



Area
gency
on
ging

2011
ANNUAL REPORT
The Way Forward

AGENCY MISSION: The Area Agency on Aging provides older adults and their caregivers long term care choices and consumer protection and education so they can achieve the highest possible quality of life.

THE WAY FORWARD:

2011 Area Agency on Aging Annual Report

The State of Ohio is striving to overcome significant challenges, most notably the unprecedented \$8 billion FY12-13 budgetary shortfall. This extraordinary financial crisis highlighted the urgency to resolve our State's Medicaid expenditure problem. According to the 2009 Ohio Business Roundtable report, if Ohio's annualized Medicaid long term care spending per member moved to the national average, the State would realize nearly \$1 billion in savings per year. If Ohio further rebalanced long term care expenditures, moving to the first quartile of states, Ohio's savings would be \$2 billion annually. Making this rebalancing a reality requires Ohio to address three Medicaid policy issues:

- How do we define consumer choice in long term care?
- How do we build the middle of the long term care continuum?
- How do we integrate medical and long term care services?

As advocates for older Ohioans, we are compelled to weigh in. We have devised two overarching strategies; our advocacy initiative and our business development initiative. These are the foundations of our strategic vision.

OUR ADVOCACY INITIATIVE

Addressing these policy questions in order to save billions in Medicaid expenditures, Ohio has a perfect opportunity to learn from the best practices of other states. A clear winner in the battle to reduce Medicaid expenditures in long term care is Oregon. In Oregon, the vast majority (84%) of Medicaid long term care beneficiaries receive their assistance in a home or community-based setting. In Ohio, as of 2008, only 39% of this population receives long term care in home or community-based environments, while 61% obtain long term care in nursing facilities. The impact on Oregonians has been that older adults are able to opt for the most suitable care setting and the taxpayers' Medicaid bill is consistently among the lowest in the nation on a per member basis.



AGENCY VISION: The Area Agency on Aging will be the preferred long term care management organization for older adults across all care settings.

Despite periodic budgetary limitations which historically have resulted in waiting lists for PASSPORT and Assisted Living, Area Agencies on Aging have realized significant progress. Over the past 12 years, the use of Medicaid-funded nursing homes by Ohioans age 60+ dropped by 14.5%, despite a 15% increase in the aging population. Taking into consideration the fact that PASSPORT enrollment has continued to increase (doubling from 1995 to 2009), Ohio has seen the effectiveness of allowing older adults to choose their long term care venue. Clearly, Area Agencies on Aging in Ohio are well-positioned with the proven experience needed to implement an Oregon-based model yielding \$2 billion per year savings.

The goal of our Advocacy Initiative is to expand the AAA's role in long term care through the transition to an Oregon-type model. AAAs will need to continue to work with key stakeholders to assist policy-makers in making this vision a reality in Ohio.

OUR BUSINESS INITIATIVE: DEFINING OUR ROLE IN MEDICAID MEDICAL CARE

The paradigm for Ohio's Medicaid Medical Insurance Program for the indigent is shifting as well. The goal is to move fee-for-service beneficiaries into a managed care plan. Such an enormous change with such an aggressive timeline will require Ohio's Medicaid Managed Care Organizations (MCO) to increase capacity at breakneck speed. This presents Ohio's AAAs with a tremendous partnership opportunity. AAAs have "feet on-the-ground" in every community throughout our State; a reputation for competent, courteous and compassionate care; a broad service provider network; and a very competitive cost structure. As such, AAAs are positioned to assume a significant role in facilitating this transition through partnerships with MCOs. This will require an entrepreneurial mindset grounded in our mission.

Against the backdrop of our Advocacy and Business Initiatives, The Way Forward, our FY11-14 Strategic Vision, is structured into four cornerstones:

- **Our Consumer Plan: Make Consumer Choice a Reality In Long Term Care**
- **Our People Plan: Work Together**
- **Our Quality Plan: Build It Better**
- **Our Financial Plan: Invest In the Future**



Joseph L. Ruby, President & CEO, and Willard P. Roderick, Chairman, of the Area Agency on Aging.

Utilizing this road map, we hope to better serve older adults, their caregivers and our community. We are most grateful for the support Ohio's policymakers have given us as we strive to improve the lives of those who depend on our care.

Willard P. Roderick

Willard P. Roderick | Chairman

A stylized, handwritten signature in red ink.

Joseph L. Ruby | President & CEO



Advocacy. Action. Answers on Aging.



Advocacy. Action. Answers on Aging.



BOARD OF DIRECTORS

EMERITUS MEMBERS

Michael A. Bernatovic
Mercer F. Bratcher
Edwin P. Schrank
D. Bruce Mansfield
Joseph J. Straw
William A. Reynolds
William L. Luntz
John C. Weiser
Beatrice J. Gingery
Helen I. Spitzer
Charles E. Booth
Kyle R. Allen
Anne T. Nixon

DIRECTORS

Mary Jane Falcone

*(Areawide Advisory Council President)
Retired Secretary
Green Local Schools*

Kay Feagles, CFP

*Vice President, Marketing
Raymond James Financial
Services, Inc.*

Eileen W. Good

*CEO, Post Acute Care & Rehab Services
Aultman Hospital*

Iris E. Harvey

*Vice President, University Relations
Kent State University*

Nancy A. Istenes, D.O.

*Medical Director, Long Term
and Transitional Care Services
Medical Director, Summa Homecare
Summa Health System*

Tom Keathley

*Founder/Owner
Executive Creative Director
Keathley Advertising*

Robert A. Kent, D.O.

*Chief Executive Officer
Summa Western Reserve Hospital*

Marianne G. Lorini

*President & CEO
Akron Regional Hospital Association*

James Masi

*Attorney at Law
Owner, Ohio Title Agency, LLC*

Nancy McPeck

*Retired, Assistant Vice President
Bank One, NA (aka Chase Bank)*

Jon D. Oliverio, D.P.M.

Foot and Ankle Institute, Inc.

Barbara R. Palmisano

*Director, Office of Geriatrics
and Palliative Care
NEOMED*

Kimberly A. Thomas

*Chief Executive Officer
Select Specialty Hospital*

Keeven White

*President/CEO
WhiteSpace Creative*

James Williams

COMMITTEES OF THE BOARD

Communications

Keeven White, Chair
Kay Feagles
Iris E. Harvey
Tom Keathley

Elder Rights

David B. Reynolds, Chair
Jack T. Diamond
Kay Feagles
Nancy A. Istenes
Marianne G. Lorini
James Masi
Jon D. Oliverio
Kimberly A. Thomas

Executive

Willard P. Roderick, Chair
Stephen Colecchi
Jack T. Diamond
Julia T. DiFrancesco
Laura C. Dzurec
Charles L. Greene
David J. Peter
David B. Reynolds
Fran D. Rice

Finance and Audit

Julia T. DiFrancesco, Chair
Stephen Colecchi
Charles L. Greene
Robert A. Kent
Nancy McPeck
Kimberly A. Thomas

Human Resource

Charles L. Greene, Chair
Stephen Colecchi
Jack T. Diamond
Eileen W. Good
Iris E. Harvey
James Masi
Nancy McPeck

Managed Long Term Care

David J. Peter, Chair
James Masi, Vice Chair
Jack T. Diamond
Laura C. Dzurec
Mary Jane Falcone
Eileen W. Good
Nancy A. Istenes
Robert A. Kent
Marianne G. Lorini
Jon D. Oliverio
Barbara R. Palmisano
Fran D. Rice
Kimberly A. Thomas
James Williams

Nominating

Jack T. Diamond, Chair
Charles L. Greene
Tom Keathley
Keeven White

Quality

Laura C. Dzurec, Chair
Julia T. DiFrancesco
Mary Jane Falcone
Nancy McPeck
Barbara R. Palmisano
David J. Peter
Fran D. Rice
James Williams

OFFICERS OF THE BOARD

Willard P. Roderick | Chairman

*Retired President & CEO
Barberton Citizens Hospital*

Stephen Colecchi | Immediate Past Chairman

*President & CEO
Robinson Memorial Hospital*

Laura C. Dzurec | Vice Chairman

*Professor & Dean
Kent State University College of Nursing*

Charles L. Greene | Vice Chairman

*Attorney at Law
Davison & Greene Law Offices*

David B. Reynolds, M.D. | Vice Chairman

*Physician
Cleveland Clinic Foundation
Wooster Regional Medical Campus*

Fran D. Rice | Vice Chairman

Community Liaison

Julia T. DiFrancesco | Treasurer

*Director, Health Sciences & Government
Deloitte & Touche LLP*

Jack T. Diamond | Secretary

*Attorney/Partner
Brennan Manna & Diamond LLC*

David J. Peter, M.D. | Chief Medical Officer

*Senior Vice President and
Chief Medical Information Officer
Akron General Medical Center*

Joseph L. Ruby | President & CEO





OUR CONSUMER PLAN

MAKE CONSUMER CHOICE A REALITY IN LONG TERM CARE

AT THE NATIONAL LEVEL

Several opportunities to make Consumer Choice a Reality in Long Term Care arose in 2011, in part because of a movement to cut costs in Medicare. According to the 2008 Medicare Payment Advisory Commission[®] Report to Congress, hospital inpatient care accounts for 37% of spending. Readmissions contribute significantly to that cost: In 2008, 18% of Medicare patients discharged from the hospital had avoidable readmissions within 30 days of discharge, accounting for \$15 billion in unnecessary spending.

