What comes to mind when you think about innovation?

At Council on Aging, innovation is one of our core values. For each core value, we’ve identified a set of behaviors that define how our staff model these values in their work. For the value of innovation, these behaviors include:

- **Bravery** – venturing into complex and chaotic situations – without the fear of failure – to find opportunity.
- **Determination** – responding effectively to change to succeed in an uncertain and turbulent environment.
- **Leadership** – setting a clear vision for the future and developing the strategies to make the vision a reality.
- **Originality** – thinking differently about problems and opportunities by approaching the present from the future.
- **Leadership** – setting a clear vision for the future and developing the strategies to make the vision a reality.

Innovation and these behaviors were at the core of nearly everything we did in 2022.

Some innovations were big: launching an app to connect older adults in our community who need care with individuals who are willing to provide it. And some were more subtle: providing adaptive cleaning equipment to help older adults better manage daily chores.

Nearly all our innovative work in 2022 was centered around one problem – a severe shortage of home health aides. This national problem is having a significant impact on those we serve: thousands of older adults across the state of Ohio are going without or experiencing inconsistencies in their day-to-day care.

In our 2022 Impact Report, you’ll learn more about our innovative approaches to solving this problem and helping our clients and the services they need to remain independent in their homes and communities. These solutions are informed by our clients and original. They demonstrate leadership in the field of aging, and they are proof of our determination to carry out our mission.

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As with all innovation, there is a learning curve and an assumed level of uncertainty. Most of the innovations you’ll read about in this report are in the early stages of implementation. While some may fail, I believe all were necessary.

As the region’s Area Agency on Aging, Council on Aging is charged with planning, coordinating and administering publicly funded programs and services that promote independence and enhance quality of life for those we serve. The traditional models of care that relied on home health aides to meet our clients’ daily needs may never fully recover from the workforce shortage. We cannot wait and see what happens. We need to be ready with innovative solutions that will meet the needs of older adults today – and in the future.

Finally, innovation does not often happen without collaboration. We value the community partners that have contributed to our work this past year and we welcome opportunities for new collaborations – especially with partners that share our commitment to innovation and our passion for serving older adults.

Suzanne Burke, CEO

**Council on Aging’s mission is to enhance lives by assisting people to remain independent through a range of quality services. The stories below illustrate how we’ve put our mission into practice for older adults in our region. Scan the QR code to read the full stories.**

**Innovative Council on Aging solution aims to expand the critical homecare workforce**

Michelle was looking for flexible work when a church friend referred her to AddnAide. Council on Aging and home52 developed AddnAide to connect people who need in-home care with those who are able to provide it. Michelle had experience cleaning houses and providing care for her family members, so she signed up for AddnAide and has been providing care for several older adults in Hamilton and Warren counties who need in-home help. Through AddnAide, COA hopes to overcome some of the challenges created by the home health aide shortage. (scan code for full story)

**COA uses Virtual Reality to support family caregivers**

When Kathy began losing her way while driving to familiar locations, her husband, Dave, knew something was going on. Kathy was diagnosed with Alzheimer’s disease in 2019. EVRTalk, a Virtual Reality (VR) caregiving experience developed by Council on Aging in partnership with the Live Well Collaborative, is helping caregivers like Dave navigate the caregiving journey. EVRTalk creates a safe space where caregivers can experience and learn from a variety of real-life caregiving scenarios. (scan code for full story)

**A positive attitude and reliable ride help cancer patient on her road to recovery**

Battling cancer and unable to drive to her appointments, Mary called Council on Aging for assistance. Today, Mary receives transportation to her chemotherapy treatments through an innovative new transportation model called home52 Transportation. The service coordinates multiple transportation providers through a centralized transportation coordination center, providing on-demand and advance-scheduled trips for riders like Mary who require specialized transportation services. (scan code for full story)

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As home health aide shortage continues, Area Agencies on Aging advocate for higher Medicaid reimbursement rates.

For several years, organizations like Council on Aging that provide home and community-based long-term care services to older adults have been coping with a shortage of home health aides. These critical workers provide very personal care, enabling older adults to remain safe and independent in their homes. Older adults, caregivers, and the network of service providers rely on the critical workforce to thrive.

An increase in the state’s Medicaid reimbursement rates could help service providers offer competitive wages and retain critical workers, which in turn help grow and sustain critical workforce (scan code for full story).

