

MEDICAL  
TREATMENT  
FALLS SHORT  
**WITHOUT**  
HOME-BASED  
CARE.



**DIRECTION HOME**  
AKRON CANTON AREA AGENCY ON AGING & DISABILITIES

2019 COMMUNITY  
BENEFIT REPORT

# BASIC NEEDS

DOES THE PATIENT HAVE A SUITABLE PLACE TO LIVE? IS THERE HEAT? IS IT SAFE?

# MUST BE MET

DOES THE PATIENT HAVE ENOUGH TO EAT? IS IT QUALITY? IS IT BALANCED?

# BEFORE

DOES THE PATIENT HAVE SUFFICIENT MEANS TO PAY FOR CARE? FOR MEDICINE?

# CARE CREATES

CAN THE PATIENT PHYSICALLY GET TO A DOCTOR'S OFFICE?

# POSITIVE CHANGE.

DOES THE PATIENT HAVE ANY MEANINGFUL CONNECTIONS?

Direction Home has years of experience in keeping our region's seniors, and those with disabilities, in their homes. That is where they are the most happy, after all.

There is a lot of talk in our industry about the social determinants of health. Data confirms what we have known all along. It is better and less costly to help care for a patient through community-based care rather than institutional care.

There are hurdles to overcome, however, as each patient's life is different. They have different challenges. They have different resources. They have different life experiences.







“Social determinants of health are the conditions in which people are born, grow, live, work, and age that shape health.” - Kaiser Family Foundation

## SOCIAL FACTORS MATTER

Social determinants are twice as likely to impact health and well being as health care. Many seniors don't have their basic needs met so they are in jeopardy of declining health. Our systems need to be able to provide support for these people in their homes. Without it, they quickly end up in institutional care, which is the most costly and least desirable option. In fact, today's system only serves a small percentage of the population of potential patients that need these supports.

# RON HAD LIFE-SAVING HEART SURGERY... BUT DOESN'T HAVE HEAT IN HIS HOME.

Ron was gardening when he felt the sharp pain in his chest and arm. He was having a massive heart attack. Thanks to the care he received, he survived a quadruple bypass to save his life.

Ron never thought he would need assistance, but after some financial issues he was left with more bills than income, and the hole was getting deeper. Now he faced a winter with no heat, as his furnace was old and out of commission. Additionally, he couldn't afford his gas bill any longer.

Direction Home Akron Canton Area Agency on Aging and Disabilities (DHAD) was contacted by Ron's

discharge planner at the hospital as he was preparing to go home. A registered nurse assessor met Ron in his living room to discuss options for his long term services and support. During the assessment, she noticed that it was cold. After a reluctant conversation, Ron admitted that he was unable to pay for his heat and did not have other plans for the winter but to use his oven to keep his house warm. Thanks to the intervention of DHAD and several programs in the community, Ron's furnace was repaired, and he had access to the Home Energy Assistance Program (HEAP). Ron can now comply with his doctor's discharge plans without fear of losing his home and becoming homeless due to a lack of heating over the winter.



## 26 - 36 YEARS

The number of years reduced life expectancy for those experiencing homelessness.





**DIRECTION HOME PROVIDES ASSISTANCE TO MAKE SURE THE HOME IS SAFE, SECURE AND ACCESSIBLE.**

Housing can be a huge concern for older adults and people with disabilities.

- + ONE THIRD OF ADULTS AGED 50 AND OVER – INCLUDING 37 PERCENT OF THOSE AGED 80 AND OVER – **PAY MORE THAN 30 PERCENT OF THEIR INCOME** FOR HOUSING THAT MAY OR MAY NOT FIT THEIR NEEDS.
- + THE 2011 AMERICAN HOUSING SURVEY REPORTS THAT ONLY **ONE PERCENT OF US HOUSING UNITS** HAVE ALL FIVE OF THESE UNIVERSAL DESIGN FEATURES: NO-STEP ENTRY, SINGLE-FLOOR LIVING, EXTRA-WIDE DOORWAYS AND HALLS, ACCESSIBLE ELECTRICAL CONTROLS, AND SWITCHES, AND LEVER-STYLE DOOR AND FAUCET HANDLES



# HELOISA HAS GENERALLY BEEN IN GOOD HEALTH... **BUT SHE IS LONELY AND NOT TAKING CARE OF HERSELF**

Heloisa always had more social plans than time. She had a robust network of friends from work, church and the neighborhood. She was married for 56 years to her best friend, Frank. Over time, Heloisa started losing touch with neighborhood friends as they aged and moved away. She retired from her job and didn't see many people after that. Frank died two years ago. Between that loss and her fear of driving more than a few blocks, Heloisa found herself alone more often than not. Many times she would go days without speaking to anyone at all.

