



COA

Council on Aging
of Southwestern Ohio

Answers on Aging

celebrating 40 years



“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

Council on Aging CEO Suzanne Burke with Hulda, a client of the Hamilton County Elderly Services Program. At age 108, Hulda is our oldest client. We have 44 clients age 100 and older who are living independently in the community with help from COA services.



Dear Friends,

2011 was the year for advocacy. From meetings and client home visits with elected officials, to educational presentations and legislative testimony, to the launching of the Fair Care Ohio Web site, we never stopped. It made a difference. We:

- Significantly reduced the impact of budget cuts to home and community services; Area Agencies on Aging took a cut, which was difficult, but was a fraction of what had been proposed
- Engaged thousands of Ohioans in the cause: more than 50,000 emails and 13,000 letters were sent via Fair Care Ohio to the governor and legislators
- Raised awareness of the value and importance of Ohio's aging network

Through much of the year, volunteers campaigned for the tax levy that funds the Warren County Elderly Services Program, which we administer. More than 72 percent of the voters approved the levy – a tremendous show of community support.

Advocacy wasn't the whole story, though. Among several initiatives we launched in 2011, Care Transitions stands out. The Care Transitions InterventionSM is a model of health coaching proven effective at reducing avoidable hospital readmissions among high-risk patients. We piloted the program successfully at UC Health University Hospital and then applied for a federal contract to expand the program to more hospitals and to enhance it with health information technology and collaboration with community partners. We are thrilled to be one of the nation's first seven sites chosen by the Centers for Medicare and Medicaid Services.

Amid all the work, we did take time to celebrate as Council on Aging completed its 40th year. We hope you take a few moments to enjoy the 40-year timeline of milestones in this report, as well as the stories, data and photos. In the challenging times ahead, we look forward to continuing our work together with you on behalf of seniors and adults with disabilities who deserve the opportunity to remain independent in their homes.

Suzanne Burke
CEO

Ed Rust
President, Board of Trustees



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.



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.

Celebrating its 40th anniversary in 2011, 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 213 employees. Many are social workers and nurses who coordinate long-term care services and supports. Their work includes information and referral, level-of-care assessments, long-term care consultations, care management and health coaching. These services help seniors, adults with disabilities and caregivers:

- Understand and navigate community resources
- Plan for long-term care
- Participate in programs designed to help them stay in their homes and communities
- Transition smoothly between care settings as their needs change
- Reduce the cost of care



1965

↑ **July 14, 1965**

President Johnson signs the Older Americans Act.

December 27, 1971 ↑

It's official: Council on Aging of the Cincinnati Area incorporates as a non-profit serving Boone, Campbell and Kenton counties in KY and Clermont and Hamilton counties in OH.

1970 ↓
Council on Aging begins as a Community Chest Project with three staff members and a budget of \$40,000.

1970



1974

↓ State of Ohio designates COA the Area Agency on Aging for Butler, Clermont, Clinton, Hamilton and Warren counties.

1975



1977 ↑

President Carter declares May as Older Americans Month. COA holds first Senior Expo, a tradition that continued for 33 years.



"I am very proud to have the privilege of now signing into law this measure for the benefit of the men and women who have done so much in this century to build in America a just, a decent, a free and a peaceful society."

President Lyndon B Johnson, July 14, 1965

Signing of the Older Americans Act

1980



1981

COA celebrates 10 years: 36 staff members and annual budget of \$10 million.



1985

1987

COA presents first Forum on Aging, a conference for professionals in the field of aging.

December 1, 1986

PASSPORT begins. For the first time, Ohio seniors have an in-home alternative to nursing home care.



What we do

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. Here's how we carry it out:

Provide Answers on Aging:

Operate the "front door" to our region's aging and disability resources

Coordinate and manage long-term care services and supports for seniors and adults with disabilities:

Including in-home and community programs:

- Elderly Services Program
- PASSPORT
- Assisted Living Waiver

Provide better care at lower cost for seniors at high risk for re-admission to hospitals:

- Southwest Ohio Care Transitions Collaborative (New!)

Fund and provide community services such as wellness activities, legal help, Alzheimer's services, transportation and outreach:

- Older Americans Act services

Reform Ohio's long-term care system:

Through non-stop advocacy to increase compassionate and cost-effective options

1990

1991

COA celebrates 20 years: 92 staff members and annual budget of \$13 million.



1992

First Elderly Services Program levy passes in Hamilton County.

1995

1996

First Elderly Services Program levy passes in Butler County.



1998

Name change to Council on Aging of Southwestern Ohio.

First Elderly Services Program levy passes in Clinton County.

2000

2001

COA celebrates 30 years: 187 staff members and a budget of \$48 million.

2002

First Elderly Services Program levy passes in Warren County.



2011 Fiscal Year Highlights

Aging and Disability Resource Connections (COA Call Center and “front door”):

Responded to **23,960** requests about help for seniors, an increase of 11 percent over 2010.

Care Coordination and Management:

20,601 clients in five counties received in-home and assisted living services to help them remain independent and out of nursing homes.

- **2.2 million** hours of in-home help
- **1,945,876** home-delivered meals to **10,121** home-bound older adults

Care Transitions:

Helped seniors get home from the hospital and stay home. Pilot resulted in hospital readmission rate of 7.5 percent among program participants (high-risk Medicare beneficiaries), compared with a national average of about 20 percent. Established Southwest Ohio Care Transitions Collaborative, enabling program expansion via a contract with the U.S. Centers for Medicare and Medicaid Services.

Older Americans Act Services:

Services included **210,013** congregate meals and **281,259** transportation trips designed to help seniors stay healthy and active.

Advocacy and Outreach:

Included **48** visits by elected officials and candidates to the homes of COA clients; **60** meetings with elected officials; and **170** community events and presentations to COA stakeholders.

2005

2006

Assisted Living Waiver begins in Ohio.



2010

2011

COA celebrates 40 years: 213 staff and revenues of \$93.8 million.



2010

Council on Aging wins Better Business Bureau's Torch Award for Marketplace Ethics.



