



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

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2014 Mission Report



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

MANAGING CARE FOR AGING ADULTS AND
INDIVIDUALS WITH DISABILITIES

40th Anniversary

Welcome Home

Direction Home Akron Canton 2014 Mission Report

With our role in the Ohio Home Care Waiver, we have expanded our mission to include those under 60 by providing case management to over 200 new members from birth through 59 years of age. These additions increase our membership to nearly 6,000 people with disabilities we assist regardless of age.

In 2014, Direction Home Akron Canton Area Agency on Aging celebrated its 40th year of helping older adults and people with disabilities remain independent with dignity. Reflecting on our history provides a unique opportunity to appreciate how far we have come, our recent accomplishments and the opportunities that the future presents.

Our Evolution

Five years ago, as we celebrated our 35th anniversary, 150 Agency co-workers served over 3,600 older adults with disabilities across our two Medicaid Waiver programs, PASSPORT and Assisted Living, and our Care Coordination program serving those seniors with disabilities unable to qualify for Medicaid. Today, we provide care management for five programs, adding Ohio Home Care Waiver (OHC) and MyCare Ohio. With our role in the Ohio Home Care Waiver, we have expanded our mission to include those under 60 by providing case management to over 200 new members from birth through 59 years of age. These additions increase our membership to nearly 6,000 people with disabilities we assist regardless of age.

We have grown our nursing home transition role since 2009, assisting Medicaid beneficiaries to transition back into the community settings through HOME Choice. This program has allowed nearly 600 previous nursing home residents to return to community settings over five years.

We grew our role in acute care transitions as well, contracting with the U.S. Centers for Medicare and Medicaid (CMS) to reduce avoidable hospital readmissions for Medicare fee-for-service beneficiaries. Through the Community-based Care Transitions Program (CCTP), we have







Joseph L. Ruby | President & CEO

coached 10,500 patients being discharged from 12 hospitals in our region since April 2012.

Last year we debuted our new name, *Direction Home Akron Canton*. This year, we are proud to add “Disabilities” to our name, just as we have added this population to our mission.

Our Current Reality

Today, many of our “extension of government” roles are growing. Our Aging and Disability Resource Center role has grown to include assessments for the MyCare dual demonstration pilot, adding nearly 1,700 visits in 2014 as well as three new co-workers. Our Ombudsman program has grown as well, adding MyCare Ohio rights protection to our responsibilities.

Our role significantly changed regarding our largest program, PASSPORT. Historically, the scope of our responsibility included screening, assessment, care management, compliance and claims payment. The MyCare Ohio dual



Willard P. Roderick | Chairman

integration pilot moves Ohio towards the privatization of Medicaid for those receiving both Medicare and Medicaid. This “dual demonstration” unifies Medicare and Medicaid services for those eligible for both benefits into one system administered by Managed Care Organizations. Today, we focus on our screening, assessment, and care management roles as opposed to backroom services.

Being the Architect of our Future

Our future presents tremendous opportunity for growth, but we have urgency to act. We must advocate to extend Home Choice and Community-based Care Transition programs that are set to expire after September 2016. In addition, we must advocate to extend our role in MyCare Ohio beyond the pilot which will end after April 2017. PASSPORT and Assisted Living Waiver programs are extremely popular, but their evolution to new administrative structures is imminent as well. Public policy is moving toward the consolidation of these programs with the

OHC program. Discussions have taken place that would combine these programs with other waivers in Ohio, creating a “single waiver” for non-dual eligible Medicaid beneficiaries across the lifespan. We must advocate for our role in this “single waiver” scenario and position ourselves to compete.

We believe this period of change presents tremendous opportunities. But to prepare for a competitive future environment, we continue to address four imperatives:

- Get to scale
- Get to price
- Get a payor partner(s)
- Get clinical integration

We possess the will and the ability to seize new opportunities, take smart risks and work with partners to achieve our mission. We will continue to play a leadership role at the national and state levels in order to assure a strong network to support people with disabilities. We are pleased to share our vision of the future, and look forward to working together to further our mission.



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We will utilize the role of our President and CEO as the current President of the National Association of Area Agencies on Aging (N4A), our trade association in Washington, D.C., to facilitate a strategic alignment with AARP and focus our lobbying efforts on Capitol Hill toward our common goal of the reauthorization of the OAA.

