$293.47	105%	$304.14	110%
65-69	$284.23	112%	$290.44	104%	$332.44	120%
70-74	$283.26	112%	$299.47	108%	$283.98	102%
75-79	$271.38	107%	$290.10	104%	$268.48	97%
80-84	$226.24	90%	$270.36	97%	$269.81	97%
85-89	$249.33	99%	$256.74	92%	$263.53	95%
90-94	$221.17	88%	$257.47	92%	$264.68	95%
95-99	$229.78	91%	$246.85	89%	$285.43	103%
100+	$271.69	108%	$236.55	85%	$391.86	141%

DIAGNOSIS TRENDS ACROSS AGES

Younger age groups are more likely to have a behavioral health and diabetes diagnosis.

Age	Common diagnosis
60-65	COPD, Arthritis, Diabetes, Anxiety/Depression, Hypertension
65-69	Hypertension, Anxiety/ Depression, Diabetes, COPD, Arthritis
70-74	Arthritis, Hypertension, Diabetes, COPD
75-79	Arthritis, Hypertension, Diabetes, Backpain/ Limited Mobility
80-84	Arthritis, Hypertension, Diabetes, COPD, Backpain/ Limited Mobility
85-89	Arthritis, Hypertension, Diabetes, Pain/Unsteadiness/ Reduced Mobility
90-94	Arthritis, Hypertension, Heart Disease, Pain/ Unsteadiness/ Reduced Mobility
95-99	Arthritis, Hypertension, Heart Disease, Weakness/ Pain/ Unsteadiness/ Reduced Mobility
100+	Arthritis, Hypertension, Heart Diseases, Incontinence,

SCENARIOS EXPLORED

Scenario	Eligibility	Change from Existing Eligibility
Scenario 0:	Current eligibility (65, mechanical with 2 or more ADL/IADL)	n/a
Scenario 1:	60 years and older; 2 ADLs OR 1 ADL & 2 IADLs, OR 4 IADLs	• Decrease age from 65 to 60 • Increase ADL/IADL impairment to requiring supervision or hands on on rather than mechanical impairment • Increase number of impairment to qualify from 2 ADLs/IADLs to 2 ADL or 1ADL and 2 IADLs, or 4 IADLS
Scenario 2: (Recommendation)	60 years and older; 2+ impairments (excluding mechanical support)	• Decrease Age from 65 to 60 • Increase ADL/IADL impairment to requiring supervision or hands on rather than mechanical impairment • Continue to allow older adults to qualify with impairments in any 2 ADLs/IADLS
Scenario 3:	2+ impairments (excluding mechanical support for medication administration and telephoning); For ILA and transportation: 60 years and older ; For all other services: 65 years and older	• Allow clients to receive HDM, ILA,MT for clients aged 60 and older (all other services become available at age 65) • Internally change how medication administration and telephoning are scored • Retain mechanical scoring for all other ADLs/IADLs • Continue to only require 2 impairments in any ADL/IADL
Scenario 4:	65 years and older; 3+ impairments (using the same impairment scoring as current)	• No change from current 65 year age requirement • Continue to allow mechanical deficits to count as an impairment • Increase the number of ADLs/IADLs required to qualify from 2 to 3

ELIGIBILITY RECOMMENDATION

Scenario	Eligibility Changes	census % of Scenario 0	when waiting list goes into effect
Scenario 0:	current eligibility (65, mechanical with 2 or more ADL/IADL)		2025
Scenario 1:	60 years and older; 2 ADLs OR 1 ADL & 2 IADLs, OR 4 IADLs	57.60%	
Scenario 2:	60 years and older; 2+ impairments (excluding mechanical support)	84.03%	2027
Scenario 3:	2+ impairments (excluding mechanical support for medication administration and telephoning); For ILA and transportation: 60 years and older ; For all other services: 65 years and older	97.60%	2025
Scenario 4:	65 years and older; 3+ impairments (using the same impairment scoring as current)	72.95%	

Recommendation- to adopt eligibility scenario 2:
- Drop age from 65+ to 60+
- Drop mechanical assistance from counting toward eligibility. Only include supervision and hands-on assistance. Keep the same number (2) ADL/IADL deficits.