Torch
AWARD
2010 WINNER



Results and Impact

Area Agencies on Aging: Ohio's Medicaid Savings Solution

For more than 30 years, Ohio's 12 Area Agencies on Aging – of which COA is one – have helped seniors and adults with disabilities remain in their homes, avoid unnecessary institutionalization and saved millions of dollars for taxpayers. By administering home and community-based Medicaid waiver programs and through constant advocacy, we have been the driving force behind long-term care reform.

In 2011, the Area Agencies on Aging (AAAs) and our association – o4a – worked hard to convey this message to the new governor, John Kasich, and his administration. Although Area Agencies on Aging all took difficult funding cuts, we did succeed in restoring most of the proposed budget cuts to PASSPORT and other home and community services. And, as the administration develops its plans to improve the delivery of health and long-term care, we continue to advocate for a system that capitalizes on Ohio's strong aging network.

Our strengths lie in four main areas:

1. **Cost savings:** Delivered by 1) providing more long-term care at home and less in institutions and 2) leveraging local dollars (senior services tax levies) to augment limited state and federal funds needed for our aging population
2. **Experienced care management:** Expertise in monitoring health status and coordinating service delivery in order to prevent or delay moves to high-cost care settings
3. **Accessibility:** Visible in our multi-county regions as the front door to unbiased information and services for seniors, adults with disabilities, caregivers and professionals in the field of aging
4. **Community roots:** AAAs reach into all Ohio counties, serving urban and rural areas alike. We are integrated into the fabric of our communities, and often develop and nurture providers in underserved regions.

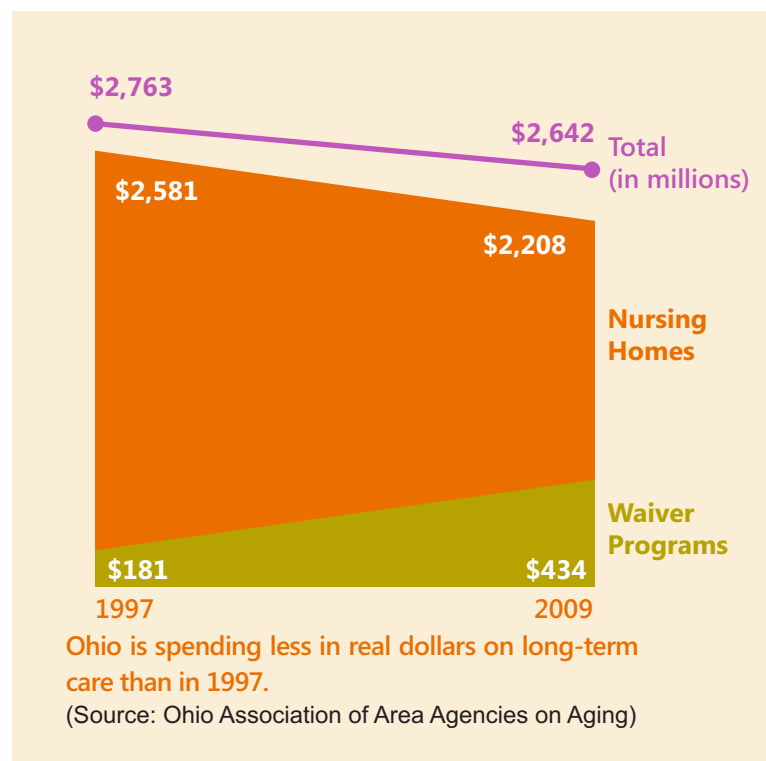
Cost Savings

Since 1992, Ohio's PASSPORT home-care program has grown from serving 4,200 seniors every day to serving 30,000. As a result, the number of older adults using Medicaid-funded nursing homes has dropped by 14.5 percent over the past 12 years, despite a 15 percent increase in the older population. Because in-home care costs so much less than nursing homes, taxpayers save money.

Nursing home average annual cost: \$51,214

In-home care average annual cost: \$19,205

For each month that PASSPORT can delay one person's entry into a nursing home, Ohio taxpayers save an average **\$2,667**.



Experienced Care Management

In 2010, less than one-third of older adults left PASSPORT for a nursing home and nearly 50 percent of participants remained on PASSPORT and in their homes until they died. To further reduce the nursing home population, Area Agencies on Aging are implementing innovations to divert people from nursing home admission and to return long-time nursing home residents to the community. (See story about Southwest Ohio Care Transitions Collaborative, page 20.)

Accessibility

As the front door to unbiased information and services in their communities, Ohio's Area Agencies on Aging receive some 300,000 inquiries at their call centers annually. Callers are frequently looking for nursing home alternatives, but aren't sure where to turn. Our specialists evaluate individual and family needs and link older adults to cost-effective in-home care and community programs – or to nursing homes if that is the best and necessary option.

When people connect with their Area Agency on Aging, they benefit from a formula of **information → screening → assessments → care management** that helps them enroll in programs, if eligible, and receive seamless access to services as their needs change. (See story about Aging and Disability Resource Connections, page 10.)

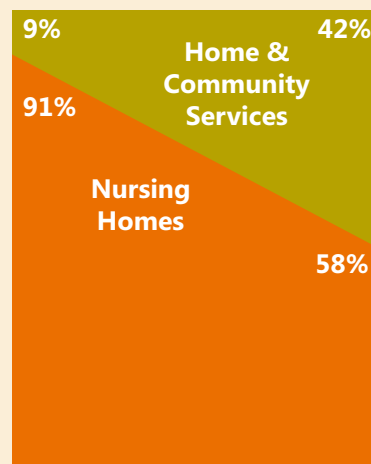
Community Roots

Most Area Agencies on Aging are not-for-profit organizations serving all 88 counties so that older adults receive high quality care whether they live in a city with many health care services or in a rural area with fewer resources.

Our care managers keep abreast of free and low-cost local resources that help older adults remain in their homes.

Voters in more than 70 Ohio counties consistently support local tax levies designed to supplement funding for Ohio's aging network. These levies raise more than \$136 million annually and help reduce state costs for long-term care.

Where people are served



1993 2009

Area Agencies on Aging help Ohio improve the long-term care delivery system and reduce costs.

(Source: Ohio Association of Area Agencies on Aging)

advocacy
assistance
answers on aging



Aging and Disability Resource Connections...

The Front Door

Council on Aging serves as a visible and trusted place where people turn for objective information on the full range of long-term care services and supports in their communities.