Harnessing technology to meet the needs of older adults and caregivers

In 2022, COA released two original technology-based solutions to address workforce- and caregiving-related challenges. The AddnAide app connects those who need care with those willing to provide it. The app helps address the home health aide shortage by tapping the efficacy of social media and the connectivity of social media. To support the growing number of family caregivers, Council on Aging and its partner, the Live Well Collaborative, developed EVTALK, a virtual reality experience designed to help caregivers feel more comfortable with their role and improve the caregiving experience for everyone.

(Scan code for full story)

Impact highlights

- 23,380,758
- 8,679,905
- 4,863,170
- 3,384,834
- 1,204,839
- $54,984,125
- $95,292,792
- $10,113,274
- $26,081,757
- $15,767,472

**Council on Aging**

Council on Aging (COA) administers publicly-funded programs and services for older adults, people with disabilities, and their caregivers. Our core service area includes Butler, Clermont, Hamilton, and Warren counties.

Our programs and services impact people of all ages and the effects are felt throughout our community. We help stay people in their homes and communities, complete smooth transitions from one care setting to another, and connect to unbiased information, advice and community resources.

Through contracts with service providers, senior centers and other community organizations, COA administers federal, state and local funding to provide supportive, in-home and community-based services to eligible individuals and families.

Programs and services administered by COA can prevent or delay nursing home care. It is important because people want to remain in their homes as long as possible and our programs and services cost taxpayers a fraction of the cost of nursing home care.

**2022 HIGHLIGHTS**

- 3,186
- 5,626
- 10,749
- 15,003
- 2,575
- 10,660
- 2,846
- 551
- 1,163
- 1,179

- **CONGREGATE MEALS**
- **OXBOW SERVICES**
- **ASSISTED LIVING WAIVER**
- **TRADITIONAL MEDICAID WAIVER PROGRAMS**
- **Elderly Services Program (Senior Levies)**
- **Information, Referral and Assessment**
- **Caregiver Support**
- **General Administration**
- **Community-based In-home Services**
- **Transportation**
- **COA Adaptive Transportation Program**

**In-Home Care Services & Community-Based Support**

**In-Home Care Services**

Individuals enrolled in fiscal year 2022. Individuals may be eligible for services in more than one category or program in the course of a year.

**Traditional Medicaid Waiver Programs**

- Enrollee: 48,151
- Cost: $15,767,472

**Other Programs**

- Elderly Services Program (Senior Levies): 15,003
- MyCare Ohio (Medicaid/Medicare): 5,626
- Other Case Management Services: 2,675
- Total in-home dollars: $23,380,758

**Innovative Transportation service grows ridership and provider network in 2022**

Council on Aging has long sought a way to improve transportation services for older adults and people with disabilities in the region. Census data and research show a growing population of older and disabled adults and a lack of confidence in the region’s transportation infrastructure to meet the growing need. Existing regional transportation networks, including rideshare and public transit, do not always meet the transportation needs of older adults and individuals with disabilities. COA’s innovative new service, called home52 Transportation, includes a centralized call center and a network of providers ready to meet the unique needs of these riders. (Scan code for full story)

**Transportation**

- Participants in 2022: 2,846
- $10,113,274

**Community-Based Support**

Individuals served fiscal year 2022. Services funded by Federal Title III, VII, Title XX, Social Security Act, Community Service; Alzheimer’s; Senior Volunteer Programs funds.

**COMMUNITY-BASED SUPPORT**

- Cost: $8,679,905
- Enrollee: 10,749
- Cost: $4,863,170
- $15,003

- **Information, Referral and Assessment**
- **Caregiver Support**
- **General Administration**
- **Community-based In-home Services**
- **Transportation**
- **COA Adaptive Transportation Program**

**STATEMENT OF FINANCIAL ACTIVITIES**

Year ending Sept. 30, 2022

<table>
<thead>
<tr>
<th>Category</th>
<th>Total Support and Revenue</th>
<th>Expenses</th>
<th>Excess and Deficit</th>
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Despite the complexity of our financial activity – with local and federal funding requirements – Council on Aging has achieved record of clean annual audits that go back more than 20 years.

**Support and Revenue**

- Local Government: $54,984,125
- Medicaid Waiver: $10,113,274
- Other Programs & Programs: $4,863,170
- State Government: $6,769,669
- Federal Government: $6,769,669
- General Administration: $2,380,758
- Support and Revenue: $54,984,125

**Expenses**

- Community-based In Home Services: $15,984,125
- Care Management: $54,984,125
- General Administration: $4,863,170
- Information, Referral and Assessment: $4,863,170

**Total Expenses:** $54,984,125

**Total Support and Revenue:** $95,292,792

Financial statement does not include subsidiaries wholly owned by Council on Aging.