Heloisa's daughter lived on the west coast and didn't get a chance to see or talk to her mom very often. After a visit over the holidays, she realized just how lonely her mom was. She contacted DHAD, who worked with the family to find some transportation for Heloisa to attend church more often. They also identified some volunteer opportunities for her so she could use her outgoing personality to help others by making friendly calls to check in on them.

DHAD was able to leverage community-based resources through our Aging and Disability Resource Center to link Heloisa to services that helped address her isolation. This resource center offers more than referrals. The call center has trained staff that use standard processes to identify issues, provide options, and give direction that gets to the heart of the issue. Locating available services can be difficult and the call center staff are trained to help people navigate the network.

Loneliness is as lethal as smoking **15** cigarettes per day







**26%** Increased risk of mortality resulting from loneliness



**10%** Increase in annual visits to the doctor in cases of social isolation

### **DIRECTION HOME'S CARE COORDINATION PROVIDES VITAL TOUCHPOINTS AND HUMAN INTERACTION**

Social isolation and loneliness aren't just sad, they are damaging to a person's health. According to the National Institute on Aging, "Research has linked social isolation and loneliness to higher risks for a variety of physical and mental conditions: high blood pressure, heart disease, obesity, a weakened immune system, anxiety, depression, cognitive decline, Alzheimer's disease, and even death."

Source: [www.nia.nih.gov/news/social-isolation-loneliness-older-people-pose-health-risks](http://www.nia.nih.gov/news/social-isolation-loneliness-older-people-pose-health-risks)

# JERRY'S DIABETES IS WELL MANAGED WITH HIS MEDS... **BUT HE OFTEN HAS TO CHOOSE BETWEEN MEDICINE AND FOOD.**

After Jerry's wife Alice died, he realized just how dependent he was on her. He'd never cooked a meal for himself and realized that without his wife he was developing unhealthy habits. After gaining weight from a sedentary lifestyle combined with quick, unhealthy meals, Jerry was diagnosed with Type 2 Diabetes and was prescribed insulin to manage his disease. His condition has led to a few health complications and now he isn't able to go out to get drive thru food like before. With the growing cost of his medications, and his rising rent, he can't afford more nutritious meals. Jerry would not be able to continue to manage his diabetes with his limited income, due to his lack of meal preparation skills and access to healthy and affordable foods.

Jerry's doctor referred him to DHAD. After a screening call to our Aging and Disability Resource Center, an RN Assessor visited him to provide a clinical assessment, information on community services, and referrals so that Jerry could remain independent. Based on that visit, Jerry was enrolled onto PASSPORT. This Medicaid Waiver program is designed to meet the needs of those who wish to remain in the community with supports, rather than live in a nursing home. Jerry received a Care Manager who created his care plan, set up service providers and arranged for meals to be delivered for him so he could remain on track with managing his diabetes. Jerry also attended DHAD's Diabetes Self-Management Program, a training that teaches evidence-based techniques for managing diabetes and the complications that come with that disease.



## \$176 BILLION

In annual direct and indirect healthcare costs associated to food insecurity







### **DIRECTION HOME PROVIDES DAILY MEALS WHEN NECESSARY.**

Cases like Jerry's aren't uncommon. More individuals are making poor choices that impact their overall health, including eating habits.

- + MORE THAN 14 MILLION PATIENTS WHO ARE AGE 65+ ARE HOSPITALIZED ANNUALLY AND APPROXIMATELY **ONE-THIRD OF THEM ARE DIABETIC.**
- + ABOUT **\$245 MILLION IS SPENT** YEARLY ON DIABETES PATIENTS.
- + **59% OF THE ANNUAL TREATMENT COSTS** WERE FOR OLDER DIABETIC INDIVIDUALS.
- + MOST OF THE EXPENDITURES FOR DIABETES CARE ARE CAUSED BY HOSPITAL ADMISSIONS, HOME CARE AND PRESCRIPTION DRUGS, ABOUT **\$23,900 TO \$40,900 PER PERSON,** DEPENDING ON GENDER AND AGE.

Source: [www.ncbi.nlm.nih.gov/pmc/articles/PMC5483426/](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC5483426/)

# A MESSAGE FROM OUR PRESIDENT AND CHAIRMAN

Our 2019 report to the community uses illustrative data and compelling consumer stories to demonstrate our role and impact in the community. Over the past year Direction Home Akron Canton Area Agency on Aging and Disabilities (DHAD) has used the data included in this year's Community Benefit Report to inform our strategic direction and drive our actions. We are proud to again highlight some of our accomplishments and illustrate our next steps.

## OUR STRATEGIC VISION

2019 is the final year in a four-year strategic planning process. When we created our long-range plan, we were facing significant challenges that prompted our focus on strengthening program roles while investing in growing business and improving quality. In the ever-changing health care and long term care arenas, we face competition in long term services and supports, gaps in care for those not eligible for Medicaid, and a changing healthcare landscape that is continuously evolving toward a more value-based system centered on measurable outcomes.