Our ADRC Department:

- Provides information about community resources
- Connects people with resources via partnerships with organizations
- Provides in-home assessments to help people prepare for long-term care

“Partnerships are key. We’ve moved from a program-centered approach to a person-centered approach. This ensures that people end up with the services that best meet their needs and preferences.”

Theresa Bracher, ADRC Manager, Council on Aging

Highlights:

- Our ADRC call center receives, on average, more than 1,300 inquiries per month. From August 2010 through August 2011, call volume increased by 48 percent.
- In 2011, the Ohio Department of Aging designated us as one of 12 regional Aging and Disability Resources Networks (ADRN) in Ohio. An ADRN is a web of social service and health organizations who work together to make it easier for people to access the help they need. We have established partnerships with numerous organizations through contracts, written protocols and/or staff cross-training.
- Our ADRC specialists are certified by the Alliance of Information and Referral Systems (AIRS), a professional credentialing organization, including special certification for aging-related referral services.
- Our Resource and Housing Directory is an online guide to local, state and selected national resources with more than 1,600 listings and links.



Deneen, ADRC Specialist

What help is available for seniors and adults with disabilities in our community?

This inquiry is typical of those we hear everyday:

“One of our recently retired employees had a stroke. He can't function on his own and needs care while his spouse works. His retiree insurance doesn't cover any custodial care. The finances can't pay the fees charged for a visiting nurse. There is not any family member other than the spouse to take care of him. Is there some help he might qualify for?”



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 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. In our region, there are 31 facilities certified for the Assisted Living Waiver. More are needed.

	Elderly Services Program		PASSPORT		Assisted Living Waiver	
	Clients Served	% Change	Clients Served	% Change	Clients Served	% Change
Butler	4,038	+4%	546	+14%	296	+24%
Clermont	N/A	N/A	354	+5%	0	0
Clinton	508	-.2%	136	+12%	6	-14%
Hamilton	7,401	-2%	2,066	+4%	241	+35%
Warren	2,391	+3%	257	+4%	69	+50%
Total	14,338	+.4%	3,371*	+6%	613	+30%

*Elderly Services Program (ESP), PASSPORT and Assisted Living clients served by county in FY 2011 and percent change since FY 2010. ESP declines in Clinton and Hamilton counties are due to waiting lists for all or part of the year. *PASSPORT total includes 12 clients who moved out of COA's service area during the year.*

Home and community-based care...

compassionate, cost-effective alternatives to nursing home care



Helping seniors stay in their homes | It takes a care manager

The morning had barely begun and Bonnie was already troubleshooting volatile situations with two of her PASSPORT clients. One woman was scheduled to return home after rehab in a nursing facility, but got an infection which led to fever and confusion. Another client she had recently transferred to assisted living had been discharged as a “flight risk.” Bonnie had to scramble to locate other housing and make sure the woman was safe.

A Council on Aging care manager for seven years, Bonnie is passionate about helping older adults and is outspoken about the challenges. Care managers continually perform a balancing act of client advocacy, cost control and marshaling of family and community resources. To keep clients in their homes, they face ever-shifting forces that push the frail elderly towards nursing homes: declining health; emergencies (a fall, a stroke); and families struggling with the stress of caregiving.

For the client with the infection, for example, Bonnie will stay on top of the situation to make sure the nursing home doesn’t keep her any longer than necessary. The sooner the woman can go home, the happier she’ll be and the more taxpayers will save.

Typical cases involve clients such as Delores, a woman with numerous health problems who lives on the first floor of a rented house in Hamilton.

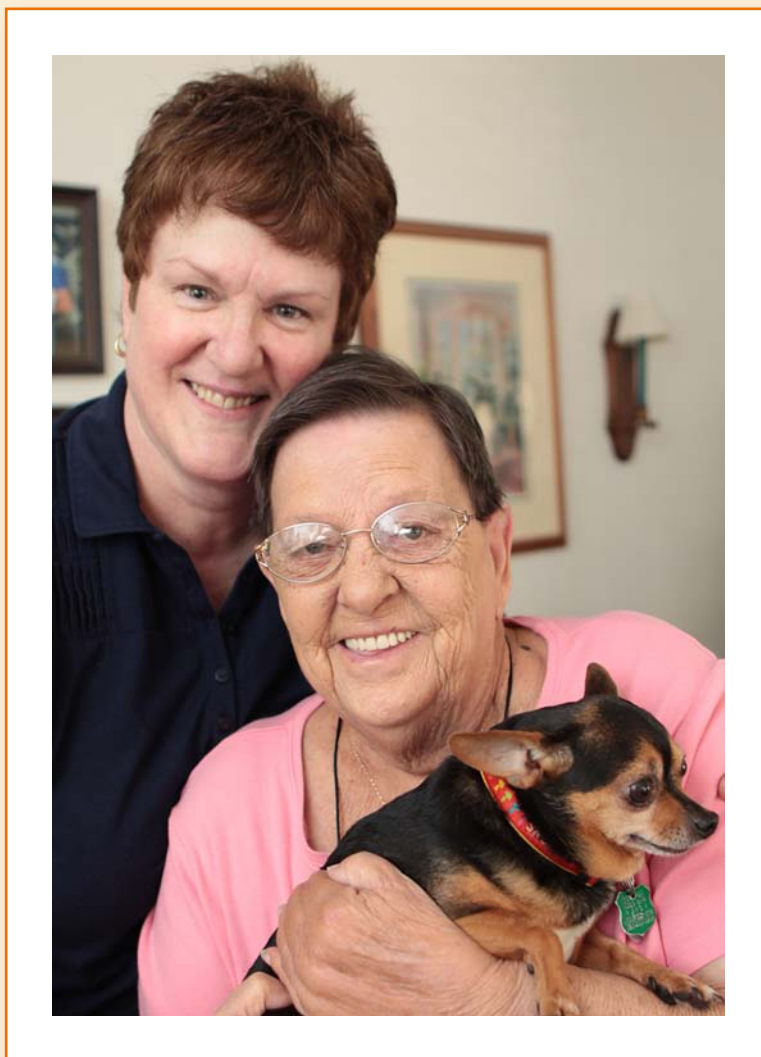
“I’m 76, but I feel like 90,” Delores said. “I can walk, but it makes me upset because I get worn out just walking from here to the bathroom. I used to clean, cook...everything.”