The Centers for Medicare and Medicaid Services (CMS) have awarded contracts to qualifying Community Based Organizations (CBO) to build Community Care Transition Programs (CCTP) designed to reduce Medicare expenditures as they relate to the cost of avoidable readmission to the hospital due to Heart Attack, Heart Disease, or Pneumonia. Thanks to the partnership between CMS, the U.S. Administration on Aging and the National Association of Area Agencies on Aging (n4a), Area Agencies on Aging were uniquely positioned to act as CBOs. Three of Ohio's Area Agencies on Aging have already been selected as CBOs to implement CCTP. Ohio Area Agencies on Aging were well-suited for this role given the quarter-century experience in operating PASSPORT.

As one of seven initial CCTP awardees, we will be applying the evidence-based Care

Transitions Interventions (CTI) program (Coleman Model) to coach Medicare beneficiaries in methods to prevent avoidable readmission to the hospital. Through a partnership spearheaded by the Akron Regional Hospital Association, ten area hospitals have agreed to participate in the program:

- Affinity Medical Center
- Akron General Medical Center
- Aultman Hospital
- Mercy Medical Center
- Robinson Memorial Hospital
- Summa Akron City Hospital
- Summa Barberton Hospital
- Summa Saint Thomas Hospital
- Summa Wadsworth Rittman Hospital
- Summa Western Reserve Hospital

The CCTP aligns particularly well with our efforts to reduce permanent nursing home placement. The vast majority (over 80%) of nursing home admissions originate from an acute hospital according to the Ohio Department of Health. **Moving forward, we will better align our Older American's Act spending to assist older adults returning home from the hospital and nursing home.**

Older American's Act funding provides meals, access to care through our Aging and Disability Resource Centers, in-home services such as personal care, as well as caregiver support. These programs create the backbone of the Aging Network. Thousands

in our area depend on these services. **In partnership with n4a, we will advocate for the reauthorization of the Older American's Act, as well as for adequate resources.**

IN OHIO

Area Agencies on Aging have championed the Consumer Choice cause for over 35 years. We achieved significant progress this year, and public policy is moving in this direction as reflected in Governor Kasich's State of the State address:

"If your mom and dad want to stay at home instead of going into a nursing home, we should help make that happen... You know what will happen if they can stay at home and get help? They're going to be happier and more comfortable and taxpayers will save a bundle of money. This has been discussed for decades. It is time to get this done."

With the passage of H.B. 153, the FY12-13 Ohio Biennium Budget, we achieved several successes designed to make consumer choice a reality in long term care. The intent of the budget was to allow PASSPORT and Assisted Living to grow enrollment. Even so, we are confronted with very difficult challenges.

PASSPORT funding for screening, assessment, care management and administration was significantly reduced. The budget bill also reduced homecare provider reimbursement rates by 3%. In addition, the State has imposed a \$1,085 per member/per month service target for our PASSPORT members. This required us to trim PASSPORT services to members by 17% on average. The impact of these cuts is that Statewide growth in PASSPORT



census has been dramatically reduced, moving from a gain of 237 new PASSPORT members per month in FY11 to 47 members per month in FY12 through November 2011.

To address the cuts to the Agency, we have eliminated nine PASSPORT Care Management positions. We have realigned

Ohio's Office of Health Transformation is proposing to reduce or eliminate the roles of Area Agencies on Aging in PASSPORT, Assisted Living and Choices Medicaid Waiver Programs. We believe that Ohio should adopt a model that would expand the role of Area Agencies on Aging in Medicaid long term care by modeling after a State with proven

Legislature regarding the negative impact that such a shift in policy would have on older adults and the community-at-large. We have created a statewide web portal to share information with key stakeholders. **We will use this portal again to educate stakeholders, including members of the community, legislators, advocates, members of our programs, and their relatives, regarding the impact of these impending policy decisions. We will mobilize key stakeholders to make their voices heard regarding these damaging changes.**

IN OUR REGION

To date, we have made very little progress in assisting older adults of modest means; those elderly citizens with chronic impairments whose income and assets preclude them from receiving federal and state governmental assistance yet who are unable to pay for the own care.

In 2011, 73 of 88 Ohio counties had passed senior services levies to address this gaping hole in the aging services network.

While we have continued our dialogue with key stakeholders, we have not moved

our counties to action. We recognize that economic uncertainties may preclude the feasibility of new senior service levies at this time. But we are heartened to see that levies in other parts of Ohio continue to be renewed. **To move forward, we will re-evaluate the tactics used to pass senior service levies across Ohio. We will develop a timeline for reinstating a dialogue that can yield local support for senior care in better economic times.**

We believe that Ohio should adopt a model that would expand the role of Area Agencies on Aging in Medicaid long term care by modeling after a State with proven outcomes in rebalancing long term care, Oregon.

the duties of five of our seven Care Management Supervisors who now carry a caseload. Also, caseload size has surged from 65 members per care manager to 85. **To continue to address these challenges, we will re-evaluate our processes for care management and develop new strategies to provide the care required. We will provide tools to our care managers so they may work towards a budget for each member in order to achieve the State's limitation on spending. Further, we will advocate to allow per member/per month spending on care plans to align with the PASSPORT Waiver.**

outcomes in rebalancing long term care, Oregon. In Oregon, older adults choose which setting they wish to receive their care, a choice facilitated through their strong Area Agency on Aging network. Oregon spends 73% of their Medicaid dollars in home and community-based settings, opposed to Ohio's 36% according to the 2009 Kaiser Commission on Medicaid and the Uninsured Report.

The Ohio Association of Area Agencies on Aging (o4a) has worked to educate the Administration and Members of the Ohio





OUR PEOPLE PLAN

WORK TOGETHER

Our people plan is focused on an IDEA:

- IDENTIFYING key stakeholders;
- DEVELOPING relationships;
- EXPLORING common interests; and
- ALIGNING our efforts to achieve mutually desired outcomes.

This process allows us to create meaningful partnerships crucial to success. Key partners include your Board of Directors, our Co-Workers, our Volunteers and our Providers.

OUR BOARD OF DIRECTORS: IMPROVING CARE THROUGH STRATEGIC PARTNERSHIPS

The Board of Directors has been a key factor in the success of our organization. We have worked deliberately to transition from a Board with a business emphasis to one with expertise in the business of health care. Kyle Allen exemplified this metamorphosis. Dr. Allen had been a member of the Board and our Chief Medical Officer (CMO) for over ten years. He pioneered programs for older adults in our area, and was the driving force behind the integration of the Area Agency on Aging with the local hospital systems. Most recently, Dr. Allen authored a chapter in "Comprehensive Care Coordination for Chronically Ill Adults," which illustrates the depth and breadth of this integration. Sadly, Dr. Allen left the Akron/Canton area this year to pursue his professional growth. Fortunately, David J. Peter has agreed to assume the role of CMO. Dr. Peter is the Senior Vice President and Chief Medical Information Officer at Akron General Medical Center, and brings his experience in emergency and hospice medicine as well as his expertise in matters of quality and innovation.

Our partnerships with the medical community have facilitated increased access to community-based long term care for older adults through our placement of PASSPORT nurses onsite at our local hospitals. With the inroads established as part of our SummaCare Bridge to Home contract with Summa Health Systems, as well as the Centers for Medicare and Medicaid Services (CMS) Community Care Transitions Program (CCTP), we now locate PASSPORT nurses at ten acute hospitals: Affinity Medical Center,

Akron General Medical Center, Aultman Hospital, Mercy Medical Center, Robinson Memorial Hospital, Summa Akron City Hospital, Summa Barberton Hospital, Summa Saint Thomas Hospital, Summa Wadsworth Rittman Hospital, Summa Western Reserve Hospital. Three new hospitals (Affinity Hospital, Mercy Medical Center and Summa Wadsworth Rittman Hospital) were part of a partnership spearheaded by Board Member Marianne Lorini, President and CEO of the Akron Regional Hospital Association and Area Agency on Aging, to implement the CCTP.

Building on our medical community partnerships, we will continue our efforts to recruit hospital leaders for our Board. Further, we will recruit a leader from the Managed Care industry, as well as additional physician leaders.



