

## FROM OUR CEO

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
- 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.
- Determination – responding effectively to change to succeed in an uncertain and turbulent environment.

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 get the services they need to remain independent in their homes and communities. These solutions are brave and original. They demonstrate leadership in the field of aging, and they are proof of our determination to carry out our mission.

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



Our innovative staff and programs received several awards and recognition in 2022. Scan the code for the story.



## OUR MISSION

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 older 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](#))

### 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](#))

### 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](#))

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# 2022

## IMPACT REPORT



ABOUT 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, Clinton, Hamilton and Warren counties.

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

Via 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 caregivers.

Programs and services administered by COA can prevent or delay nursing home care. This 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.

IN-HOME CARE SERVICES & COMMUNITY-BASED SUPPORT

IN-HOME CARE

Individuals enrolled in fiscal year 2022. Individuals may be counted in more than one service category or program in the course of a year.

Traditional Medicaid Waiver Programs	Enrolled
PASSPORT	1,551
Assisted Living Waiver	531
Specialized Recovery Services Program	1,027
Other Programs	
Elderly Services Program (Senior Levies)	15,003
MyCare Ohio (Medicaid/Medicare)	5,626
Other Case Management Services	2,430
Total in-home care clients:	26,168



COMMUNITY-BASED SUPPORT

Individuals served in fiscal year 2022. Services funded by federal Title III of the Older Americans Act and state Alzheimer and Senior Community Service funds.

2,864    TRANSPORTATION	10,749    OMBUDSMAN SERVICES
2,604    CONGREGATE MEALS	1,622    LEGAL ASSISTANCE
2,062    ALZHEIMER'S EDUCATION	446    SUPPORTIVE SERVICES
108    HEALTH & WELLNESS WORKSHOPS	320    CAREGIVER SUPPORT

2022 HIGHLIGHTS

Scan the QR code for the full stories.

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 that rely on this critical workforce are suffering. An increase in the state's Medicaid reimbursement rates could help service providers offer competitive wages to grow and retain this 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 efficiency of technology 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 EVRTalk, 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)

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)

COA adopts creative solutions to meet common needs of older adults



Because they are administered at the local level, the tax-levy funded Elderly Services Programs (ESP) can be incubators for innovative solutions to meeting the ever-changing needs of our region's older adults. Many older adults enrolled in ESP need assistance with everyday household tasks, including laundry and light cleaning. Traditionally, these needs have been met by home health aides employed through home health agencies. COA is piloting innovative solutions to basic, everyday tasks with the goal of alleviating service delays and disruptions caused by the home health aide shortage. (scan code for full story)

Congregate meal program adapts to changing needs



For more than 50 years, congregate meals have been an integral part of the Older Americans Act Senior Nutrition Program. The program has adapted over time to meet the changing needs of the older adults who rely on it to help meet their nutritional and social needs. Historically, senior centers have served as congregate meal sites. But in recent years, senior center closures have left many older adults searching for new places to socialize and enjoy a meal. When this happened to a group of older adults in Butler County, Council on Aging connected them to a local library system. (scan code for full story)

Voters continue strong support of county senior services levies



When it comes to accessing programs and services to support independent living, where you live really does matter. For example, more than 80 percent of counties in Ohio have tax levies that provide some type of service or support to older adults, including all five counties in Council on Aging's service area. The levies in COA's service area are unique in that they provide a funding stream dedicated to helping older adults age in place through services such as home-delivered meals, transportation, help with housekeeping and personal care assistance. In 2022, senior services levies passed by wide margins in Warren, Clinton and Hamilton counties. (scan code for full story)

IMPACT HIGHLIGHTS

26,313 Individuals remained independent in their homes with our help	1.6 million Meals served through home-delivered and congregate meal programs	58,334 Requests for information and referral fulfilled and 158,078 website users
Hours of in-home care via contracted providers and consumer direction	Trips for medical and senior center activities	Participants in the USDA Senior Farmers' Market Nutrition Program
18,686 Community members engaged through presentations and events	298 Professionals who learned and networked at our annual Forum on Aging conference	2,342 Clients supported from hospital or nursing facility to home via transitional care programs

STATEMENT OF FINANCIAL ACTIVITIES

Despite the complexity of our financial activity – with local, state and federal funding requirements – Council on Aging has an unbroken record of clean annual audits that goes back more than 20 years.

Support and Revenue

Local Government (Elderly Services Program)	\$42,449,228
Medicaid Waiver (PASSPORT; Assisted Living)	\$26,081,757
Other Programs & Program Income (Client Contributions; MyCare Ohio; Specialized Recovery Services)	\$15,767,472
Federal Government (Titles III, VII, XX; HEAP; Nutrition Services Incentive Program; American Rescue Plan Act)	\$10,113,274
State Government (Senior Community Service; Alzheimer's; Senior Volunteer)	\$1,204,839
Other Support and Revenue (Donations; Interest)	\$193,415
Total Support and Revenue	\$95,809,985

Expenses

Community-based In-home Services	\$54,984,125
Care Management	\$23,380,758
General Administration	\$8,679,905
Community-based Senior Center Services	\$4,863,170
Information, Referral and Assessment	\$3,384,834
Total Expenses	\$95,292,792

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