A PASSPORT client for ten years, Delores recently received a scooter and wheelchair ramp. Now she can get out of the house, even if it’s just to motor to the drugstore up the street.

On a recent visit, Bonnie told Delores the store now delivers prescriptions and paused a few moments to play with Delores’ Chihuahua, Queenie.

“It’s my job to know about the services in the community that can help people,” Bonnie said. “I direct people to all kinds of things, transportation, food pantries...there’s even a foundation that provides high-volume phones for free. The people I see have so many hard things going on in their lives. Some of them tell me, ‘You always make me smile,’ and I feel good about that.”





*“It’s my job to know about the services in the community
that can help people.”*

Bonnie, PASSPORT care manager, with her client Delores (and Queenie, the Chihuahua)

PASSPORT client story | Betty

While driving to the grocery store one day, Betty found it almost impossible to lift her foot off the accelerator and onto the brake. That frightening incident and the gradual weakening she felt led to a diagnosis of Multiple Sclerosis. She was 45, had three children and was working nights for the Internal Revenue Service.

Today, 26 years later, Betty is bedbound and has multiple health problems. Many people in her condition would be in a nursing home. But she remains at home in Milford with Jim, her husband of 50 years.

It takes a lot of services for Betty's care: two home health aides through PASSPORT who come two hours in the morning and two in the evening, seven days a week; a hospice caregiver twice a week; and a nurse who comes daily to care for a pressure sore that won't heal.

PASSPORT also provided home safety modifications, including wider doorways and a wheelchair ramp. At \$27,000 a year, Betty's care plan cost is high for PASSPORT, but still about half the cost of a nursing home.

And then there's Jim. "I have caregivers four hours each day, but I have Jim for the other 20 hours," Betty said. "I wouldn't be here if it wasn't for him."

A former machinist, Jim met Betty on a blind date and they married six months later. His caregiving duties include helping to keep Betty connected with the outside world. They are members of Summerside Church of God which Betty used to attend several times a week. Because she can no longer go to services, her friends come regularly to read the Bible and sing.

"I'm not perfect, but I do my best," Jim said. "Betty is an inspiration to me."

Still, Betty said, Jim could not manage without the help PASSPORT provides. "I'd be in a nursing home," she said. "I came to the conclusion a long time ago that nothing is so bad that it can't be worse. We have a quality of life that we would not have without help."



At \$27,000 a year, Betty's care plan cost is high for PASSPORT, but still about half the cost of a nursing home.



“We have a quality of life that we would not have without help.”

Betty, PASSPORT client

COA balances needs of seniors and taxpayers | Elderly Services Program

As administrator of the Elderly Services Program in Butler, Clinton, Hamilton and Warren counties, Council on Aging ensures that frail seniors receive the highest quality services at the lowest cost for the taxpayers. COA's responsibilities include program design and development, contracting and provider services, data analysis and reporting, financial services and oversight, information technology, quality improvement and community engagement.

These services:

- Design, grow and change the programs to fit community needs and manage costs
- Keep costs down and quality up via competition and contract management
- Provide single points of access to information and resources
- Help service providers improve quality and efficiency
- Report program performance and trends to the public
- Ensure proper stewardship of taxpayer dollars
- Raise and sustain public awareness and confidence

Elderly Services Program client story | Margaret and Ollie

Margaret and Ollie have been close all their lives. They shared a career and a business and now, they're growing old together in the same home.

The two had a beauty shop together in Madisonville for many years, which Ollie – now 96 – kept going even after Margaret developed allergies to the chemicals and had to leave. “It was such a pretty shop,” Margaret said, “and we had so many customers we couldn't take them all.”

When Ollie's husband died, Margaret and her husband asked her to come live with them. Then Margaret's husband died three years ago.

“It's good to be together because it's just the two of us now,” said Margaret, 88. “Only two of us left out of nine (siblings).”

Through the Elderly Services Program, they get home-delivered meals and weekly help with housekeeping and laundry. “Most of the time the meals are good and we get them hot,” Margaret said. “My care manager is the nicest person; she's there for you. She tries to do things that keep you uplifted.” Additional help comes from Margaret's children and grandchildren.

“Ollie tells me, ‘If I need to go to a nursing home, I'll go,’” Margaret said, “but as long as we have children to help us, she'll be staying right here with me.”





"It's good to be together because it's just the two of us now."

Margaret, Elderly Services Program client

Assisted Living Waiver client story | Dorothy

When Dorothy moved to an assisted living apartment in a retirement community, her son encouraged her to make the most of the activities on offer. So most days, she walks a mile – five laps around the second floor. She lifts weights, takes a yoga class and bowls.

“But I’m a terrible bowler,” she said. “I want to do better. Last time, I was embarrassed.”

She also helps some friends whose eyesight is failing. They read together and she helps with their mail.

Dorothy considers herself fortunate. After retiring from her secretary/bookkeeper job in Indiana at age 77 and experiencing some health problems, she moved here to be closer to her son and his family. She moved to an assisted living facility and lived there five years until she ran out of money. At that time, the facility was not certified to offer the Assisted Living Waiver. She had to move, but she found a new home, which does offer the waiver, enabling Dorothy to qualify for Medicaid to cover her long-term care services.

“I didn’t want to move, but my money was running out,” Dorothy said. “I used everything up.”

Now, speaking of her home and her Council on Aging care manager, Dorothy said, “It’s been a good thing for me to live here. Margo is my friend and if I have any problems, I call her and she takes care of it. She’s very efficient.”



Margo, Assisted Living care manager, with her client, Dorothy



Care Transitions | Program helps reduce hospitalizations among seniors

Two years ago, as the effort grew to better align and coordinate the nation's fragmented health care system, COA saw an opportunity. Leveraging our expertise in care management, we launched a pilot program at UC Health University Hospital in December 2010 which was designed to help hospitalized COA clients discharge smoothly back home and avoid being readmitted to the hospital within weeks or months. This far too common occurrence costs Medicare an estimated \$15 billion a year nationwide, \$12 billion of which is considered preventable.