Dr. Kyle Allen



Dr. David Peter

OUR CO-WORKERS: PROMOTING LEARNING AND GROWTH

Many of our managers and executive staff are nearing retirement age, leading to an anticipated loss of experienced leaders at our Agency. We have piloted our high potential mentoring program with several executives in the Agency. We have used the results gleaned

Our people plan is focused on an IDEA:

- IDENTIFYING key stakeholders;
- DEVELOPING relationships;
- EXPLORING common interests; and
- ALIGNING our efforts to achieve mutually desired outcomes.

This process allows us to create meaningful partnerships crucial to success.



The Cleveland Clinic Wooster Family Health Center is a physician practice with over 800 Medicaid beneficiaries seen every day. We have placed a PASSPORT nurse onsite at this facility to assist older adults in accessing our services as part of their medical care. **We will expand our placement of nurses to other medical practices that serve a large older adult Medicaid population.**

from the process to identify new high potentials within the Agency and match them with suitable mentors. **We will pair high potential co-workers with**

mentors in executive staff. We will create a Leadership 2.0 project which unites high potentials to achieve strategic initiatives.

We continue to offer our Training Programs for our co-workers and other professionals in the aging network. We provided training to over 1,500 attendees in the past year, equipping them with the unique skill sets required to assist today's older adults. We have evaluated our offerings using focus groups and other methods of obtaining attendee feedback to enhance our training subject matter. **To enhance our programming, we will create an online training system.** This will allow us to remain competitive in an increasingly computer-based training business. **We will ensure that our CEU program aligns with and builds on our strategic vision.**

OUR VOLUNTEERS AND STUDENT INTERNS: PROVIDING A MEANINGFUL EXPERIENCE

We have repurposed our Areawide and County Advisory Councils into Advocacy

Councils. We have partnered with the Areawide and County Councils to provide grass roots support for older adult issues. We have created a new structure which allows the Councils to address capacity through recruitment of passionate advocates. **We will expand the role of the Councils to include community outreach as well as advocacy. We will partner with these volunteers to develop local resources to address the needs of older adults of modest means who do not qualify for Federal or State government assistance.**

Our volunteer ombudsmen are a strong tether to the community, providing over 4,000 hours of service annually. Our overall increase in volunteer and intern time (from 3362 to 4192 hours, 25% over the past year) is vital to the achievement of our goals in Elder Rights, resolving issues with consumers of long term care and ensuring the right of these consumers to receive their long term care where they want to live. Home Choice, our

program which transitions nursing home residents to home and community based living arrangements has grown tremendously. Utilization of this program has increased 52%, from 83 residents wishing to return home in 2010 to 126 in 2011. Our earnings from this initiative have grown from \$329,000 in 2010 to over \$.5 million in 2011, a growth of nearly 60%.

One such older adult who's benefited from Home Choice, as well as PASSPORT, is Sally Stroup, who was a nursing-home resident for nearly a year. Through sheer determination, she made a decision to make her way back home. Through the efforts of our dedicated staff and strength of her own convictions, she currently resides in an apartment she can call her own. With the support of her children, Sally returned to the community utilizing Home Choice as well as PASSPORT services. We were most disheartened that Sally's daughter passed away before she fulfilled her dream of coming home. Sally



Sally Stroup resides in an apartment she calls her own.

currently receives a home health aide five days a week, home-delivered meals and an emergency response system since she lives alone. Sally loves her apartment, loves to read, and even though she is unable to stand for long periods of time, she loves to dabble in the kitchen. All of these activities were made possible through Home Choice, PASSPORT and the Area Agency on Aging.

We continue to meet demands both in traditional Ombudsman/Elder Rights case handling in nursing homes and other long term care venues, as well as in transitioning nursing home residents to community living. We have recruited, trained and deployed nine student interns from regional colleges. Intern hours of service increased from 660 in 2010 to over 1200 in 2011, growing 81%. **We will expand volunteer/intern utilization in Elder Rights to ensure that capacity is adequate to meet this growing demand for assistance.**

We have identified and instituted a student intern committee, and identified new intern recruitment locations for clerical interns. **To assist in our recruitment and management of these vital partners, we will design and implement a standard “Disney” student intern orientation; formalize our student intern program to allow for standard work in the future; and design a method to more easily track student intern hours.**

OUR PROVIDERS: PARTNERS IN CARE

Our provider network consists of nearly 200 organizations that provide the hands-on services that our members require to remain home. These organizations provide services such as personal care, homemaking, durable medical equipment, adult day services, emergency response systems, home delivered meals, and are the backbone of the community-based long term care system. We depend on our providers as partners in caring for our members, and continue to look for their support.

To foster this partnership, we have enhanced communication through regular meetings to cover strategic as well as operational issues. **To enhance this communication, we will ensure providers have access to real-time information that impacts their business. We will align our care management protocols with “front line” training for home health aides, providing the required training to identify “red flags” that warn of an impending hospitalization or move to a nursing home.**





OUR QUALITY PLAN

BUILD IT BETTER

Our Quality Plan creates a corporate culture which enhances our internal business processes. Through the identification of waste as well as opportunities to exceed members expectations, we ensure that the tasks we perform are needed and wanted by our customers. We continue to use two focuses for the implementation of this initiative: Continuous Quality Improvement and Growing a Culture of Excellence.

We are mindful of a danger in “Lean Thinking” is removing steps seen as wasted time by the co-workers but appreciated by the consumer. We have created standard work protocols for every Lean event undertaken by Agency co-workers. Within this protocol are clear and unmistakable steps that call for the creation of “Culture of Excellence Activities.” By creating these activities, we ensure that our values of exceeding customer expectations are standardized in every process we perfect. To enhance this process, we will create tethers between local performance cultures and Kaizen events, ensuring that a synergy is created through standard work application. This harmonious link between customer service and quality improvement allows us to provide exceptional experiences to our members while implementing the most efficient processes to accomplish our tasks. This is the true heart of Our Quality Plan.

CONTINUOUS QUALITY IMPROVEMENT

We evaluated our Lean Process Improvement implementation and retained Davis Healthcare Consulting to reenergize our Quality Plan by refocusing efforts to further inculcate Continuous Quality Improvement (CQI) into our corporate culture. Through this review, several items were identified as barriers to the successful implementation of our Continuous Quality Improvement (CQI) program, including our communication of the goals of the program. We are improving the way we communicate our quality plan goals and attainment, building on our current successful culture initiatives. We have displayed “storyboards” for each of our dashboard metrics, showing co-workers current goal attainment and instructing them on how their day-to-day actions support the achievement of an optimal result.

To maintain this momentum we will build dashboards which communicate

achievement of performance in real-time using our new co-worker web portal. We will also educate co-workers regarding the savings provided by Lean/Kaizen events in order to “celebrate our successes” and reinforce the power of CQI. We will utilize our executive planning process to connect CQI projects with our goal attainment strategies within our operational plans, identifying where Lean events can enhance

experience. For example, we identified a need to see our members on a more regular basis, and have subsequently created “zones” which minimize the area that our care managers cover. By reducing the amount of time the care managers have to travel between visits, we have increased our ability to see our members when they need us. This exceeds their expectations and increases our ability to serve them in the best way possible.

This harmonious link between customer service and quality improvement allows us to provide exceptional experiences to our members while implementing the most efficient processes to accomplish our tasks.

our output processes, and subsequently our outcomes. We will initiate a Kaizen event for any performance goal processes which did not meet targeted levels for the previous year, ensuring that process improvement becomes a planned activity.

We will use our local performance cultures to address the noted combustion points identified within our satisfaction surveys and use Kaizen events to enhance our processes by removing the wasted time that could be better spent in exceeding the expectations of our customers.

GROWING A CULTURE OF EXCELLENCE

Our Customer Service initiative, Culture of Excellence, has guided subculture evolution to provide services that exceed expectations. We call these subcultures (such as Care Management) our Local Performance Cultures. These Local Performance Cultures allow Middle Management leaders to take the overarching concepts of Competency, Courtesy, and Compassion and translate them into the day-to-day decision making. We have used these local performance cultures to identify the needs of our customers, from PASSPORT/Assisted Living members to Nursing Home residents who wish to return to the community. We have used this data to identify combustion points, areas of our service delivery that might reduce customer satisfaction. By identifying these areas of dissatisfaction, we have been able to use our CQI program to “Lean” out steps and provide a much more enjoyable customer

We continue to translate the successful customer satisfaction concepts created at the Disney Company into our own internal business processes. We have developed standard work for Executives to ensure “Disney” focused Culture of Excellence processes are included in all strategic and operational planning. This allows our leaders to “plan” to provide customer service at an optimal level. For example, an action step was included within the Managed Long Term Care operational plan requiring a review of standard work processes that ensure care management protocols exceed the expectations of the members. Evolving from our work in this area, we will train our leaders on principles gleaned from the Disney Institute to build internal brand champions. We will add Disney measures to Leadership Performance Evaluations.