We continue to enhance our excellent collaboration with **CareSource** and **United Healthcare** in providing home-based care through the innovative **MyCare Ohio** program for individuals eligible for both Medicare and Medicaid.

With these issues in mind, our strategic plan was designed to guide us using goals that strengthened our historic roles in long term services and supports, such as our Aging and Disability Resource Center, our Elder Rights/Ombudsman program, and Care Management of complex member populations, including those dually eligible for Medicare and Medicaid. With our continuing focus on process and quality improvement combined with innovative strategies, we have experienced growth in all of these areas in 2019.

We have invested in our success by adding professional expertise in development, quality improvement, Information Technology (IT) and project management. In the last 6 months alone this investment has produced 70 Lean ideas or project requests submitted, 19 of those projects are complete, and 30 are in progress.

GROWTH IN OUR OMBUDSMAN PROGRAM TO 20 COUNTIES, THE LARGEST PROGRAM IN THE STATE

CARE MANAGEMENT MEMBERS: 6,555 TO 7,200, A 9.8% INCREASE

COMMUNITY-BASED ASSESSMENTS FROM 5,435 TO 7,172, A 32% INCREASE

ALL THE WHILE MAINTAINING SATISFACTION SCORES ACROSS ALL THESE PROGRAMS AVERAGING 95%

We have grown our role outside of traditional Area Agency on Aging programs. Our past success and staff expertise in Acute Care Transitions has afforded us the opportunity to work with new payers, helping patients avoid unnecessary readmissions and medication errors. Our care transition program with Medical Mutual of Ohio has grown to include the Cincinnati and Toledo areas (6 Area Agencies on Aging in total administered by Direction Home). With that expanded coverage we now serve most of Ohio for this population. We have provided transitional care to over 1,500 **Medical Mutual of Ohio** members and 220 **CareSource** members.

We have also received a proof of concept grant from **Altarum**, the noted research and consulting organization that creates and implements solutions to advance health among vulnerable and publicly insured populations, to provide wrap around services and transition assistance for individuals transitioning home from the hospital. Thanks to these funds, we can purchase small amounts of supportive services such as meals and minor home modifications to ensure that patients have a successful transition from the hospital without having to first admit to a nursing home.



Bypassing the nursing home is a win-win, as the patient would prefer this home-based recovery setting and the payer achieves better outcomes while incurring fewer costs. Through these offerings we hope to increase the visibility and knowledge of the value-added benefit our programs and services provide to medical outcomes.

## OUR COMMUNITY PARTNERSHIPS

In May of 2019 the City of Akron officially implemented the Livable Community initiative through AARP to become an "Age Friendly City." This five-year process will include a needs assessment, in-depth planning and stakeholder engagement, and actionable recommendations that will ensure all ages are successful in Akron. Direction Home is proud to co-chair this initiative with the University of Akron as part of the Mayors Senior Citizens Commission. Building on this momentum, and with our support, Summit County Executive Ilene Shapiro announced at her State of the County address her intention to work towards an Age Friendly Summit County designation in 2020.

We have been proud to grow our partnerships with Judge Elinore Stomer and her Probate Court to assist in the annual Senior Summit. This keystone community event provides professional education for lawyers, social workers, registered nurses, clinical councilors and other disciplines to grow the skillsets of those assisting in the care of older adults. 2019 was another successful year for the event, with growing attendance and robust content. 2020 will repeat the two-day cycle for the event, including a Saturday Health Expo as well as the Friday professional training.

2019 was also the final year in the Akron Community Foundation three year grant awarded to Direction Home to provide education and awareness of older adult services ([www.gettingwiser.org](http://www.gettingwiser.org)), create a coordinated intake system for Summit County older

adults and caregivers, and provide training to the community to work together for the betterment of older Summit County residents. Building on the success of this grant and our ongoing partnership with Akron Community Foundation, we were awarded an additional \$100,000 grant to fund the Age Friendly Akron initiative starting in 2020. The future holds significant opportunity for Direction Home Akron Canton. There are new Medicare Advantage payment models that potentially provide statewide roles for Area Agencies on Aging, as well as local partnerships that could address long term services and supports for everyone regardless of ability to pay. We will continue to utilize data, the voice of our consumers, and research to guide our methods, direct our planning, and refocus our efforts in the mission to provide choices for people to live independently in the place they want to call home.