The pilot operated on the proven Care Transitions InterventionSM model developed by Eric Coleman, M.D., of the University of Colorado. The model features trained "health coaches" who carry out a number of interventions with high-risk seniors, such as helping them reconcile their medications after hospital discharge. In six months, the pilot reduced 30-day hospital readmissions among participants to 7.5 percent – or about one-third the national average for patients with the same conditions.

Buoyed by this success, COA formed the Southwest Ohio Community Care Transitions Collaborative with the Greater Cincinnati Health Council, five regional hospitals and several other health care organizations. In November, 2011, following a competitive application process, the collaborative became one of the nation's first recipients of a multi-million dollar contract from the U.S. Centers for Medicare and Medicaid Services (CMS).

Southwest Ohio Community Care Transitions Collaborative

In addition to Council on Aging and the Greater Cincinnati Health Council, partners in the Care Transitions initiative include:

- Clinton Memorial Hospital
- The Jewish Hospital
- Mercy Hospital Fairfield
- The Christ Hospital
- UC Health University Hospital
- HealthBridge
- Health Care Access Now
- Hamilton County Mental Health and Recovery Services Board
- The Health Collaborative



The collaborative is now in the process of expanding care transitions to the five hospitals. The program expects to serve 5,400 Medicare beneficiaries a year who have certain diagnoses – such as heart failure – that put them at high risk for hospital readmission within 30 to 90 days after discharge.

"It's really been wonderful to help me stay at home."

Donna, Care Transitions client, with Beth, her Care Transitions coach



Care Transitions client story | Donna

When it came time to discharge Donna from the hospital, doctors thought she should go to a nursing home. She had congestive heart failure, kidney failure and was retaining massive amounts of water. But Donna was determined to go home, so hospital staff alerted Beth, Council on Aging's care transitions specialist based at The Christ Hospital.

The day after Donna returned to her home in Batavia, Beth visited her and her husband Chuck, himself recovering from heart surgery. If the goal was to keep Donna, 62, from returning to the hospital, Beth could see it might be a challenge.

"I saw her struggling to get out of her lift chair, with her husband helping her, and her feet were so swollen she could barely stand," Beth said. "She was holding onto a lot of water and was in chronic pain."

About a month later, however, Donna remained at home, was off insulin and had lost 78 pounds of water weight. Her supplemental oxygen equipment sat in the corner, unused, and, with the help of a physical therapist, she could walk several laps around the inside of her house.

"I feel better than I've felt in years," Donna said. "My goal is to stay out of the hospital. And," she said as she showed off photos of her favorite roses, "I want to be able to take care of my rose bushes."

Having patients identify a reasonable goal is an important component of the Care Transitions InterventionSM developed by Eric Coleman, M.D., of the University of Colorado. The model is designed to help patients take charge of managing their own health.

"Donna has really done a good job," said Beth, whose coaching is designed to help chronically ill seniors avoid costly emergency room visits and hospitalizations. "It's important for her to keep her medications straight, to weigh herself every morning to watch for water gain and to monitor her blood sugar. She has impressed me with her determination."

Donna and Chuck also have been making some lifestyle changes. "I was a junk food eater," Donna said. "But when I went into the hospital this last time, it scared the tar out of me and I knew things had to change."

Through PASSPORT, Donna receives home-delivered meals, personal care, homemaking help, medical transportation and an emergency response system.

"It's really been wonderful to help me stay at home," Donna said. "It's all about where I was and where I'm at now."

Housing Services | Support for senior housing

For lower income seniors, affordable housing that also offers supportive services can prevent unnecessary placement in nursing homes. Although such housing is not plentiful, it does exist throughout our five-county region, usually providing rent subsidies through the U.S. Department of Health and Human Services.

In 2011, COA began a supportive living program with two coordinators: one at Cambridge Arms in Oakley and another at Hillcrest Elderly in Roselawn. COA has enough in-home care clients at these two locations to give each coordinator a full-time caseload. However, in addition to typical care manager responsibilities, the coordinators also conduct assessments on new residents to determine eligibility for PASSPORT or the Elderly Services Program.

Home Repairs and Safety Modifications

Tub cut-outs, grab bars, access ramps and the like are an important part of helping lower-income seniors stay safely in their homes. Work is funded through the county Elderly Services Programs, PASSPORT and a grant from the Ohio Housing Trust Fund.

In FY 2011, COA's home modification services helped **1,335** seniors in five counties.

"It's more efficient to have one care manager in a building because it cuts down on travel time to visit different clients," said COA Manager Kim Clark. "But supportive living also helps us serve the residents better and help keep them in the building longer. Building managers like that. They've even seen how our work with the residents – even just through education – can help with things like reducing ambulance runs to the building."

In addition to the new supportive living coordinators, COA also has two service coordinators who operate at Booth Residence in Cincinnati's West End and St. Paul Village near Madisonville. Service coordinators link seniors and adults with disabilities who live in public housing with an array of available services and providers designed to improve their quality of life.

Got Pain? | Healthy-U can help

Adults and caregivers who want to better manage symptoms associated with chronic illnesses like diabetes, heart disease and arthritis are learning how through classes offered by the Healthy-U Chronic Disease Self Management Program.

Through a grant from the Ohio Department of Aging, COA offers the classes in a variety of locations.

Working in small groups for six weeks, Healthy-U participants learn non-medical ways to maintain their health, support each other, set goals and track their progress.

Developed at Stanford University, the original program tracked participants for three years and recorded significant improvements in exercise, symptom management, communication with physicians, fatigue and disability.

Information about classes is available on COA's Web site, www.help4seniors.org.



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 combines Title III dollars with state funds and county tax levies to provide home care services to seniors who are not eligible for PASSPORT.

Meals and Transportation

Title III provided **210,013** congregate meals served at various sites (mostly senior centers) in five counties, a 3% percent decline from fiscal year 2010.

Title III funding provided **171,068** transportation trips in senior center vans and buses for medical appointments, shopping, recreation and the like, a 6% percent increase over fiscal year 2010. (Total transportation from all funding sources: **281,259** trips.)

While meals and transportation are among the largest Title III services, the money also helps fund health and wellness activities, which have become an important mission of senior centers.



At Partners in Prime in Hamilton, members have a variety of wellness programs to choose from, including Corn Hole and chair exercises. These and other senior center wellness activities are funded by Title III.