Area Agencies on Aging have an explicit role in advocating for older adults as part of our national mandate borne of the Older Americans Act (OAA). We accomplish this through education and dialog with elected officials and staff as well as the empowerment of older adults. Through this connection of legislator and constituent, voices are heard, policy is guided, and choice is promoted in long-term care.

At the National Level

The Older Americans Act was enacted in 1963 to ensure older adults have support to age successfully in their communities. The Area Agencies on Aging (AAAs) were formed as a result of the OAA and since then have built a robust nationwide network of aging service organizations. AAAs provide OAA services such as home care, respite, home delivered meals, transportation, congregate meals, legal aid and other services for older adults. The act has a four-year authorization period, and has always had bipartisan support. Due to issues with the funding formula and the impact of sequestration on OAA funding, states with growing older adult populations are not receiving additional funds due to a “hold harmless” clause that protects funding levels from declining to the previous reauthorization. This issue could be resolved with the allocation of an additional \$140 million, not an extraordinary amount relative to the growing older adult population.

Despite general bipartisan support for the Older Americans Act, there is currently a lack of political will to increase allocations for the Act and the bill that would have reauthorized the OAA in 2014 never moved forward. Going forward, **we will utilize the role of our President and CEO as the current President of the National Association of Area Agencies on Aging (N4A), our trade association in Washington, D.C., to facilitate a strategic alignment with AARP and focus our lobbying efforts on Capitol Hill toward our common goal of the reauthorization of the OAA.**

National policy leaders have recognized both the demand for community-based care options as well as the financial benefits of providing care to consumers in the least restrictive settings. Since 2009, the federal “Money Follows the Person” demonstration project called HOME Choice (Helping Ohioans Move, Expanding Choice) has become the primary means for safely and effectively transitioning Medicaid eligible consumers from an institutional setting to a community home. In FY 2014, 164 nursing home residents selected Direction Home Akron Canton to facilitate this journey, making our HOME Choice program the most successful in the state. Currently, 70% of referrals to HOME Choice are successfully transitioned, with 90% remaining in the community 90 days following transition. Referrals to the program have increased 37% over the same period last year. In order to streamline practice and processes, we have worked to align the efforts of our “pre-transition care managers” with our “transition coaches.” We have increased our referrals through targeted outreach efforts and building strong relationships with nursing home partners. In order to make a case to policymakers supporting the continuance of the program, **we will develop quantifiable evidence demonstrating the success of the HOME Choice program in terms of both consumer choice and Medicaid cost savings, and use this evidence to support a concrete strategy for legislative advocacy. This advocacy will be aimed at continuing HOME Choice beyond the 2016 sunset.**

Another program developed to address an issue critical to quality health care is the Community-based Care Transitions Program (CCTP). This program reduces avoidable hospital readmissions by providing transition coaching for Medicare fee-for-service individuals hospitalized with acute or chronic conditions. Our success in CCTP has been wide spread and diverse in nature. Using the evidence-based Care Transitions Intervention (CTI) of Dr. Eric Coleman, our Agency has collaborated not only with our hospital partners and patients, but with Dr. Coleman himself on his efforts to have transition coaching recognized as a permanent Medicare