OUR FINANCIAL PLAN

INVEST IN THE FUTURE

The persisting environment of economic austerity has required an acceleration in the evolution of our business practice. Historically, Area Agencies on Aging have functioned as an extension of State government. Going forward, movement to an entrepreneurial business model is an imperative, and the investment of human and financial resources must be reflective.

ENHANCING CARE TRANSITIONS

Providing care transitions from acute and nursing home settings are both a much needed community service and a significant growth opportunity for Area Agencies on Aging. We have focused our efforts on transitioning older adults to home more quickly, more safely, and more permanently.

We have aligned our acute transition efforts with hospitals to reduce avoidable readmissions for Medicare patients. Hospital discharge orders are often incomprehensible to older adults and their caregivers. Compliance with medical and dietary regimens as well as securing a follow-up physician appointment are critical to keeping an elderly patient safely at home. This “health coaching” intervention not only mitigates the impact of patient confusion but significantly reduces costs to the payor, primarily Medicare and Medicaid for our members. Reducing hospital readmissions can also reduce the potential for permanent nursing home placement.

We will have a co-worker certified as a Coleman Master Trainer. We will have this Master Trainer certify all clinical staff going forward, with plans to train master trainers who can teach the rest of our staff in order to facilitate this enterprise.

By combining this health coaching expertise with our experience in care transition services piloted with Robinson Memorial Hospital and Summa Western Reserve Hospital in 2009, we were a natural fit to provide health coaching for SummaCare’s Bridge to Home transition program through a contract with Summa Physicians, Inc. Area Agency on Aging

Nurses provide SummaCare Medicare members with health coaching services to prevent avoidable hospital readmissions.

Thanks to our advocacy at the national level as well as our Board Member partnerships, we have signed a contract with the Centers for Medicare and Medicaid Services (CMS) to provide the Community Care Transitions Program. This program provides Health Coaches for Medicare Members returning home from the hospital in order to reduce avoidable readmission to the hospital. This opportunity is an important new business line for our Agency, and we are well positioned to grow our role in this capacity. We estimate assisting over

Home Choice initiative to reduce nursing home utilization. Since 2009, we have assisted over 500 nursing home residents return to the community through the Home Choice program. We are developing a marketing program to ensure that nursing home residents are aware of and have easy access to our assistance to transition home. **Moving forward, we will use our Culture of Excellence to increase consumer loyalty and satisfaction, positioning us to be the preferred Home Choice provider for all nursing home residents.**

To further augment our efforts to assist nursing home residents to get back to the community, we created our PATH



Attendees at our Medicare Consumer Education Programs.

7,000 Medicare beneficiaries over a two-year period. **We will use our experience to develop a competitive pricing structure that optimizes quality outcomes in an effort to become the preferred acute care transitions provider for Hospitals and Managed Care Organizations.**

We continue aligning our nursing home transitions effort with the State of Ohio’s

(Providing Alternatives to Transition Home) team. Since September 2009, this investment has doubled our enrollments from nursing homes to PASSPORT and Assisted Living. Finally, we have added an additional member to our team of transition experts to address demand from nursing home residents.

We provide nursing home transitions through three different units within our



organization, Care Management/PATH, Assessment and Elder Rights. **To address this fractured system, we will utilize Lean process improvement to unify all Agency transition efforts to ensure efficiency in our internal processes. To enhance our transitions from nursing home to the community, we will enhance our partnerships with local hospitals, managed care organizations, and other stakeholders to facilitate the relocation of older adults to their desired care venue. We will also partner with additional nursing homes.**

INNOVATIVE CARE MANAGEMENT APPROACHES

Our 4,000+ members continue to require significant assistance to manage their chronic illnesses. Medicare reform, which is designed to enhance care while reducing costs, targets five chronic diseases (Heart Disease, Stroke, Diabetes, Cancer, and Chronic Obstructive Pulmonary Disease). The vast majority (92%) of our members are afflicted with one or more of these chronic diseases. To mitigate the impact of these chronic diseases, we have created specific care management protocols. **To enhance care management practice, we will develop partnerships to create a**

Historically, Area Agencies on Aging have functioned as an extension of State government. Going forward, movement to an entrepreneurial business model is an imperative, and the investment of human and financial resources must be reflective.



“Care Management University” including standardized curriculum, training, certification, and continuing education.

A FINANCIAL MODEL THAT WILL POSITION US TO ACCEPT RISK CONTRACTS

We offer significant expertise that MCOs can utilize, such as assessments,

transitional care, care management, and chronic disease self-management programs. We currently contract with CareSource and SummaCare to provide such services to their members. To that end, we have worked through the Ohio Association of Area Agencies on Aging





Nearly 900 individuals were assisted at these sessions.

to retain The Lewin Group to grow these business lines through development of a business strategy. Further, through o4a, we have created a Limited Liability Corporation (LLC) to provide a single state-wide contracting mechanism for all Ohio's Area Agencies on Aging. **And finally, through o4a, we will invest in the capitalization of the LLC as we seek to develop additional MCO contracts.**

MEDICARE CONSUMER EDUCATION PROGRAMS

Since 2007, we have provided older adults and their caregivers with educational events to enable them to make the most of their Medicare choices. While we offer these programs in all four of our Counties (Portage, Stark, Summit and Wayne), we have had challenges in reaching the more remote areas. In order to address attendance challenges in these areas, we developed partnerships with the Wayne County Senior Coalition and the Portage County Senior Services Center to provide Medicare information to a larger audience throughout those respective counties. We were able to increase our Medicare Event attendance from 606 in 2010 to 899 (48%) in 2011. We expect to increase attendance at our events by developing

additional partnerships to further increase attendance as we have in the future. **We will develop targeted training content to assist dual eligible individuals (those who qualify for Medicare and Medicaid) as they choose among their Medicare and Medicaid options.**

MODERNIZING INFORMATION SYSTEMS – SUPPORTING A NEW BUSINESS MODEL

The role of the AAA is evolving to a more risk-based, entrepreneurial business model. As this growth occurs over time, supporting IT infrastructure, processes, and practices tend to stretch to accommodate this growth. While growth in direct service requirements can be forecast reasonably well, no easy direct correlative measures exist for increases in IT supportive functions and the corresponding resources required. Therefore, we must anticipate the future demands placed upon IT capacity by such growth.

Consequently, we must assess our current and future IT requirements and determine the tools, processes, and staff needed. Program outcome metrics, as well as other operational evaluative measurements, have become

increasingly important. Balancing the need to implement these changes in an environment of extremely limited resources is equally challenging.

By sharing and borrowing best practices with other AAAs, we can jointly utilize a sophisticated database, analytical, and reporting software, thereby taking mutual advantage of each others' strengths, while minimizing costs. **To accomplish this, we will utilize formal collaborations with other AAAs. Specifically, we intend to add the capacity to examine performance metrics routinely at the margin of the individual providing the service.** In this way, we can drill down through aggregate performance data and easily address cause and effort by person. Such a system becomes self-correcting as the identification of individual performance outside of acceptable parameters is identified and routinely corrected.

Such performance metrics include, but are not limited to, individual assessment timeliness, hospital level of care timeliness, Long Term Care Consultation timeliness, management of care plan costs, discharge to permanent nursing facilities placement, etc.

AGENCY NEWS

William Sundermeyer wins Lifetime Achievement Award



Agency President & CEO Joseph L. Ruby (left) presents William Sundermeyer with the Harvey Sterns Lifetime Achievement Award.

Mr. William Sundermeyer, Associate State Director of Advocacy, AARP Ohio, was presented with the Harvey Sterns Lifetime Achievement Award during the Area Agency on Aging (AAA) Annual Conference on Friday, May 27, 2011.

Mr. Sundermeyer was selected for this honor for his extensive efforts in advocating for the rights of older adults and guiding policy at the state and federal levels. The award is presented annually to an individual that has positively affected older adults through professional or personal efforts.

“Older adults are very fortunate to have Bill working hard on their behalf,” says Joseph L. Ruby, President & CEO of the Area Agency on Aging. “Bill is a tremendous advocate for health and long term care policy that improves older adult life, and I can think of no one more deserving of this honor.”

Sundermeyer is also the Executive Director for the American Association of State Service Commission in Washington D.C., where he is responsible for the implementation of a national service program for 53 governor-appointed State Service Commissions in the states and territories. Sundermeyer is lead lobbyist and grant coordinator for a variety of service programs designed to enhance the knowledge and expertise of the approximate 1200 service commissions.