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

"If your mom and dad want to stay at home instead of going to a nursing home – we should help make that happen. They're going to be happier and more comfortable and taxpayers will save a bundle of money." Ohio Gov. John Kasich, State of the State speech, March 8, 2011

Gov. Kasich had the right idea. But, as he faced a multi-billion dollar budget deficit, his plans for implementing it were problematic. While proposing to expand PASSPORT to more seniors, Kasich simultaneously planned to cut funding for the program.

Ohio's Area Agencies on Aging were ready. We launched Fair Care Ohio, a grassroots advocacy campaign that played a major role during the budget process in restoring \$38.3 million in proposed cuts to state funds for home and community-based services. Through the Fair Care Ohio Web site – www.faircareohio.org – concerned citizens sent more than 50,000 emails to Gov. Kasich and legislators. PASSPORT and Assisted Living Waiver clients sent more than 13,000 postcards. Despite this success, Area Agencies on Aging did take a hit during the budget process. We had to eliminate positions

and make other adjustments, including reductions in hours. We anticipate another round of cuts next year.

Barely had the dust settled from the budget battle when the Area Agencies on Aging began intensive advocacy efforts again, this time in response to the Kasich administration's plans to reform Ohio's health care system. We continue to promote Ohio's aging network as an effective partner in these plans because of our long-time success in serving Ohio seniors while saving Medicaid dollars.

Levy cycle underway

In November 2010, Butler County voters renewed their senior services levy by 65.9 percent of the vote and the following November, Warren County voters renewed their levy by 72 percent. Such strong victories show broad community support for the cost-effective Elderly Services Program to help local seniors remain in their homes. Levies in Clinton and Hamilton counties expire in 2012 and will be on the ballots. The Elderly Services program would not exist without these levies, which provide about 90 percent of the revenue in each county.

Making their voices heard



50,000
emails

13,000
postcards



Honorary Warren County ESP Campaign Chairman Mike McMurray of Lebanon, with Elderly Services Program client Ruth and her daughter Sarah



Advocacy

Elected officials learn the issues firsthand by visiting clients

Most of the state legislators representing our five-county region, as well as many local elected officials, have visited Council on Aging clients where they have seen firsthand the 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. FY 2011:

- **60** meetings with elected officials, legislative aides and candidates, individually
- **48** visits by elected officials and candidates to the homes of COA clients



Clockwise from top left: Ohio Department of Aging Director Bonnie Kantor-Burman, left, with a PASSPORT client, the client's daughter and State Representative Peter Beck (R-House District 67, parts of Warren County); Hamilton County Commissioner Chris Monzel, front right, with an Elderly Services Program client and her COA care manager; Ohio Senate President Tom Niehaus (R-Senate District 14, Adams, Brown, Clermont, Scioto and parts of Lawrence counties), left, with COA directors and board members; State Senator Senator Eric Kearney (D-Senate District 9, Cincinnati and parts of Hamilton County) with a PASSPORT client and her COA care manager.

"I go out regularly to visit seniors who are on the PASSPORT program. You really can't make good decisions in Columbus if you don't know what is going on in your community. It is important to remember what impact those decisions will have, such as on seniors and their families with the PASSPORT program. I witness how beneficial it is and want as much information as I can. I am a better legislator because of this experience." **State Representative Peter Beck**

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Membership at the end of FY 2011
(9/30/11)

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Gene Breckel
Joan Burge
Tim Hawk
John Hosler
Larry Roddy
Kathi Spirk
Carol Weber
Eli Yovich

Service Providers (as of 9/30/11)

A Best Home Care, Inc.
A Miracle Home Care
Abbores Care, Inc.
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.
Ally Home Healthcare, LLC
Alternative Home Health Care
Alzheimer's Association of Greater Cincinnati
Amaramedical Health Care Services, Inc.
Amen Med-Care, LLC
Amenity Home Health Care, LLC
Ameribest Home Health Inc.
American Mercy Home Care, LLC
American Ramp Systems
Angels Above & Beyond Home Health
Assisted Care by Black Stone
Bathblest Renovations
Bayley Adult Day
Berkeley Square
Bernens Medical
Best Choice Home Care
Best Choice Transportation, LLC
BetterLiving Home Health and Medical Supplies
BlueGreen Home Health Care
Bridgeway Pointe
BrightStar Care of Dayton
Brightstar Healthcare
Brookwood Retirement Community
Butler County Care Facility
C.A.R.E., LLC
Cambridge Home Health Care
Cape May Retirement Village
Caring Hearts Adult Day
Caring Hearts Home Health Care, Inc.
Carriage Court of Kenwood
Catholic Charities of Southwestern Ohio
Charter Home Services
Cincinnati Area Senior Services, Inc.
Cincinnati Home Care
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 Sr and Community Center
Colonial At Home - 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 Signal Technologies, Inc.
Crosby Electric
Custom Home Elevator & Life Co. Inc.
Day Share Senior Services
Derringer Company
Deupree Community Meals on Wheels
Duraline Medical Products, Inc.
Eagle One Medical Transportation
Emerson Heating & Cooling Company
EMS Professionals Inc.
Errands and Services, LLC
Evergreen Retirement Community
Everyday Living Inc.
Fairfield Pavilion
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 Senior Living Campus
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
Home Healthcare by Black Stone
Home Helpers
Homefront Nursing, LLC
HomeSense Enterprises, LLC
Hyde Park Center

Service Providers (as of 9/30/11)

In Good Hands Medical Transportation
Interim HomeStyles of Greater Cincinnati, Inc.
International Elderly Care Group
International Quality Healthcare Corp.
Jewish Family Service
Jewish Vocational Service of Cincinnati
Judson Care Center
Judson Home Care
Liberty Retirement Community of Middletown
Life Alert Emergency Response, Inc.
Life Care Home Health
Lifeline Systems Company
LifeSpan
Littleton Respiratory Homecare
Llanfair Retirement Community
Lorraine Surgical Supply
Mari Elders
Marquis Mobility, Inc.
Mason Christian Village
Mason Health Care Center
Maxim Healthcare Services, Inc.
Mayerson JCC (Jewish Community Center)
Meda-Care Transportation, Inc.
MedAdapt Ltd.
MedScope American Corporation
Mercy Franciscan @ Schroder
Mercy Franciscan @ West Park
Mercy Neighborhood Ministries
Middletown Area Senior Citizens, Inc.
Millenium Nursing Agency
Mill's Termite & Pest Control
Mom's Meals
Mount Pleasant Retirement Village
MSI
Mt. Healthy Christian Home
Mullaney's Pharmacy & Home Health Care
My Home, My Choice
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 Home Assistance, LLC
Personal Touch Home Care of Ohio, Inc.
PHC Foundation
Prime Home Care, LLC