**Dr. David B. Reynolds**  
Chairman of the Board



**Gary L. Cook**  
President & CEO



## OUR CORE VALUES

- Recruit and retain competent, courteous, and compassionate people
- Be the best by exceeding expectations and working together
- Grow the next generation of leaders
- Utilize effective and efficient business principles to achieve excellent service
- Emphasize long-term success over short-term expediency
- Be open and honest
- Empower staff with the authority to carry out their responsibility
- Take ownership... Realize that responsibility goes hand-in-hand with authority
- Find solutions, not barriers... Say how you can, not how you can't... Get it done
- Our employees are our most valuable asset

# 2019 NEWS HIGHLIGHTS



## In Our Community

### Age Friendly Akron Kicks off with Direction Home as a Lead Agency

On February 20, 2019, Akron Mayor, Daniel Horrigan announced at the State of the City Address his intention to pursue the designation of **Age Friendly City for Akron** in partnership with **Direction Home Akron Canton Area Agency on Aging and Disabilities**. The official kick-off of Age Friendly Akron took place on May 23, 2019. The Mayor's **Senior Citizen Commission, AARP**, and Direction Home invited the community and its leaders to attend and learn about the Age Friendly program and the planned timeline of Age-Friendly efforts over the coming 5 years. On October 18th, the first Age Friendly Leadership Summit took place. Community leaders covering all 8 domains of the Age Friendly initiative in the city of Akron came together to discuss, support, and engage in the Age Friendly process. During the first year, a comprehensive needs assessment will be conducted to outline the goals of the subsequent 4 years. We are excited to watch as Akron moves toward Age-Friendly!

### Community Education Campaign designed to help Older Adults with "Getting Wiser"

As a partner in the Summit Senior Coalition, Direction Home participated in the development and launch of the **Getting Wiser** campaign. Getting Wiser prepares and empowers individuals; to plan for independent, healthy, and positive aging, understand how to access supportive services, and what limits to these supports prevent ongoing home-based care. The website, [www.gettingwiser.org](http://www.gettingwiser.org), was launched on March 27, 2019. The campaign

also features print resource guides as well as informational packets designed to be used by professionals in the community to assist with fall prevention, advanced directives, elder rights protection, caregiver support, and financial planning.



[gettingwiser.org](http://gettingwiser.org)

## Noteworthy Recognition

### Direction Home Leaders Honored in 2019

2019 was a year of recognition for Direction Home's leadership. On January 25, 2019, **Gary Cook**, Direction Home President and CEO, was named the **Outstanding Gerontologist of the Year** by the Institute for Life-Span Development and Gerontology at the University of Akron. **Susan Sigmon**, Senior Vice President of Long Term Services and Supports, was honored with the **Harold K. Stubbs Social Services Humanitarian of the Year Award** by St. Paul A.M.E. Church of Akron. Vantage Aging recognized the work of **Sam McCoy**, Senior Vice President of Elder Rights, presenting him with the **Ed Kaufman Leadership in Aging Award** on May 3rd at the annual SOAR Awards. We are proud of our visionary leadership at Direction Home and are humbled by the honors bestowed this year.

## Getting Informed

### Direction Home Conference Provides Guidance for Navigating the Intersection of Medical and Long Term Supportive Services

This year's Fall Conference was an impressive line-up of national and regional experts in the fields of



ABOVE: Sam McCoy wins the Joe Ruby award at Vantage Aging SOAR Awards, pictured with his Elder Rights Team. BELOW: Susan Sigmon accepting the Harold K. Stubbs Social Services Humanitarian of the Year Award.





gerontology, social work, and healthcare. The day began with John Corlett, CEO of The Center for Community Solutions who informed us that the over 60 population is out-pacing funding for the Older Americans Act by 41%. Some of the presentation highlights included The New Long-Term Care Landscape by Tim McNeill and a panel discussion on The Intersection of Healthcare and Long-Term Services and Supports joined by Dr. Matthew Wayne, Dr. Jennifer Drost, Dr. Nancy Istenes, and Kathy Vesley and moderated by Sarah Slocum.

## Awards

### Annual Awards Ceremony honors those who make our community a better place

Every year, Direction Home Aging and Disabilities is proud to recognize outstanding individuals at our Awards Ceremony. This year, recognition for exceptional home health aides – a vital part of staying happy and healthy at home – was added to the Hall of Fame.



Honoree Mayor Dan Horrigan, Gary Cook, and Dr. Harvey Sterns at the 2019 Direction Home Awards Ceremony.



### Honorees Included:

#### Mayor Daniel M. Horrigan

The Direction Home Akron Canton Area Agency on Aging and Disabilities  
Harvey L. Sterns Lifetime Achievement Award

**Jeanne Tondiglia** — Portage County Senior Hall of Fame

**William Adley** — Stark County Senior Hall of Fame

**Don Sendelbach** — Summit County Senior Hall of Fame

**Dr. Charles Milligan** — Wayne County Senior Hall of Fame

**Joe Selden** — The Volunteer Ombudsman of Distinction

**Kristin Roska** — The Joseph L. Ruby Scholarship Recipient

**Denise Price** — Portage County Home Health Aide Hall of Fame

**Carmencita Harris** — Stark County Home Health Aide Hall of Fame

**Edith Sayre** — Summit County Home Health Aide Hall of Fame

**Peggy Kelly** — Wayne County Home Health Aide Hall of Fame

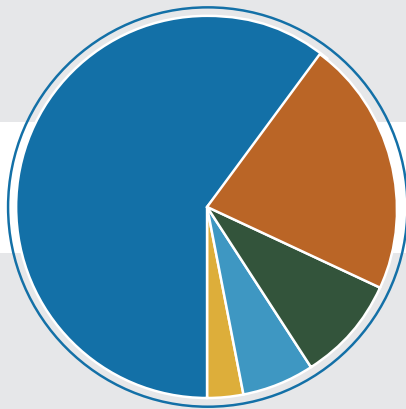


ABOVE: The Mayor's Senior Citizen's Commission announcing the intent of Akron to become Age Friendly. BELOW: Dr. Harvey Sterns presenting the Outstanding Gerontologist of the Year Award to Gary Cook.

# CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

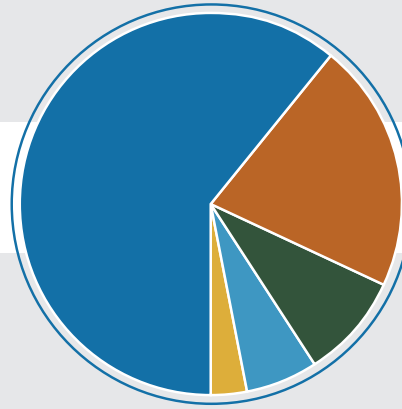


TOTAL REVENUES BY SOURCE – FY 2019  
\$57,305,601



- 60%** Medicaid
- 22%** Non-government Revenue
- 9%** Older Americans Act and Other Federal
- 6%** State and Local
- 3%** Other Revenue

TOTAL REVENUES BY SOURCE – FY 2018  
\$56,930,489

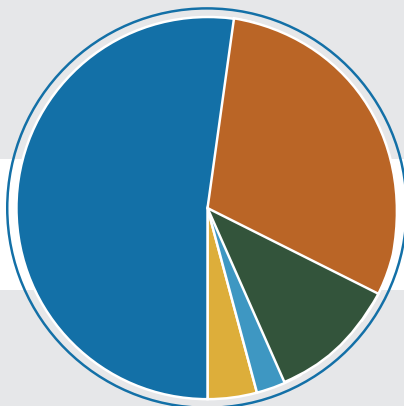


- 61%** Medicaid
- 21%** Non-government Revenue
- 9%** Older Americans Act and Other Federal
- 6%** State and Local
- 3%** Other Revenue

## REVENUES

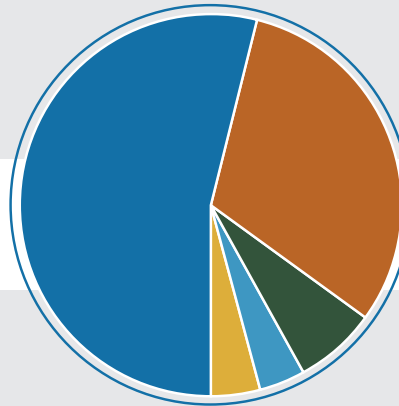


TOTAL EXPENDITURES – FY 2019  
\$56,271,136



- 51%** Managed Care Provider Earnings
- 31%** Long-term Services and Supports
- 12%** Elder Rights
- 2%** Administration and Operations
- 4%** Community-based Provider Earnings

TOTAL EXPENDITURES – FY 2018  
\$54,806,031



- 54%** Managed Care Provider Earnings
- 31%** Long-term Services and Supports
- 7%** Elder Rights
- 4%** Administration and Operations
- 4%** Community-based Provider Earnings