Area Agency on Aging Gives From the HEART, Raises Over \$5,000

The Area Agency on Aging (AAA) was proud to continue support for the American Heart Association (AHA) Start! Heart Walk, raising over \$5,000 during the 2011 campaign. The AAA was among the largest donors in Stark County, placing the organization among the largest employers in the region, including Aultman Community Foundation, Diebold, and Mercy Medical Center. AAA's President & CEO, Joseph L. Ruby, was among the largest single donors for the AHA Heart Walk, matching staff donations dollar for dollar up to \$2,500. In conjunction with financial support offered by Agency staff, over 30 employees and their guests attended the 1.7-mile heart walk.

The American Heart Association strives to build healthier lives, free of cardiovascular disease and stroke. The money that is raised each year by the Heart Walk will be used to fund the valuable research, education and advocacy efforts to further this mission.

According to the AHA website, the work being done by AHA is very similar to that of the AAA with a different emphasis. Vital work such as improving patient care, advocating, educating the population and protecting the future make supporting AHA easy and gratifying.



Over 30 employees and their guests attended the 1.7-mile heart walk.

Area Agency on Aging Awards Ceremony Showcases Aging Successes

The Area Agency on Aging hosted its 2011 Awards Ceremony at the Glenmoor Country Club on Friday, December 9, 2011. The annual ceremony seeks to honor older adults by inducting them into the Senior Citizen Hall of Fame, award a \$5,000 scholarship to a candidate with a career that will impact the lives of older adults and recognize an



Hall of Fame winners (left to right) Sally Kelly, Clyda Fisher, Fred Johnson and Carolyn Abramson.

outstanding volunteer that has advocated for the rights of those individuals residing in an institutionalized setting.

The Senior Citizen Hall of Fame welcomed four more well-deserved individuals into its notable company of Enshrinees. The new inductees include Sally Kelly of Portage County, Fred Johnson of Stark County, Clyda Fisher of Summit County and Carolyn Abramson of Wayne County. The 2011 Student Scholarship Award was presented to Krystal L. Culler, an MA/PhD student at The University of Akron. Ms. Culler has been named the Emerging Scholar of the Gerontological Society of America and is a Research Fellow at Summa Health Systems. Krystal accepted the \$5,000 scholarship with heartfelt appreciation of such an honor.

Francine Chuchanis, Volunteer Manager and Medicare Ombudsman for the AAA, awarded Dan Suvak of Stark County with the Volunteer of Distinction Award. Mr. Suvak has been a Long Term Care Ombudsman for 11 years. During this time, Dan has visited with and advocated for residents of an inner-city Canton nursing home. His hard work and advocacy have improved the quality of life for many residents over the years. The Agency wishes to congratulate all of our honorees!

Agency Board Designates Three as Emeritus

The Area Agency on Aging continues to be governed by a board of directors that embody the tenants of Courtesy, Competency and Compassion. In 2011, three board members resigned, and have been awarded Member Emeritus status for their work over the years in guiding the Agency.

Charles Booth is retired Executive Vice President of National City Bank. Charlie has been a member of the Foundation Board of Directors since its inception and, from 2003 to 2011, was the chairman of the Foundation board. Charlie has always had a passion for the Foundation and has been a vital leader in our efforts. Anne Nixon has been a pillar of Agency leadership since 1997, serving as the Areawide Council Chair through 1999. She then joined the Agency board in 1999 and served until 2011. Anne has received numerous awards and recognition through her work with the Agency, including Advocate of the Year from the Ohio Association of Area Agencies on Aging and, in 2005, the Ohio Senior Hall of Fame award. Kyle Allen, D.O., was the Board Chief Medical Officer and served on the Board since 1995. He was instrumental in the initial link between the Agency and area hospitals as part of the SAGE program. Thanks to Dr. Allen's efforts, the Agency was well-positioned to provide transitional

care health coaching as part of our care transition efforts. Dr. Allen relocated to Virginia and works at Riverside Health Systems as its new Clinical Chief of Geriatrics and Lifelong Health.

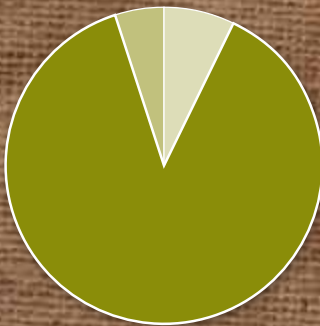


Anne Nixon receives her Member Emeritus Award at the Agency awards ceremony.

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

TOTAL REVENUES BY SOURCE

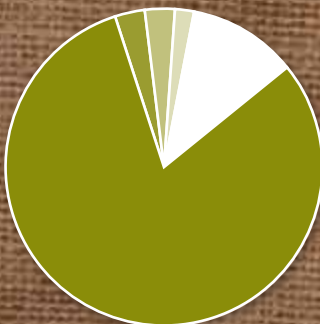
FY 2011
\$77,970,086



- Medicaid – 89%
- Other State & Local – 5%
- Older American's Act & Other Federal – 6%

TOTAL EXPENDITURES

FY 2011
\$77,442,950



- MLTC Division Provider Network – 81%
- Allocations to Community Agencies – 3%
- Administration & Operations – 3%
- Elder Rights Division – 2%
- MLTC Division – 11%

ASSETS

CURRENT ASSETS

	June 30, 2011	June 30, 2010
Cash and cash equivalents	\$ 4,391,548	\$ 8,675,479
Accounts/grants receivable	5,735,039	443,847
Prepaid expenses	11,447	36,637
Total Current Assets	10,138,034	9,155,963

PROPERTY AND EQUIPMENT

Land	330,000	330,000
Building	1,884,385	1,884,385
Equipment	473,504	496,126
	2,687,889	2,710,511
Less accumulated depreciation	869,030	832,721
	1,818,859	1,877,790

OTHER ASSETS

Bond issuance fees, net	12,579	14,112
Deposits	1,315	1,315
Deferred compensation plan trust	251,520	197,235
	265,414	212,662

TOTAL ASSETS

\$ 12,222,307 \$ 11,246,415

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

	June 30, 2011	June 30, 2010
Current maturities of long-term debt	\$ 95,000	\$ 90,000
Accounts payable	6,583,233	5,845,110
Accrued payroll and payroll related accruals	445,366	397,534
Deferred revenue	411,959	713,443
Total Current Liabilities	7,535,558	7,046,087

LONG-TERM LIABILITIES

Long-term debt, net of current maturities	865,000	960,000
Deferred compensation plan trust	251,520	197,235
	1,116,520	1,157,235

TOTAL LIABILITIES

\$ 8,652,078 \$ 8,203,322

NET ASSETS

Unrestricted	3,544,786	3,022,584
Temporarily restricted	25,443	20,509
	3,570,229	3,043,093

TOTAL LIABILITIES AND NET ASSETS

\$ 12,222,307 \$ 11,246,415

An audit of the June 30, 2011, consolidated financial statements of the Area Agency on Aging, 10B, Inc. and Subsidiary was performed by Bober Markey Fedorovich. The financial information in this report has been extracted from the consolidated financial statements covered by the reports of independent auditors dated January 3, 2012, in which Bober Markey Fedorovich expressed an unqualified opinion and January 13, 2011, in which Bruner-Cox LLP expressed an unqualified opinion. The audited consolidated financial statements may be reviewed upon request at the Area Agency on Aging, 10B, Inc., 1550 Corporate Woods Parkway, Uniontown, Ohio 44685.

CONSOLIDATED STATEMENTS OF ACTIVITIES

Year ended June 30	2011 Unrestricted	2011 Temporarily Restricted	2011 Total	2010 Total
REVENUE AND SUPPORT				
GOVERNMENT SUPPORT				
Medicaid	\$ 69,218,040	-	\$ 69,218,040	\$ 60,774,516
Older Americans Act & Other Federal	5,091,223	-	5,091,223	5,970,209
Other State & Local	2,055,254	-	2,055,254	1,993,116
Total Government Support	76,364,517	-	76,364,517	68,737,841
Non-Government revenue	356,978	4,934	361,912	188,104
Fundraising	152,280	-	152,280	128,552
Program revenue	927,724	-	927,724	842,645
Loss on disposal of equipment	(4,722)	-	(4,722)	-
Loss on sale of stock	(3,474)	-	(3,474)	-
In-kind revenue	110,214	-	110,214	88,441
Interest income	61,635	-	61,635	34,805
Total Revenue and Support	77,965,152	4,934	77,970,086	70,020,388
Net Assets Released From Restriction	-	-	-	-
	77,965,152	4,934	77,970,086	70,020,388