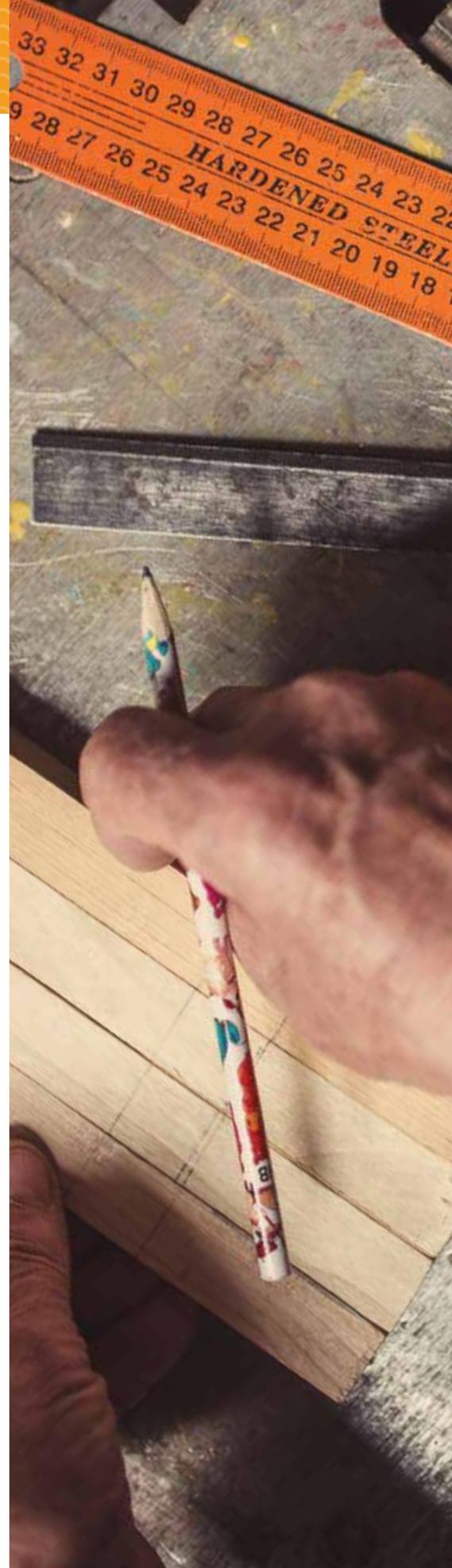
allowable cost. In 2014 we developed an independent contract with Independent Living Systems (ILS) to coach the high risk population that is served by Anthem Senior Advantage. Our monthly goal is to provide health coaching to over 1,000 patients through CCTP and ILS combined. Recently we secured an amendment to our original CMS contract that includes health coaching to short-term nursing rehabilitation patients, a population that might otherwise be underserved. We must now use our success to demonstrate the feasibility of AAAs leading the CCTP initiative after the program's scheduled end in 2016. We will use a multi-pronged approach in our efforts to continue and expand our acute-care transitions business: **1) we will advocate through our national trade association (N4A) for CMS to continue the CCTP program for Medicare fee-for-service patients beyond 2016; 2) we will work with national health policy experts to advocate for the designation of transition health coaching as a permanent Medicare reimbursable benefit; and 3) we will seek to expand our service to other pertinent health entities, including expanding our contracts to a broader range of Medicare Advantage Plans.**

In Ohio

Long-Term Services and Supports (LTSS) would not be possible without the network of direct care provider organizations. These organizations employ thousands of individuals who personally assist our members daily, making their independence in the community successful. The labor force supplied through these provider organizations is the critical component of the state's long-term care systems that use Medicaid dollars to care for people in their homes, rather than in more expensive institutional settings. Without these providers and their staff, efforts such as MyCare Ohio, Medicaid Waivers for LTSS and other Medicaid diversion programs would not be possible. We have advocated for adequate rates and roles for these providers in the MyCare Ohio pilot as well as across the programs we administer, such as PASSPORT and the Assisted Living Waiver. We have

partnered with Advocates for Ohio's Future to bring the issue of inadequate rates to light with Ohio's administration, including the impact to previous years cuts on provider rates. **We will advocate in concert with O4A and likeminded groups such as Advocates for Ohio's Future, AARP Ohio and Disability Rights Ohio for adequate reimbursement rates across all LTSS programs in order to enable providers to attract and retain an adequate labor force to meet the demand for Medicaid home-based care.**

MyCare Ohio, the State's dual integration pilot, kicked off in our region in July. Since then 76% of nearly 5,000 former PASSPORT and Assisted Living members were transitioned into that program. Area Agencies on Aging in the seven pilot regions retained their Care Management role, called waiver service coordination, within the new system. Using our expertise built from 30 years of experience in the PASSPORT program, we have been an integral part of the implementation of this program, assisting the State and our new managed care partners. However, there have been some bumps in the road to implementation and the AAAs are working diligently towards resolving these issues with our partners at the Ohio Department of Medicaid, the Ohio Department of Aging and the Managed Care Plans. We have worked toward solutions to provider network management issues as well as resolving problems regarding systemic loss of information between IT platforms. We will continue to "troubleshoot" these issues with ODM and the Managed Care Plans through the identification of jointly desired outcomes and our ability to achieve these outcomes. **We will be an indispensable resource in resolving problematic issues related to the implementation of MyCare Ohio, using this experience, demonstrated cooperation, and ultimate success to position ourselves as the care management provider of choice for all LTSS programs in our region past the MyCare Ohio pilot period ending in 2017.**



We will continue to expand relationships with area hospitals, health plans, nursing homes, and other residential care facilities by demonstrating that non-medical interventions such as transition coaching can lead to better health outcomes for patients, as well as cost savings for the medical community.