Private Home Care Inc.
Pro Seniors, Inc.
Prudent Healthcare Services, LLC
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 Deserved Day
Senior Independence
Senior Resource Connection
Sincere Home Health Care
Source One Medical
Southwest Transportation Services, LLC
Spring Hills Middletown
Superior Home Care, Inc.
Sycamore Senior Center
The Charleston Club Adult Day Care
The Deaconess Foundation
The Inn at Renaissance Village
The Lodge Retirement Community
The Scooter Store
The Terrace
The Visiting Nurse Association of Gr. Cinti
& Northern KY
The Woodlands of Hamilton
Thermal-Shield, Inc.
THS Healthcare Services
TranzMed, LLC
Trenton Heating & Air Conditioning, Inc.
Tri-State Maintenance
Twin Towers Adult Day Stay
Twin Towers Residential Care
United Way 211
Universal Homecare of Cincinnati
Universal Transportation Systems (UTS)
Victoria Retirement Center
VRI
Warren County Community Services, Inc.
Wesley Community Services
West College Hill Senior Life Center
Westover Retirement Community

Butler County Citizens for Elderly Services, Inc.

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Tom Ariss
Mark Clark
Dave Gully
Nick Nelson

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

Statement of Activities | Year Ending September 30, 2011

Support and Revenue

Federal	\$6,651,340	7.09%
Medicaid Waiver (PASSPORT)	45,047,595	48.02%
Local Government (Elderly Services Program)	38,544,549	41.09%
State Government	1,544,397	1.65%
Program Income (Consumer Contributions)	1,923,516	2.05%
Other Support and Revenue	99,447	0.10%
Total Support and Revenue	\$93,810,844	100%

Expenses

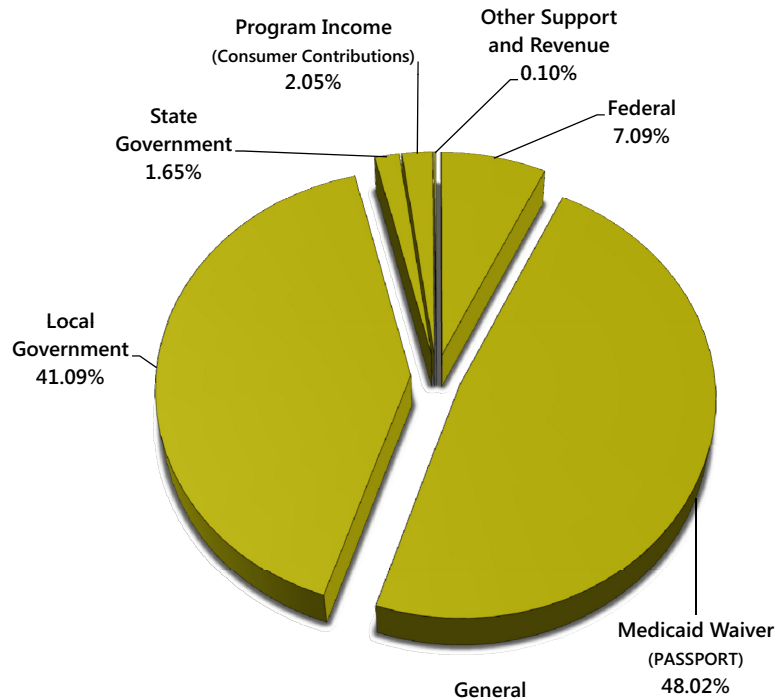
Community-based In-home Services	\$70,776,417	75.73%
Community-based Senior Center Services	4,119,727	4.41%
Care Management	11,156,443	11.94%
Information, Referral and Assessment	2,921,047	3.13%
General Administration	4,481,671	4.79%
Fundraising	31	0.00%
Total Expenses	\$93,455,336	100%

Change in Net Assets

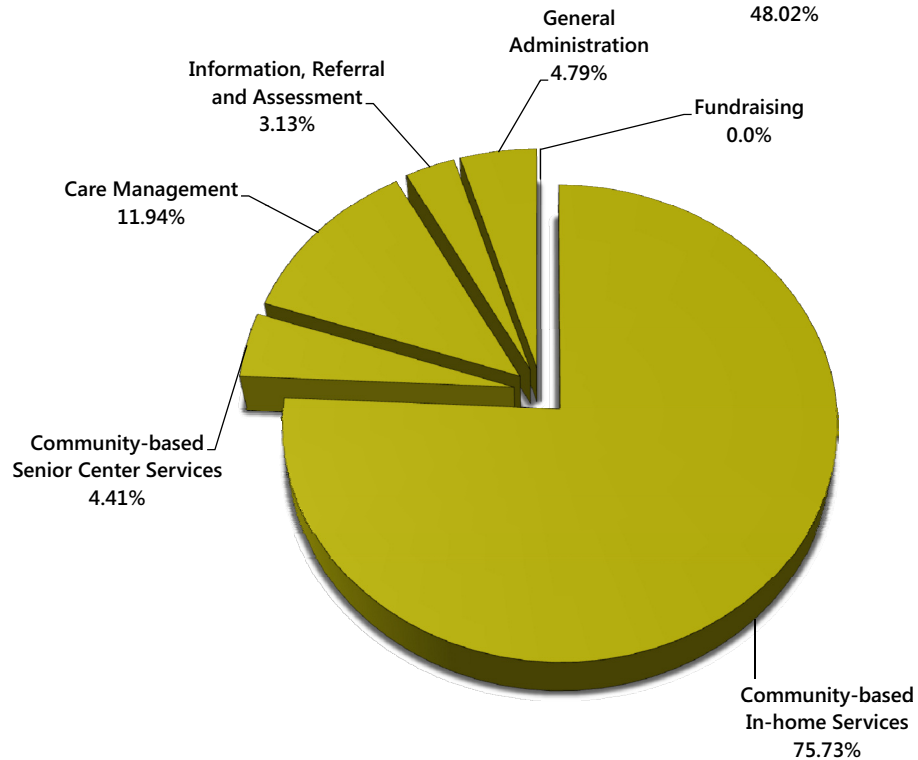
Change in Unrestricted Net Assets	\$355,508
Unrestricted Net Assets, Beginning of Year	\$1,310,102
Unrestricted Net Assets, End of Year	\$1,665,610