EXPENSES

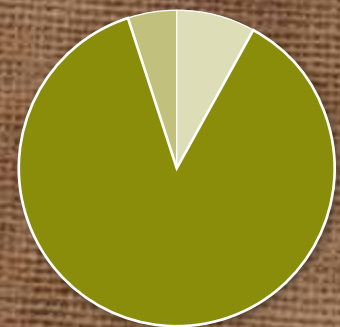
Salaries	\$ 7,957,188	-	\$ 7,957,188	7,377,099
Benefits	2,254,764	-	2,254,764	2,048,374
Professional services	392,726	-	392,726	350,776
Equipment/supplies	458,673	-	458,673	438,085
Travel and training	464,103	-	464,103	431,985
Depreciation and amortization	80,340	-	80,340	85,414
Occupancy	263,919	-	263,919	225,784
Other	307,728	-	307,728	320,985
Program allocations	64,994,273	-	64,994,273	58,132,381
Fundraising	17,149	-	17,149	11,603
In-kind expenses	110,214	-	110,214	88,441
Interest expense	32,763	-	32,763	25,147
Other rental expenses	109,110	-	109,110	100,574
Total Expenses	77,442,950	-	77,442,950	69,636,648
CHANGE IN NET ASSETS	522,202	4,934	527,136	383,740
NET ASSETS, BEGINNING OF YEAR	3,022,584	20,509	3,043,093	2,659,353
NET ASSETS, END OF YEAR	\$ 3,544,786	\$ 25,443	\$ 3,570,229	\$ 3,043,093

Expenditures as reported on the statement of activities before elimination of intercompany transactions are allocated to the functional areas as follows:

Year ended June 30	2011	2010
Program services	\$ 75,407,925	\$ 67,543,230
Building operations	189,919	182,227
Administration and fundraising	2,202,996	2,271,147
TOTAL EXPENDITURES	\$ 77,800,840	\$ 69,996,604

TOTAL REVENUES BY SOURCE

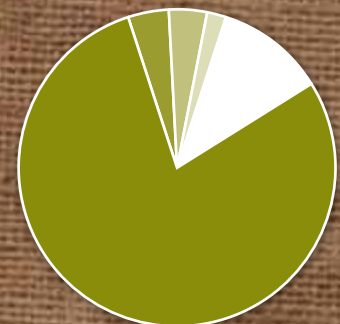
FY 2010
\$70,020,388



- Medicaid – 87%
- Older American's Act & Other Federal – 5%
- Other State & Local – 8%

TOTAL EXPENDITURES

FY 2010
\$69,636,648



- MLTC Division Provider Network – 79%
- Allocations to Community Agencies – 4%
- Administration & Operations – 4%
- Elder Rights Division – 2%
- MLTC Division – 11%

PROVIDER NETWORK EARNINGS

Agency	Service	2011 Total
A Better Home Health Care North, Inc.	Homemaker, Personal Care	\$1,743,890
A.C. Health Care Services, Inc.	Homemaker, Personal Care	\$211,343
A.S.A.P. Home Care, Inc.	Homemaker, Personal Care	\$1,039,903
Absolute Health Services, Inc.	Homemaker, Personal Care	\$945,215
Absolute Home Health, Inc.	Personal Care	\$373,314
Access Solutions	Minor Home Modification	\$85,300
Access to Independence	Home Medical Equipment, Minor Home Modification	\$71,173
Accessible Home Health Care of Akron	Personal Care	\$4,233
Accurate Medical Supply, Inc.	Home Medical Equipment	\$2,931
ActivStyle, Inc.	Home Medical Equipment	\$107
ADT/Companion Services	Emergency Response System	\$96,261
Adult Wellness Center	Adult Day Service, Adult Day Service Transportation	\$24,950
Akron Summit Community Action Agency	RSVP/Foster Grandparents Sr Companions	\$6,705
All Custom Re-Bath	Minor Home Modification	\$4,820
Alliance Senior Center	Congregate Meals	\$21,714
Almost Family	Personal Care	\$630,044
Alpha Phi Alpha Homes	Home Delivered Meals, Congregate Meals	\$92,738
Altercare of Navarre Center for Rehabilitation & Nursing	Assisted Living	\$150,828
Alternative Solutions Adult Day Care, Inc.	Adult Day Service, Adult Day Service Transportation	\$40,743
Always Home, Private Care Services	Personal Care	\$8,348
Alzheimer's Association	Social Work Counseling	\$85
Alzheimer's Association, Greater East Ohio Chapter	Respite	\$98,934
American Medical Transport	Transportation	\$58
American Red Cross	Transportation	\$603
Anna Maria of Aurora, Inc.	Assisted Living	\$22,892
Anne W.B. Taub (Grassy Treeland Farm, LLC.)	Farmer's Market	\$120
Arcadia Health Care	Personal Care	\$954,191
ASIA, Inc.	Congregate Meals, Socialization	\$13,304
Association Better Community Develop.	Transportation	\$34,394
Atlantic Medical Transportation	Transportation	\$32,797
Barberton Nursing Services, Inc.	Homemaker, Personal Care, Transportation	\$1,092,504
Barnhart, Shawn	Social Work Counseling	\$175,293
Bed Bug Burners	Chore	\$414
Bel Air Senior Living Community	Adult Day Service, Adult Day Service Transportation	\$12,546
Beyond Eating	Nutrition Consultation	\$20,322
Boardman Medical Supply	Home Medical Equipment	\$3,675
Brenckle Farms, Inc.	Farmer's Market	\$615
Buckeye Transport Service	Transportation	\$7,645
Callos Nursing Services	Homemaker, Personal Care	\$822,457
Cambridge Home Health, Inc.	Homemaker, Personal Care	\$2,984,386
Cardinal Retirement Village	Assisted Living	\$1,215
Caring Hands, Inc.	Emergency Response System, Homemaker, Personal Care, Social Work Counseling	\$812,034
Caring Home Help	Personal Care	\$20,248
Caring Solutions, Inc.	Home Medical Equipment	\$249
Catholic Charities	Adult Day Service, Adult Day Service Transportation	\$120,969
Central Exterminating, Inc.	Chore	\$34,740
Chapel Hill Community	Assisted Living	\$125,714
Charlotte M. Grosjean	Farmer's Market	\$305
Cherry Creek Acres	Assisted Living	\$123,091
Christmas Home Health	Personal Care	\$251,014
City of Alliance	Client Finding	\$2,491
City of Barberton	Socialization	\$1,519
City of Ravenna	Socialization	\$1,758
City Yellow Cab	Transportation	\$541,880
Coleman Adult Day Services	Adult Day Service, Adult Day Service Transportation	\$230,917
ComForcare Senior Services	Homemaker, Personal Care	\$28,820
Comfort Keepers	Personal Care	\$134
Community Action Wayne/Medina	Chore & Referral	\$2,548