## EXPENDITURES





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101 Mobility of Cleveland/Columbus  
 14 Hearts Healthcare Agency, LLC  
 A&A Medical Supply, LLC  
 ABCD Dial-A-Ride  
 Absolute Health Services  
 Access Nursing Care, LLC  
 Access Solutions, Inc.  
 Access To Independence  
 Accessible Home Health Care of Akron  
 Accurate Medical Supply, Inc.  
 ACE Home Health Care  
 Addus HomeCare  
 ADT, LLC  
 Adult Wellness Center  
 Alert Care Medical Systems  
 Ali Residential Services, Inc.  
 Alliance YWCA  
 Almost Family/Medlink  
 Alpha Phi Alpha Homes, Inc.  
 Alpha Transportation, LLC  
 Alpine House of Ravenna, Inc.  
 Alternative Solutions Adult Day Care, Inc.  
 Altimate Care LLC  
 Amanda Rainelli  
 American Medical Transport  
 Americare Adult Day Services & Transportation  
 Americare Healthcare Services  
 Anna Maria of Aurora, Inc  
 Anne Marie Suppan-Duca  
 AnswerCare, LLC  
 Arcadia Home Care  
 ASIA  
 At Home Health Care LLC.  
 Atlantic Medical Transportation, LLC  
 The Atrium at Anna Maria, Inc.  
 Barbara Robinson  
 Bed Bug Burners, LLC  
 Bed Bug Home Preparation Service  
 Bel Air Senior Living Community  
 Beth Campbell  
 Blue Ribbon LLC  
 Boardman Medical Supply  
 Brantress N. Logan  
 Breeonie D. Brooks  
 Brentwood Assisted Living LLC  
 Brewster Parke - Dolley Madison  
 Brewster Parke - Henry Inn  
 Brewster Parke, Inc.  
 Briarwood Leasing, LLC  
 Brighter Day Services  
 Brookdale - Alliance  
 Brookdale - Bath  
 Brookdale - Canton  
 Buckeye Homecare Services  
 Cambridge Home Health Care - Canton  
 Cambridge Home Health Care - Macedonia  
 Cambridge Home Health Care - Wooster  
 Canterbury Commons  
 Canton Home Health Services  
 Canton Regency  
 Cardinal Retirement Village  
 Care 4 Me, LLC  
 Care for You Home Health Care Agency  
 CareStar, Inc. (Home Choice)  
 Caring Hands, Inc.  
 Carla A. Payne  
 Carla Foster  
 Carol A. Croston  
 Catherine Beavers  
 Catholic Charities ADS  
 Chapel Hill Community  
 Cheryl Tuskes  
 Christina Hunt  
 Christmas Home Health, LLC  
 Circle of Life Home Care  
 City of Macedonia  
 City Yellow Cab  
 ClearPath Home Health & Hospice - Akron  
 Coleman Professional Services Adult Day Services  
 ComForCare Senior Services of NE Ohio  
 Comfort Keepers  
 Community Caregivers of Cuyahoga Falls  
 Community Caregivers of Green Home Healthcare - Skilled  
 Community Caregivers of Green, Inc. - Unskilled  
 Community Caregivers of Mahoning County  
 Community Caregivers of Medina  
 Community Legal Aid  
 Companions of Ashland Home Care & Nurse Aide Training  
 Complete Healthcare Services, Inc.  
 Connect America  
 County of Summit  
 Creative Bath Systems  
 Critical Signal Technologies, Inc.  
 Crystal Harper  
 Danbury Woods Alliance  
 David Majewski  
 Decor Built Construction  
 Delores Williams  
 Denise Tarnowski  
 Developing Angels  
 Devin K. Finsley  
 Devoted All Care Services, LLC  
 Diamond S. Jordan  
 Dorothy Parmer  
 Doyle Medical, LLC  
 Dunrite Exterminating  
 Duraline Medical Products, Inc.  
 Dustin Szaraz  
 Easter Seals Northern Ohio  
 Elena A. Berman  
 Elite Care Home Healthcare  
 Elite Home and Chore Services, LLC  
 Elizabeth Myszka  
 Elmcroft of Sagamore Hills  
 Emmanuel Touch Home Care Specialists  
 Empowerment Homes, Inc.  
 Enterprise Health Services  
 Erica Newton  
 Erin K. Herman  
 Esteena Lennon  
 Eva L. Bruening Adult Day Center  
 Eva Wolfe  
 Family & Community Services, Inc. - Kent  
 Family & Community Services, Inc. - Mobile Meals  
 Family & Community Services, Inc. - Ravenna  
 Family Tree Home Care Services, LLC  
 Finney's Institutional Pharmacy  
 First Choice Medical Staffing of Ohio, Inc.  
 First Step Development Group  
 Four Seasons Health Services, LLC  
 Fox Chase of Bel Air  
 Fraley Renovation LLC  
 Friendly Home Care LLC  
 Gardens at Cuyahoga Falls  
 Geraldine Rhoads  
 Gilcrest Adult Daycare - Doylestown  
 Gilcrest Adult Daycare - Wooster  
 Gilcrest Wellness Center - Doylestown  
 Glenwood Assisted Living  
 Glenwood Care and Rehabilitation  
 Global Meals  
 Grande Village Suites  
 GreenView Assisted Living, LTD  
 Guardian Medical Monitoring, LLC.  
 Harry Rodgers  
 Haven Home Care, Inc.  
 Health Aid of Ohio  
 Health Care Bridge, Inc.  
 Heart and Home Health Care  
 Heart to Heart Home Health Care  
 Heartfelt Cares LLC  
 Heritage Home Healthcare of Cuyahoga Falls, LTD  
 Heritage Home Healthcare of Stark & Portage Counties  
 Holistic Home Health, Corp.  
 Home Care by Callos  
 Home Care Network, Inc.  
 Home Helpers  
 Home Helpers & Direct Link - Chagrin Falls  
 Home Helpers - Canton  
 Home Helpers - West Akron  
 Home Instead Senior Care  
 Home Preferred Home Care, Ltd.