Support and Revenue



Expenses



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 60. The number of Americans over age 65 is expected to double to 71 million by 2030. By 2015, for the first time in history, people age 65 and older will outnumber children under age five. 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:

The 2010 census counted 230,429 Ohioans age 85 and older – a 30 percent increase in 10 years. Ohio has 1.62 million people age 65 and older – about 14 percent of the population. Every month, another 15,000 Ohioans turn 60. By 2020, the 60 and older population is expected to grow by 28 percent to more than 2.8 million

A growing number of people with disabilities – including the frail elderly – are in need of long-term care. An estimated 308,000 Ohioans need someone to help them with activities of daily living, such as bathing, dressing or getting out of bed. In 2007, nearly half of them received that help through publicly-funded programs.

Ohio spends about \$4.7 billion a year in Medicaid funds for long-term care; accounting for about 42 percent of the state's total Medicaid spending.

Frail, poor Ohioans are more likely to be in nursing homes than their peers in other states. But this is gradually changing. Because of the growth of in-home care alternatives, the number of Ohioans age 60 and older in Medicaid-funded nursing homes has dropped by 14.5 percent over the past 12 years, despite a 15 percent increase in the older population.

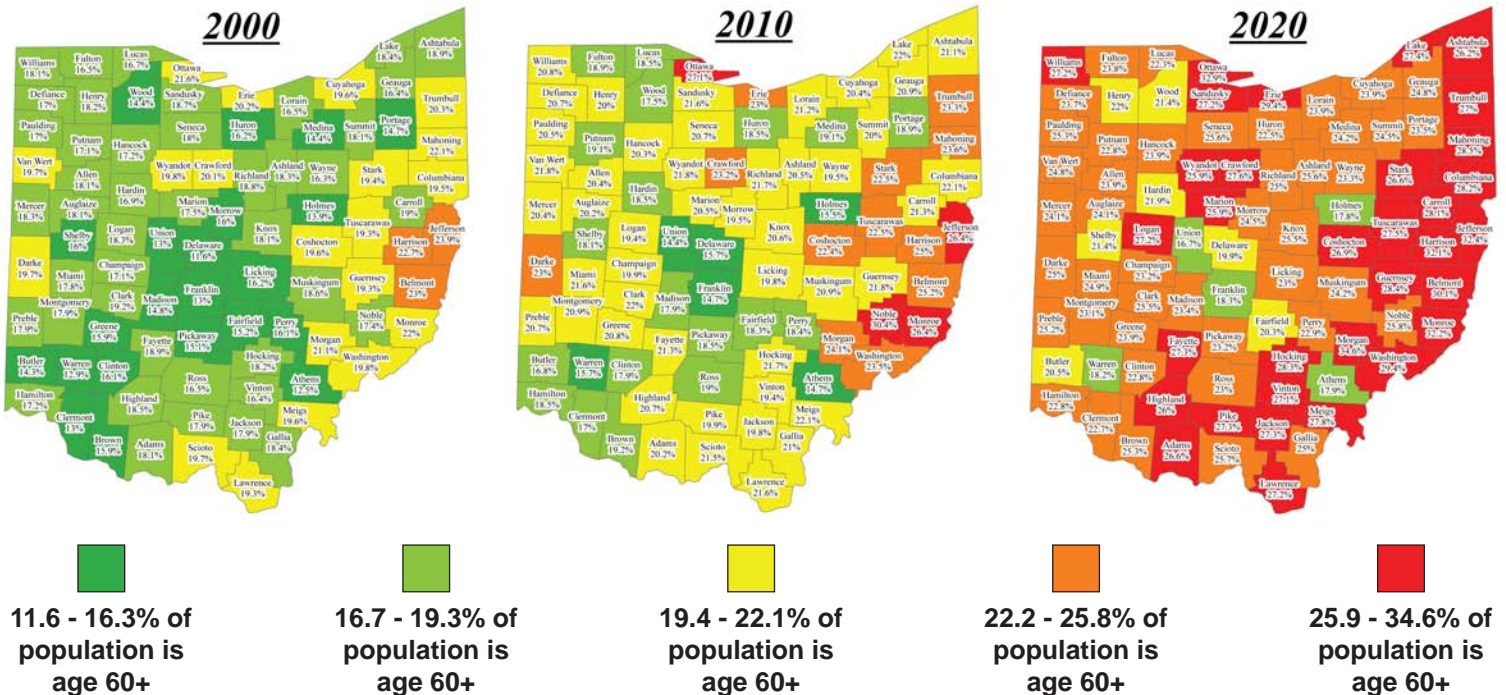
Caregiving and workforce organizations speak of an “emerging care gap” in which the demand for paid direct care workers, such as home health aides, will outstrip supply.

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 not only the foundation of the nation's long-term care system, but an important component of the U.S. economy, with an estimated economic value of about \$350 billion in 2006.”

The U.S. Social Security Administration estimates 10,000 Americans will apply for benefits every day for the next 20 years.



Ohio's 60+ Population by County



Within a mere 20 years – the span of one generation – Ohio will complete a dramatic age transformation.

As this series of maps by the Scripps Gerontology Center (Miami University) dramatically illustrates, Ohio is in the midst of an age transformation.

Within a mere 20-year span, most Ohio counties will change from having a relatively young population in 2000 (fewer than 1 in 5 age 60 and older), to having a relatively older population by 2020 (ranging from 1 in 4, to 1 in 3 age 60 and older).

In the five counties of southwestern Ohio, only Warren remains “green” by 2020, with 18.2 percent of its population age 60 and older. Butler is “yellow” with 20.5 percent. Clermont, Clinton and Hamilton counties are “orange” with 22.7, 22.8 and 22.8 percent respectively.

For more information, visit www.scripps.muohio.edu.

Credits

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





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