CCTP Hospitals

- Affinity Medical Center
- Akron General Medical Center
- Aultman Hospital
- Medina Hospital
- Mercy Medical Center
- Robinson Memorial Hospital
- Summa Akron City Hospital
- Summa Barberton Hospital
- Summa St. Thomas Hospital
- Summa Wadsworth-Rittman Hospital
- Western Reserve Hospital
- Wooster Community Hospital

The strength of our organization stems from the people within it. From our Board of talented and committed volunteers to our co-workers who all share a passion for our mission, we are empowered by these individuals who make Direction Home Akron Canton stronger by working together.

Our Board of Directors

We continue to strategically transition our Board from one focused on general business leaders to one comprised of leaders in the medical field. The emphasis on “right fit” talent on our Board has paid tremendous dividends in material outcomes achieved, from our successful hospital partnerships that facilitated implementation of the Community-based Care Transitions Program (CCTP), to our ongoing interactions with new enterprises such as NewHealth Collaborative, an Accountable Care Organization (ACO) which links their beneficiaries to our programs in a more seamless fashion. Recently, we added new Board member acumen to enhance our expertise in partnering with Managed Care Health Plans. We will continue to recruit talented Board members with Managed Care experience in recognition of our new role and continuing in MyCare Ohio.

Our Co-workers

We have experienced tremendous staff growth. Thanks to the expansion of our business lines, and new roles and responsibilities we have added nearly 50 staff members, bringing our total co-workers to over 200. To prepare our co-workers for the new MyCare Ohio Care Management systems, we developed enhanced training plans and Lean processes with our Managed Care partners to enable co-workers to operate effectively in the new, integrated managed care environment and effectively utilize multiple IT systems. We will explicitly define the existing and future employee skillsets required to achieve our goals in the changing business environment of MyCare Ohio, and provide the necessary training and professional development to ensure these skillsets are integrated into our operations.

We have been fortunate to have a long-standing executive leadership team, with the majority of leadership working together for 20+ years to guide our organization. Mindful that the average age of our executive staff is nearing retirement age, we have been implementing our formal succession plan. This plan identifies experienced high potential individuals and places them in mentoring relationships with executive leaders to prepare for retirements. By identifying and grooming internal candidates for future leadership roles, we ensure the continuity of the organization’s strategic vision, as well as an ongoing legacy for the organizational culture that we have carefully nurtured, which drives our success. As a part of this succession plan, we have identified and provided mentoring for internal successors for key executive leadership positions within the organization. To continue to grow the next generation of leaders, we will ensure that our high potential employees are provided with educational offerings and coaching specifically tailored to individual needs to assure their successful transition to higher levels of responsibility within the organization.

As we look to recruit and retain talented individuals to meet our growing needs for diverse staffing disciplines, an area of growing opportunity at Direction Home Akron Canton is our student intern program. In the past we have focused on clinical interns in Care Management and Elder Rights to help those who are looking for real world experience in their designated field. Recently, we broadened our program to include more traditional business fields such as fiscal and human resources. Building on this success, future plans include program expansion to greater business-based areas of study such as analytics, statistics and management. This will allow us to provide a greater scope of intern work experiences, with the outcome of increasing the employability of future graduates. We will expand opportunities for student interns to have meaningful work experiences at Direction Home Akron Canton, resulting in the development of a pool of potential future co-workers who are passionate about our mission, as well as provide



them with valuable skills and memorable work experiences.

Aging and Disability Resource Center

The Aging and Disability Resource Center Program (ADRC) is a collaborative effort of the U.S. Administration on Community Living and the Centers for Medicare & Medicaid Services (CMS). ADRCs serve as single points of entry into the long-term supports and services system for older adults and people with disabilities.