Home Products Healthcare	Metro Regional Transit Authority	People Helping People Home Services, LLC	St. Luke Lutheran Home for the Aging
HomePath Home Care	Michael Eck	Perfect Melody Home Health Care LLC	Stefanie Dickson
HomeSense Enterprises, LLC	Midwest Home Care Ltd.	Philips Lifeline	Stephanie Raines
Hope Homes	Miles of Care Home Health Services	Prestige Home Services & Transport Service	Stephen Remis
Horizon Health Services	Miller's Rental & Sales	ProTech Security, Inc.	Stow Glen Assisted Living
Hunter's Run of Bel Air Senior Living Community	Minerva Senior Center	Providence Senior Transportation	Summit Adult Day Services
Inn at Belden Village	Miracle Medical Transportation, Inc.	Qmedic	Summit Home Health Services
Interim Homestyle Services - Akron	Misty C. Cunningham	Rachel D. Johnson	Superior Senior Services
Interim Homestyle Services - Kent	Mom's Meals	Rayna E. Hawley	Tamika L. Tyson
Interim Homestyle Services - N. Canton	Monique Grissom	Rebuilding Together Northeast Ohio	The Elms Assisted Living
Jacqueline Walker	MR Home Care of Cleveland OH, Inc.	Regina Health Center	The Gardens at Liberty Park
Jennifer L. Martin	My Family Home Health Care	Renee M. Richardson	The Inn at Apple Ridge LLC Management Company
Jessaline D. Veccia	Mya M. Reisinger	Rhonda Boles	The Inn at University Village
Jessekia B. Mabry	Namsara Homecare Services LLC	Ride With Us, LLC	The Inn at Whitewood Village
JFSA Care At Home	National Church Residences Portage Trail Village	Rochester Park Assisted Living	The Lodge at New Dawn, Inc.
Joanne Burns	NCR - Home Choice	Ronikka C. Carr	Theresa Castillo
Jonathan Brown	Noor Home Health Care	Royal Homecare Agency	ThomasLane, Inc.
Jonesy's Lawn Care	Northeast Professional Home Care, Inc. (ECL)	Ruby Finney	Tia M. Ivy
JRC Adult Day Center	Northeast Professional Home, Inc. - Akron	Rx Home Healthcare, Inc.	Tierra M. Spragling
JRC Home Repair	Northeast Professional Home, Inc. - Alliance	Sacred Arms, Inc.	Tiffany Brown
Kara Santelle	Northeast Professional Home, Inc. - N. Canton	Salvation Army - Canton	Tiffany Woods
Kimberly Barnes	Northeast Professional Home, Inc. - Ravenna	Salvation Army - Wooster	TNT Exterminating Co.
Kunkel Construction, LTD	The Oaks at Shady Lawn	Sandra Gates	Tonti Hollis
Lakeside Home Care, LLC	Ohio Living Rockynol (AL)	Sarah Day Care Centers - Belden Village	Tonya Horn
Latashia M. Wilson	OmniCare Home Health	Sarah Day Care Centers - Mayfield Manor	Townview Terrace
Lateesha Black	Opening Arms Outreach Social Services, LLC.	Sarah Day Care Centers - Saferstein	Unconditional Support
Laura Congrove	Ordrian Sullivan	Sarah Day Care Centers - Stow	Vantage Aging
Lavinia Pope	OrrVilla, Inc.	SARTA	Vicki Karimcole
LED Inc	Our Home Adult Health Center	Scenic View Transportation, Inc.	Vicki Wolcott
Litiana McBroom	Our Home Health, LLC	Schmidt Security Pro	The Village at St. Edward
Linda Thomas	Our House Cares Residential Services	Seeley Medical	Visiting Angels - Canton
Love and Compassion Home Health Agency	Ovren Mobility Products	Sharon Davis	Visiting Angels - Ravenna
Lucinda Rodgers	Pace Medical Equipment & Supplies	Shaw Ott Medical	Visiting Angels - Tallmadge
M & Y Care, LLC	Paradyne Medical Services, LLC	Shawnta Hill	Visiting Social Workers of Ohio, Inc. VRI
Marilyn Murkins	PARTA	Signal Tree Home Health	Wayne Manor
Martin P. Mirise	Patricia Scott	Simply EZ HDM of Northeastern Ohio, LLC	We Care Homecare LTD
Maxim Healthcare Services - Akron	Pearl's Hope, Inc.	Smart Home Healthcare	Wende Blankenship
Maxim Healthcare Services - Canton	Peggy Bartulovic	Sonshine Medical, Inc.	West View Manor, Inc.
MedScope America Corp.		Springfield Senior Center	Westark Family Services
Melinda R. Thomas		St. Joseph Care Center	Western Reserve Catering
The Merriman		St. Luke Lutheran Community Minerva	Youngstown Contracting Environmental, Ltd

# THE FOUNDATION REVIEW



Direction Home Akron Canton Foundation's goal is to ensure older adults have access to in-home, community-based care regardless of their ability to pay. The Foundation's efforts are targeted to increase awareness of the growing number of individuals who need some community-based care to live healthy and happy in the place they want to call home. Several issues preclude all older adults from accessing these services however, including a lack of planning for the future and qualifying for Medicaid (a payer of long-term services for low-income Ohioans).