Agency	Service	2011 Total
Community Caregivers of Cuyahoga Falls	Homemaker, Personal Care	\$1,485,113
Community Caregivers of Green	Homemaker, Personal Care	\$1,258,192
Community Caregivers of Stark County	Homemaker, Personal Care	\$938,386
Community Caregivers of West Akron	Homemaker, Personal Care	\$911,682
Community Legal Services	Legal Counseling	\$48,160
Companions of Ashland Homecare and Nurse Aide Training	Homemaker, Personal Care	\$157,777
Complete Healthcare Services, Inc.	Homemaker, Personal Care	\$1,223,393
Critical Signal Technologies, Inc.	Emergency Response System, Home Medical Equipment	\$36,936
CYO Adult Day Care	Adult Day Service, Adult Day Service Transportation	\$394,489
Dan Miller	Farmer's Market	\$7,560
David L. Snyder (Snyder's Orchard)	Farmer's Market	\$565
Décor Built Construction	Minor Home Modification	\$309,958
Donna Marie Norfolk (dba Lacrois Farm)	Farmer's Market	\$40
Duane Kienzle	Farmer's Market	\$95
Duraline Medical Products	Home Medical Equipment	\$3,972
Easter Seals of Northeast Ohio	Visiting	\$72,206
Eli Weaver (dba Weaver Truck Patch)	Farmer's Market	\$640
Elmcroft of Sagamore Hills	Assisted Living	\$313,126
Emerald Transportation	Transportation	\$26,536
Equal Access	Emergency Response System, Home Medical Equipment, Minor Home Modification	\$23,098
Eva L. Bruening Adult Day Center	Adult Day Service, Adult Day Service Transportation	\$2,101
Faith in Action Interfaith Caregivers	Visiting	\$2,295
Family & Community Services of Portage County	Congregate Meals, Home Delivered Meals, Sr Companion, Foster Grandparents, RSVP	\$415,359
Finney's Institutional Pharmacy	Home Medical Equipment, Minor Home Modification	\$284,799
First Choice Medical Staffing	Personal Care	\$54,479
Floyd E. Marshall (Marshall Apiaries)	Farmer's Market	\$60
GBS Enterprises	Chore	\$6,933
Galaxy Medical Products, Inc.	Home Medical Equipment	\$150
Gardens of Western Reserve	Assisted Living	\$518,671
Gateway Healthcare Services	Homemaker, Personal Care	\$510,363
Gilcrest Wellness Center	Adult Day Service, Adult Day Service Transportation, Transportation	\$302,123
Glen & Terry Gram (dba Arrowhead Orchard)	Farmer's Market	\$3,215
Global Meals	Home Delivered Meals	\$201,869
Gloria Cleghorn (dba F&G Cornerstore)	Home Delivered Meals	\$401,799
Good-Witmer Farms	Farmer's Market	\$220
Gregory F. Bugaj	Farmer's Market	\$45
Guardian Medical Monitoring, Inc.	Emergency Response System, Home Medical Equipment	\$175,062
Haven Home Care, Inc.	Personal Care	\$1,800,398
Health Aid of Ohio, Inc.	Home Medical Equipment	\$1,768
Health Care Bridge	Personal Care	\$818,296
Heart to Heart Home Health Care	Homemaker, Personal Care	\$124,270
Helping Hearts Senior Home Care	Homemaker, Personal Care	\$104,548
Heritage Home Healthcare	Homemaker, Independent Living Assistance, Personal Care	\$1,613,189
Holistic Home Health	Personal Care	\$187,667
Home Care Network, Inc.	Homemaker, Personal Care	\$366,671
Home Choice Transitions Services	Transitions Services	\$116,643
Home Helpers	Emergency Response System, Homemaker, Personal Care	\$749,063
Home Instead Senior Care	Personal Care	\$391,444
Home Preferred Home Care	Homemaker, Personal Care	\$1,210,497
HomeSense Enterprises	Minor Home Modification	\$1,085
InCare Northern	Personal Care	\$122,808
Info Line, Inc.	Emergency Response System, Independent Living Assistance, Information & Referral	\$126,669
Info Link – United Way of Wayne and Holmes Counties	Information & Referral	\$20,428
Interim Healthcare	Emergency Response System, Homemaker, Personal Care	\$4,003,397
Interim Homestyle Services	Emergency Response System, Homemaker, Personal Care	\$61,957
J.R. Coleman Senior Outreach	Adult Day Service, Adult Day Service Transportation, Minor Home Modification	\$358,014

PROVIDER NETWORK EARNINGS (CONT'D)

Agency	Service	2011 Total
Joanns HealthCare Nursing Services	Personal Care	\$1,277
Jonesy's Lawn Care, Inc	Minor Home Modification	\$311,912
Kay Vaughn	Farmer's Market	\$4,055
Koala Kruizers	Transportation	\$385,054
Kunkel Construction, LTD.	Minor Home Modification	\$106,540
Lake Commission/Lake Senior Center	Socialization, Client Finding	\$2,491
Lakeside Home Health Care	Homemaker, Personal Care	\$195,020
Laurie Ann Home Health Care	Homemaker, Personal Care	\$164,369
Life Access	Home Medical Equipment, Minor Home Modification	\$40,176
Life Alert Emergency Response Inc.	Emergency Response System	\$6,255
Lifeline Systems Company	Emergency Response System, Home Medical Equipment	\$318,986
Lorraine Surgical Supply Company	Home Medical Equipment	\$137
Louisa Ridge Adult Day Services	Adult Day Service, Adult Day Service Transportation, Independent Living Assistance, Transportation	\$210,229
Loving and Dependable Home Healthcare	Personal Care	\$98,465
Marquis Mobility, Inc.	Home Medical Equipment	\$3,224
Mary Gnizak	Farmer's Market	\$130
Mature Services	Chore, Home Delivered Meals, Congregate Meals, Homemaker, Personal Care, Social Work Counseling, RSVP	\$654,856
Maxim Healthcare	Homemaker, Personal Care	\$755,045
Meals on Wheels of Stark & Wayne Counties	Home Delivered Meals, Congregate Meals, Home Medical Equipment	\$1,715,906
Medical Service Company	Home Medical Equipment	\$5,084
MedScope America	Emergency Response System	\$1,990
Metro Regional Transit Authority	Transportation	\$34,229
Midwest Home Care	Personal Care	\$179,948
Mike Greenbaum (dba Hannah Farms)	Farmer's Market	\$3,735
Miller's Rental and Sales, Inc.	Home Medical Equipment, Minor Home Modification	\$319,542
Minerva Area Commission on Aging	Congregate Meals, Home Delivered Meals, Socialization	\$24,275
Miracle Medical Transportation, Inc.	Transportation	\$16,761
Mobile Meals, Inc	Home Delivered Meals, Congregate Meals, Home Medical Equipment	\$1,640,976
Mom's Meals	Home Delivered Meals	\$312,355
New Horizons Adult Day Services	Adult Day Service, Adult Day Service Transportation	\$495,787
Northeast Professional Home, Inc.	Homemaker, Personal Care	\$3,171,237
Northern Summit Multi-Service	Congregate Meals, Information & Referral	\$12,509
NW Stark Senior Center	Socialization	\$2,494
OARLTCO	Pass Through for Statewide Ombudsman Event	\$2,497
OmniCare Home Healthcare Agency	Personal Care	\$21,903
Our Family Home Health Care	Personal Care	\$5,878
Our Home Health	Personal Care	\$285,986
Ovren Mobility Products	Home Medical Equipment, Minor Home Modification	\$86,291
Pace Medical Equipment & Supplies	Home Medical Equipment, Minor Home Modification	\$602,007
Personal Touch Home Care of Ohio	Homemaker, Personal Care	\$750,976
Platinum Home Helper Services	PASSPORT – Personal Care	\$22,699
Portage Area Regional Transportation/PARTA	Transportation	\$18,863
Portage County Commissioners	Socialization, Farmer's Market	\$21,230
Portage Home Health	Homemaker, Personal Care, Social Work Counseling	\$128,850
Premier Home Health Care of Ohio	Homemaker, Personal Care	\$1,212,264
Prestige Home Services	Chore, Minor Home Modification	\$48,576
Priority Home Health Care, Inc.	Homemaker, Personal Care	\$249,369
Professional Nursing	Personal Care, Social Work Counseling	\$77,586
Providence Home Care, Inc.	Personal Care	\$916,868
Rebecca Jervis	Student Scholarship	\$5,000
Rebuilding Together	Home Repair	\$7,810
Regina Health Center	Assisted Living	\$191,077
Rockynol Retirement Community	Assisted Living	\$33,254
Rural/Metro Helpline	Emergency Response System	\$65,819
Rx Home Health Care, Inc	Personal Care	\$82,435
S.M.I.L.E., Inc.	Emergency Response System	\$13,198
SarahCare	Adult Day Service, Adult Day Service Transportation, Personal Care	\$558,115

Agency	Service	2011 Total
Scenic View Transportation	Transportation	\$122,220
Schmidt Security Pro	Emergency Response System, Home Medical Equipment	\$17,340
Seeley Medical	Home Medical Equipment	\$13,195
Self Support Personal Care	Homemaker, Personal Care	\$1,970,459
Senior Independence	Adult Day Service, Adult Day Service Transportation, Personal Care, Transportation	\$361,592
Shalom Adult Health Center	Homemaker, Personal Care	\$66,763
Signature Health Services	Homemaker, Personal Care	\$223,799
Simon Enterprises (dba Simon Certified Organic Farm)	Farmer's Market	\$330
Simply EZ Home Delivered Meals	Home Delivered Meals	\$2,045,832
Sonshine Medical, Inc.	Home Medical Equipment, Minor Home Modification	\$8,298
Speedy Medical Transportation	Transportation	\$18,175
Springfield Senior Center	Congregate Meals, Socialization	\$18,754
St. Joseph Care Center	Assisted Living	\$92,021
St. Luke Lutheran Home for the Aging	Assisted Living	\$269,598
Sterling House of Alliance	Assisted Living	\$26,758
Sterling House of Canton	Assisted Living	\$7,869
Stone Crossing Care Center	Assisted Living	\$63,191
Stow-Glen Inc.	Adult Day Service, Adult Day Service Transportation, Assisted Living, Homemaker, Personal Care	\$828,798
Summa Care	Evidence Based Prevention Program	\$19,313
Summit County	Home Repair	\$10,400
Summit County Health District	Information & Referral	\$5,607
Summit, Portage, and Canton Home Health	Homemaker, Personal Care, Social Work Counseling	\$922,929
Summit's Trace	Assisted Living	\$256,753
Sunrise of Cuyahoga Falls	Assisted Living	\$61,899
Superior Senior Services	Chore, Minor Home Modification	\$8,840
Sweet Serenity Homecare	Homemaker, Personal Care	\$275,714
Tech Center, Inc.	Chore, Homemaker, Personal Care	\$568,318
The Briarwood	Assisted Living	\$402,746
The Greenview Inn at Town Center	Assisted Living	\$143,070
The Inn at University Village	Assisted Living	\$80,008
The Merriman	Assisted Living	\$170,964
The Oaks at Shady Lawn	Assisted Living	\$288,348
The Village at St. Edward	Assisted Living	\$61,146
Thomas Puch	Farmer's Market	\$875
Traditions at Bath Road	Assisted Living	\$120,417
Traditions at Portage Trail Village	Assisted Living	\$560
Trillium Family Solutions	Chore, Homemaker, Personal Care, Counseling	\$470,167
Tri-State Construction	Minor Home Modification	\$8,000
Tub Cutter	Minor Home Modification	\$33,111
United Way of Greater Stark County	Information & Referral	\$2,136
United Way's 2-1-1	Information & Referral	\$7,071
Universal Nursing Service, Inc.	Homemaker, Personal Care	\$394,691
Visiting Angels	Homemaker, Personal Care	\$98,553
Visiting Nurse Service, Inc	Visiting	\$703
VNS	Homemaker, Personal Care	\$146,455
VRI	Emergency Response System, Home Medical Equipment	\$70,852
Walter Pickens	Farmer's Market	\$530
Wayne Health Services & Supplies, Inc.	Home Medical Equipment, Minor Home Modification	\$7,590
Wayne Manor	Assisted Living	\$19,053
Westark Family Services	Homemaker, Personal Care, Counseling	\$548,047
Western Reserve Catering	Home Delivered Meals	\$46,779
WILLCARE	Homemaker, Personal Care	\$570,682
Your Independence, Inc.	Independent Living Assistance	\$466
YWCA of Alliance	Congregate Meals	\$9,339
ZellMed Solutions	Home Medical Equipment	\$1,830
Total Program Allocations		\$64,994,273