In Ohio, the approach is to create an Aging and Disability Resource Network (ADRN) comprised of partner organizations working together to ensure those who need services can access support through a variety of platforms. This network approach recognizes that individuals may access long-term services and supports in a variety of ways through differing organizations. The ADRN brings together diverse organizations that play a role in long-term services and supports to streamline access to services for the consumer. We currently partner with all area hospitals, county departments of job and family services, Tri-County Independent Living Center, Summit Co. Public Health District, United Way of Greater Stark County, Summit Co. Adult Protective Services, and ICAN Housing Solutions. To position our ADRN to meet the needs of our growing population of those who look to us for assistance, **we will strengthen the role of these partners in our ADRN, and include additional partners such as Federally Qualified Health Centers, additional public health organizations, and organizations providing support to people with developmental disability.**

Our Health Care Partners

Building on our strong partnership with area hospitals, we were able to expand CCTP to Medina Hospital and Wooster Community Hospital, while increasing the target of our monthly coaching from 304 to 785 (a 158% increase). This brings our CCTP hospital partners to 12, covering

multiple major hospital systems, as well as independent hospitals. This expansion recognizes our success in reducing avoidable hospital readmissions and acknowledges our importance in the comprehensive achievement of better population health outcomes. Our CCTP success has led to a new role in providing transition health coaching to reduce readmissions for a Medicare Advantage Plan, Wellpoint Health Plan. This new program is provided by Anthem for their members through a contract with Independent Living Systems (ILS) and represents the opportunity to provide supportive health coaching services to a new health care market, Medicare Advantage Plans. **We will continue to expand relationships with area hospitals, health plans, nursing homes, and other residential care facilities by demonstrating that non-medical interventions such as transition coaching can lead to better health outcomes for patients, as well as cost savings for the medical community.**

Another area of growth for Direction Home Akron Canton is in our health education offering. These popular classes use evidence-based methods to empower attendees to enhance their health, and thereby help to reduce hospital admissions, emergency department visits, and hospital readmissions. Our Chronic Disease Self-Management Program was developed by Stanford University, and now has grown to include Chronic Pain Self-management, A Matter of Balance and Tai Chi falls prevention. We have offered these courses through partnerships with Mature Services, the Stark Co. Urban League, and provider agencies such as Family and Community Services, Inc. As we move forward, we plan to secure the ability to offer another evidence-based class as a newly defined Medicare reimbursable service, Diabetes Self-Management. This new offering aligns with our goals for the education program. We have started the Medicare provider certification process and anticipate being able to begin this service in 2015. **We will build on our relationships with our Accountable Care Organizations, specialty practices, and health plans in order to grow this service through their referral processes.**





Our Quality Plan

In our increasingly competitive environment, it is essential that we maximize our productivity to provide competitive prices to our customers and high quality services to our members. We must demonstrate the value added by our services to the bottom line of customers. If approached properly, increased efficiency and quality service are complementary. Therefore, our Quality Plan consists of two main focuses: Continuous Quality Improvement (CQI) and Building our Culture of Excellence. We have enhanced these concepts by adding Lean and Six Sigma expertise, providing a more robust set of tools to our co-workers. These new skills allow us to redefine quality improvement and evolve our approach in building our corporate culture to exceed expectations.

Continuous Quality Improvement

Historically, we have ensured that all of our co-workers are certified in Lean. Lean is the quality improvement methodology by which waste is removed from work processes by eliminating non-value-added tasks. Constant improvement is the expectation. We now are enhancing our quality improvement programs by using more expansive data to inform our CQI efforts. The ability to measure process results (input, output and outcome) through explicit data tracking and analysis is a key in selecting projects to implement, solutions to pilot and actions to take regarding Lean events. With our new Lean and Six Sigma skillsets, we are able to combine our Lean program with our new data-driven analytical mindset. Moving forward, we will create standard work within and across functional areas that integrates new Six Sigma concepts and methods into our CQI program. This will include formal reviews and evaluations of proposed and piloted solutions to quality issues brought forward during a Lean event.

This will be particularly critical as new opportunities come with inherent inefficiencies (wasted time) and as new processes are developed and implemented. As with much of the health care industry, we are moving to

performance-based payment systems that pay capitated rates. Success will depend on our ability to demonstrate our value through concrete results, ensuring we achieve program service goals and meet adequate financial thresholds. In 2014, Direction Home invested in new IT infrastructure and staff training to support the development of a comprehensive, centralized data warehouse and performance dashboards containing all relevant programmatic metrics. These dashboards will illustrate key performance indicators at the individual staff, team and division level and will assist the Agency in better managing to our program and organizational outcome goals. Comprehensive and timely data is the key to ensure our new Business Intelligence system is robust enough to achieve our ends. We will work with our payor partners to identify the quality metrics critical to our joint success. In addition, we will work with the health plans to share data seamlessly so that our outcomes are transparent and our performance is verifiable and constantly improving.