When putting together plans to age in place, many have the wrong perception of support available that can leave them vulnerable when they need help. One of the largest misconceptions is that Medicare will provide community-based care such as meals and personal care. A recent Summit County needs assessment showed that 95% of people thought Medicare would cover in-home care

on an ongoing basis. The reality is that Medicare only provides limited time assistance based on recovery, not maintenance.

Medicaid is the only statewide funding source for long-term services to assist people to remain at home. Individuals must be impoverished to qualify for Medicaid however, and many are trapped between having modest savings or income (a few thousand dollars) and not enough to afford the care they need. Many individuals require minor interventions like meals and a personal care aide for a few hours a week to remain healthy and at home, but do not have access to this assistance.

One such couple requiring assistance is Jim and Carol. When Jim was diagnosed with dementia, Carol struggled to care for him on her own. Unfortunately, Jim's condition was beyond something that Carol could manage all day, every day. Carol heard about Direction Home's Care Coordination program (partially funded by the Foundation) and was overjoyed when she was able to enroll Jim in adult day care. Jim receives the care he needs and is able to socialize with others. Carol has time to complete chores and take care of herself. Carol says that she and Jim would never be able to afford this assistance otherwise.

Carol and Jim are just one example of individuals who need the help of programs like Care Coordination.

**The number of people in the gap between Medicaid eligibility and being able to afford private care is larger than widely realized.**



## Care For a Lifetime Campaign

Through our work every day, we serve individuals who need help but cannot afford to pay for that help themselves. Thankfully, there are accessible programs and Direction Home Aging and Disabilities to fill those needs. Unfortunately, there is a large percentage of the population that also needs assistance, but does not qualify for programs. **Direction Home Aging and Disabilities employees address this need by contributing to our Care for a Lifetime Campaign through direct and payroll-deducted donations sponsoring individuals through the Care Coordination program.**

## OUR 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.

## OUR VISION

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





Lee S. Walko

# FOUNDATION OFFICERS

**Lee S. Walko**  
Board Chair  
Attorney, Brennan, Manna & Diamond, LLC

**David B. Reynolds, M.D.**  
Vice Chair  
Retired Physician,  
Cleveland Clinic

**Fran D. Rice**  
Secretary  
Community Liaison

**George F. Sesock**  
Treasurer  
Retired Executive Director, Government  
Banking, J.P. Morgan

# FOUNDATION BOARD OF DIRECTORS



**Margaret F. Medzie**  
Director  
Vice President, Development & Donor Engagement, Akron Community Foundation

**Natalie E. Lindsay-Smith**  
Director  
Senior Paralegal – Law Dept., The Goodyear Tire & Rubber Company

## ANNUAL FOUNDATION RAFFLE



The Foundation Raffle had such a successful year in 2018, the goal for 2019 was set at a record-breaking \$175,000. We are so grateful to everyone who contributed to the campaign. **You made it possible for us to exceed that immense goal and raise more than \$181,500!** Donations play a huge role in helping our Foundation achieve its mission. One hundred percent of your donation works to ensure proper long-term care options are available for older adults. Every ticket purchased makes a difference in someone's life. The 2019 Raffle prizes and winners are:



**Our Grand Prize Winner *Simply EZ HDM of Northeastern Ohio, LLC* has won seven nights plus airfare for two worldwide.**

**1st Prize:**

Christmas Home Health, LLC, Choose Your Adventure – seven nights and airfare for two in the U.S. and Mexico

**2nd Prize:**

Andrew Chrzanowski, \$3,000 visa gift card and three nights stay

**3rd Prize:**

Melissa Foster, \$2,000 Visa gift card and a three nights stay

**4th Prize:**

Simply EZ of Northeastern Ohio, LLC, \$1,000 Visa gift card and a two nights stay

**5th Prize:**

Karen Cheung, \$1,000 Visa gift card and a two nights stay

**6th, 7th, 8th and 9th Prizes:**

Eli Dobben, Home Care by Callos, Amanda McComas, and Jim Stilson, \$250 Visa gift card and a one night stay

**Direction Home Foundation would not be able to assist older adults without the generous support of everyone who donates and buys raffle tickets. Thank you so much!** Please join us in a special thank you to the 2019 campaign's top donors, Northeast Professional Home Care, Simply EZ of Northeastern Ohio, LLC, and NFP.

Many thanks to our sponsors who made it all possible – Northeast Professional Home Inc, Interim Healthcare, PNC Bank, Summit County Public Health, Summit County Probate Court, AARP, and Summit County Executive Ilene Shapiro's Department of Jobs and Family Services.



WE PROVIDE CHOICES FOR PEOPLE  
TO LIVE INDEPENDENTLY IN THE PLACE  
THEY WANT TO CALL HOME.



**DIRECTION HOME**  
AKRON CANTON AREA AGENCY ON AGING & DISABILITIES

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