THE GREATER AKRON/CANTON AREA AGENCY ON AGING FOUNDATION

THE FOUNDATION'S MISSION

To enable older adults not eligible for government assistance to remain independent and secure at home through access to a range of supportive services.

THE FOUNDATION'S VISION

All older adults in our region shall have access to community-based long term care regardless of their ability to pay.

For over ten years, the Foundation has assisted older adults of modest means to obtain long term care services. Many older adults do not qualify for assistance through Medicaid, and have no options for services. They cannot afford to purchase the services they require. There is broad misunderstanding regarding the availability of funding for long term care for this population, and the Foundation hopes to change that.

The Foundation annually raises money through two fundraising activities. The first fundraiser, **Care for a Lifetime**, is an Area Agency on Aging employee donation campaign that raises over \$30,000 to provide care for ten frail older adults on our Care Coordination program.

Our second fundraiser is our annual **Foundation Raffle Campaign**. Our raffle raises funds to educate the public as well as policy makers on the needs of these older adults of modest means. We raise these funds in the hopes that once public policy initiatives, such as senior service levies come to a vote, the public and lawmakers will understand the issues surrounding the lack of adequate assistance for these older adults and move to correct this service gap.

As the number of older adults of modest means grow, fortunately so does our raffle. This year's campaign has followed previous years' trends by increasing funds raised. The 2011 raffle raised over \$116,000, a \$6,000 gain over the previous year! The Foundation can provide these amazing prizes due to the generous support of our community partners.

Special thanks go to our sponsors, whose generosity made this prize package possible:

- Employee Benefits International, Inc.
- Buckingham, Doolittle and Burroughs, LLP
- Sheraton Suites – Akron/Cuyahoga Falls
- Glenmoor Country Club
- Headliners Spa in Canton
- The Ink Well – Akron

Generous supporters of the campaign included community partners and corporations. We wish to thank our top donors, who include:

- Northeast Professional Home Care
- Simply EZ Home Delivered Meals
- Cambridge Home Health Care
- Callos Group
- Self Support Personal Care
- Interim Health Care
- Community Caregivers of Green
- Complete Healthcare Services, Inc.
- Haven Home Care
- Home Preferred Home Care
- Premier Caregivers of Northern Ohio

The winners for the 2011 Raffle are:

SEVENTH PRIZE

John Piscitelli – Uniontown, OH

“Pamper Yourself Package” – including \$500 VISA Gift Card, Luxurious Spa Session for two at Headliners Spa in Canton, OH; an overnight package at Sheraton Suites Cuyahoga Falls

SIXTH PRIZE

Wayne Hildreth – Canton, OH

\$500 VISA Gift Card Plus A Glenmoor Country Club Getaway For Two (Canton, OH)

FIFTH PRIZE

Melva Beckley – Uhrichsville, OH

\$1,000 VISA Gift Card

FOURTH PRIZE

Dr. David Reynolds – Wooster, OH

\$1,000 VISA Gift Card Plus 2 nights at The Westin Michigan Avenue Chicago

THIRD PRIZE

Janet Stallmeyer – Kansas City, MO

\$2,000 VISA Gift Card

SECOND PRIZE

Susan Sigmon – Canton, OH

Choose Your Adventure – 5 Nights Plus Airfare for Two (City: San Francisco, Boston, Chicago; Family: Orlando, Anaheim, Niagara Falls; Ski: Denver/Steamboat; Sun: Grand Bahamas, Hilton Head; Wine Country: Napa Valley)

FIRST PRIZE

George Sesock – Uniontown, OH

HD Home Theater – including a 55" LCD Flat Screen HDTV, Surround Sound System & Blu-ray Player

GRAND PRIZE

Ken Orihel – Clinton, OH

The Westin Maui Resort – 7 Nights Plus Airfare For 2



The Greater Akron/Canton
Area Agency on Aging
Foundation

FOUNDATION BOARD OF DIRECTORS

David B. Reynolds, M.D.
Chairman
Physician – Cleveland Clinic
Foundation Wooster Regional
Medical Campus

Lee S. Walko
Vice Chairman
Attorney – Brennan, Manna
& Diamond, LLC

**Hortense B. Bobbitt,
MS, RD, LD**
Secretary
Retired, Registered Dietician

George F. Sesock
Treasurer
Vice President – Government
Not for Profit
JPMorgan Chase Bank, N.A.

Suzanne M. Gill
Director
Vice President, Patient Care
Services/CNO –
Summa Western Reserve Hospital

Jane E. Litz
Director
Vice President, FirstMerit
Corporation – Director,
FirstMerit Foundation

Margaret F. Medzie
Director
Regional Director of Development –
American Red Cross

Fran D. Rice
Director
Community Liaison

Robert A. Ruggles
Director
Manager, Accounts Receivable –
The Davey Tree Expert Company

Natalie E. Smith
Director
Senior Paralegal, Law Department –
The Goodyear
Tire & Rubber Company



ELMOS AND JEWEL KILGO

Elmos and Jewel met at church in Alabama in 1946. At 17 years old and visiting her grandparents in Walker County, Jewel knew it was love at first sight. After 65 years together, Jewel and Elmos are still faithfully devoted to God and one another.

Because church was where the Kilgos met, Elmos decided he would answer the call and, for 40 years, pastored several churches in the Southern Baptist Conference. They both agree that sharing their faith has been their success to 65 years of marriage.

Elmos and Jewel worked hard pastoring, farming, coal mining and raising five girls and were ready to enjoy retirement when Jewel required surgery. One of their daughters heard about the Area Agency on Aging and sought help for Mom and Dad since they all lived a great distance apart.

Currently, Elmos spends his days visiting his wife in the nursing home, a stay required by rehab. The two of them anxiously wait for Jewel's discharge date. The Kilgos have had to sell their home due to the inability to maintain and care for it, and plan to purchase a trailer and move to Atwater after Jewel's discharge. There they will live on a piece of their daughter Connie's farm and enjoy days of fresh air and tending a small garden.



Mr. & Mrs. Kilgo (seated) with Care Manager Dana Cameron.

"The Area Agency on Aging has been a blessing. When you can't do for yourself, you appreciate someone coming in and seeing about you," said Jewel when asked how she feels about the AAA. Mr. Kilgo was most appreciative of the ERS device because he never had to leave his wife to get help after she would fall in the middle of the night. Personal care, home-delivered meals and homemaking services provided the Kilgos the assistance needed to maintain their home.

Elmos and Jewel are one of thousands of older adult couples in our area that struggle with their long term care needs. Older adults of modest means do not have the resources to pay for their own care. The rising cost of everyday necessities, such as gas and food, are an even greater burden on these individuals who struggle to remain independent with dignity. With your help, the Foundation can provide a better life for these frail older adults.



AREA AGENCY ON AGING • 10B, INC.

1550 CORPORATE WOODS PARKWAY
UNIONTOWN, OH 44685-7840

330.896.9172
1.800.421.7277

SERVICES4AGING.ORG