Building a Culture of Excellence

This year we worked to create a planned and aligned corporate culture with our Northeast Ohio Coalition of Area Agencies on Aging (NEOCAAA) partners. Clinical competencies related to care transitions, health and wellness programming and care management have been standardized. Best practices from each organization are generating standard work and supporting our goal for clinical integration. Members from our Disney Institute Leadership group have generated quality standards that will guide decisions for staff members across all three Area Agencies on Aging, ensuring that we exceed the expectations of our customers. This “Better Together” philosophy tethers programs and processes to ensure positive outcomes across our operations. We will formalize our “Better Together” philosophy through the creation of a standard work culture and corresponding reinforcement

and training to ensure our community members and payor partners receive consistent high-quality services.

Within the overarching manifestation of our Disney-influenced corporate culture, program specific “local performance cultures” have helped drive consistent quality services that are valued by our community members. As new program and partnership opportunities are identified, understanding value from the perspective of our members will be critical to our ongoing success. Lean mastery has provided our co-workers with the tools to increase efficiency of every day processes while ensuring that members receive high quality services. New programs such as MyCare Ohio require new tools to ensure that we can absorb the ever increasing complexity that is an unavoidable consequence of any change on such a massive scale. In 2014, selected staff received Lean Six Sigma Green Belt certification to acquire new up-to-date skillsets allowing us to identify opportunities for driving quality through data driven techniques. With the addition of Six Sigma tools, we will identify metrics that are critical to quality from the perspective of our members and apply this perspective specifically to our respective local performance cultures.

We will identify metrics that are critical to quality from the perspective of our members and apply this perspective specifically to our respective local performance cultures.

We will evaluate models of organizational structure to manage shared services such as Human Resources, Information Technology and Finance. We will offer to include members of the Ohio Association of Area Agencies on Aging (O4A) and other appropriate stakeholders in NEOCAA's shared services.

In order to prosper in our new dynamic competitive business environment we must allocate our resources with a consistent emphasis on our long-term vision. One of our long held corporate values is to “emphasize long-term success over short-term expediency”. New opportunities require new investments, both in time and money. To meet the needs of the people whom we serve, take advantage of competitive windows of opportunity, and to provide the best support for our co-workers, we must ensure resources are directed effectively to the areas of the greatest impact. By tying these efforts to our strategic vision, we ensure we are investing in the future.

Better Together - Shared Regional Services

The Northeast Ohio Coalition of Area Agencies on Aging (NEOCAA) is comprised of Direction Home Akron Canton, The Western Reserve Area Agency on Aging in Cleveland and the Area Agency on Aging, 11 Inc. in Youngstown. Since its inception, NEOCAA has had tremendous success in reducing costs by collaborative efforts such as health insurance, payroll, program development, strategic planning and leadership training. We have also jointly negotiated new business contracts, and therefore grew revenue, with our joint efforts on the Ohio Home Care Waiver, MyCare Ohio, and Independent Living Systems (ILS) which provides regional health coaching to individuals with Anthem's Medicare Advantage Program. The current business environment now prompts us to move strategically to a scale of risk/reward business among the three AAAs that presents significant market share advantages to our customers while also providing economies of scale that allow us to offer competitive market prices for our services. To continue with the momentum of these collaborations, we will evaluate models of organizational structure to manage shared services such as Human Resources, Information Technology and Finance. We will offer to include members of the Ohio Association of Area Agencies on Aging (O4A) and other appropriate stakeholders in NEOCAA's shared services.

Information Technology System Development - Supporting New Business Models

With the implementation of MyCare Ohio and OHC, new IT software and hardware requirements have been introduced. Each of our new health plan partners have their own systems for care management, as does the State for our current PASSPORT/ Assisted Living waiver program. These programs also require additional functionality from our hardware systems, including a phone system that supports 24-hour coverage and remote access to our network. We commissioned an independent report to evaluate our IT infrastructure to identify areas where effectiveness can be enhanced and productivity can be increased. Acting on the findings of this report we will invest in recommended new or enhanced systems, reduce redundancy where appropriate, optimize network reliability and improve our employee productivity. We will work with our NEOCAA partners to replicate our IT efforts to create common denominators for IT systems, standards and competencies across northeast Ohio AAAs. This will enhance operations and facilitate interactions with our current and future customers.

Business Intelligence - Translating Data Into Action to Achieve Outcomes

One of the hallmarks of our organization is continuous quality improvement. This motivates us to find creative solutions and never be satisfied with status quo. Quality improvement processes such as Lean have guided us in removing waste from our processes and laid the foundation for Business Intelligence. Business Intelligence translates program data into guided action of staff which in turn leads to the efficient achievement of our desired outcomes.



For example, data from the Aging and Disability Resource Center provides us with information on call volume, customer service and productivity. We have invested in hiring new staff with analytical and statistical skillsets to have data-driven, goal-oriented decision support systems. This enables staff to base their actions and decisions on concrete performance metrics and analysis, and subsequently to see the quantifiable impact of these actions and decisions. This facilitates a true “PDSA” (Plan, Do, Study, Act) process. We have invested in information system software that facilitates the integration of program data among our various functional areas. Moving forward, we will invest in the creation of a “data warehouse” framework, which will be the foundation of our decision support and performance measurement systems. This will link our multifaceted programmatic efforts and create a system that we call “Project Elegant”, which was created to comprehensively and continuously improve our performance.

Regional Staffing - Onboarding Those With a Passion for Our Mission

The recent changes in the provision of long-term care in Ohio have greatly impacted the employment landscape for Area Agencies on Aging. Implementation of the MyCare Ohio program has resulted in greater competition for social work and registered nurse care management staff. These changes present greater potential for increased turnover and recruiting challenges. We use our Continuous Quality Improvement methods to remove waste in our onboarding process from posting to hire. We are not alone in this issue, however, as regional competition impacts our NEOCAAA partners as well. We pride ourselves in having the best employees in their respective fields on our staff, and we intend to continue this long history. Therefore, to address this issue we will invest in a NEOCAAA regional compensation, recruitment, and retention analysis to ensure that we continue to attract and retain the best available employees.





Agency Awards



2014 Senior Hall of Fame Winners (left to right) – Dave Paltani, Lawrence Gorman, Joseph Ruby, Sylvia Gage, Brenda and Robert Ajtaji

Each year Direction Home Akron Canton honors individuals for their dedication to the betterment of older adults. At an annual awards ceremony, we honor our Senior Citizen Hall of Fame Inductees, the Student Scholarship Award winner and the Ombudsman Volunteer of Distinction award winner.

Senior Citizen Hall of Fame

This ceremony is dedicated to acknowledging the life-long contributions honorees have made to their communities by inducting four well-deserving seniors into the Direction Home Akron Canton Senior Citizen Hall of Fame. The 2014 Senior Citizen Hall of Fame inductees were Dave Paltani of Portage County, Lawrence Gorman of Stark County, Sylvia Gage of Summit County, and Robert & Brenda Ajtaji of Wayne County.

Student Scholarship Award

Direction Home Akron Canton presents one student with a \$5,000 scholarship award each year to further the education of a student with a passion aligned with our mission. Winners are chosen based on their interest and intent to impact the lives of older adults. The 2014 Student Scholarship was

awarded to Karlissa McDonald, a student at Kent State University majoring in Human Development and Family Studies.

Ombudsman Volunteer of Distinction Award

The Ombudsman Volunteer plays a vital role in advocating for the rights of those accessing long term services and supports, primarily in the nursing home. The 2014 Ombudsman Volunteer of Distinction Award was presented to Lucy Fesler. Lucy has selflessly dedicated over 400 hours of voluntary service to residents and families of Northfield Village, Manor of Grand Village, Brentwood Health Care, Grand Village Suites and Elmcroft. Lucy has touched the lives of over 1,300 residents by protecting their rights, improving care and brightening their days. Lucy is a wonderful advocate for older adults.

Congratulations to all the honorees. Thank you for all you have achieved throughout your lives and for all you continue to accomplish. Thanks to your hard work, the lives of older adults are continually enhanced.



2014 Volunteer of Distinction (left to right) – Francine Chuchanis [Volunteer Manager], Lucy Fesler [Ombudsman Volunteer of Distinction], Liz Pfeiffer [Ombudsman]

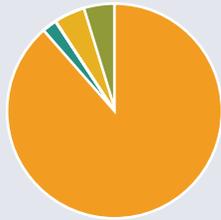


2014 Student Scholarship Winner (left to right) – Rhonda McDonald, Karlissa McDonald, and Alan McDonald

Consolidated Statements of Financial Position

Total Revenues by Source

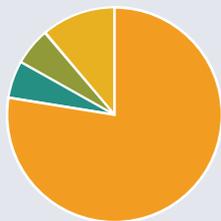
FY 2014 - \$78,000,901



- Medicaid – 84%
- Older Americans Act & Other Federal – 7%
- Other Revenue – 6%
- State & Local – 3%

Total Revenues by Source

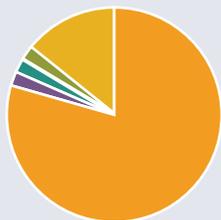
FY 2013 - \$68,050,914



- Medicaid – 86%
- Older Americans Act & Other Federal – 7%
- State & Local – 4%
- Other Revenue – 3%

Total Expenditures

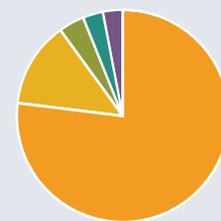
FY 2014 - \$76,644,133



- MLTC Division Provider Network – 76%
- MLTC Division – 15%
- Elder Rights Division – 3%
- Administration & Operations – 3%
- Allocations to Community Agencies – 3%

Total Expenditures

FY 2013 - \$67,348,579



- MLTC Division Provider Network – 77%
- MLTC Division – 13%
- Allocations to Community Agencies – 4%
- Administration & Operations – 3%
- Elder Rights Division – 3%

Assets

	June 30, 2014	June 30, 2013
CURRENT ASSETS		
Cash and cash equivalents	\$ 11,168,237	\$ 9,898,173
Accounts/grants receivable	2,778,847	636,634
Prepaid expenses	11,959	10,649
Total Current Assets	13,959,043	10,545,456
PROPERTY AND EQUIPMENT		
Land	330,000	330,000
Building and improvements	2,016,736	2,016,736
Equipment	594,626	561,291
Total	2,941,362	2,908,027
Less accumulated depreciation	1,013,451	902,393
Total Property and Equipment	1,927,911	2,005,634
OTHER ASSETS		
Investment in Direction Home Ohio LLC	10,000	10,000
Bond issuance fees, net	0	9,514
Deposits	11,104	11,104
Deferred compensation plan trust	392,968	335,506
Total Other Assets	414,072	366,124
TOTAL ASSETS	\$ 16,301,026	\$ 12,917,214

Liabilities and Net Assets

CURRENT LIABILITIES		
Current maturities of long-term debt	\$ 0	\$ 100,000
Accounts payable	7,508,598	5,490,717
Accrued payroll and payroll related accruals	769,307	626,603
Deferred revenue	1,149,590	570,591
Total Current Liabilities	9,427,495	6,787,911
LONG-TERM LIABILITIES		
Long-term debt, net of current maturities	0	670,000
Deferred compensation plan trust	392,968	335,506
Total Long-Term Liabilities	392,968	1,005,506
TOTAL LIABILITIES	\$ 9,820,463	\$ 7,793,417
NET ASSETS		
Unrestricted	6,447,901	5,093,768
Temporarily restricted	32,662	30,029
Total Net Assets	6,480,563	5,123,797
TOTAL LIABILITIES AND NET ASSETS	\$ 16,301,026	\$ 12,917,214



Consolidated Statements of Activities

Revenue and Support

	Unrestricted	Temporarily Restricted	Year Ended June 30, 2014 Total	Year Ended June 30, 2013 Total
GOVERNMENT SUPPORT				
Medicaid	\$ 65,537,075	-	\$ 65,537,075	\$ 58,130,017
Older Americans Act & other federal	5,052,067	-	5,052,067	4,973,193
State & local grants	2,552,218	-	2,552,218	2,489,493
Total Government Support	73,141,360	-	73,141,360	65,592,703
OTHER REVENUE				
Non-government revenue	3,588,683	3,386	3,592,069	1,240,874
Fundraising	182,267	-	182,267	161,643
Program revenue	904,890	-	904,890	917,257
Loss on disposal of equipment	(983)	-	(983)	(68,795)
In-kind revenue	121,657	-	121,657	140,596
Interest income	59,641	-	59,641	66,636
Total Revenue	4,856,155	3,386	4,859,541	2,458,211
TOTAL REVENUE AND SUPPORT	\$ 77,997,515	\$ 3,386	\$ 78,000,901	\$ 68,050,914
Expenses				
Salaries	\$ 10,087,585	-	\$ 10,087,585	\$ 8,356,333
Benefits	2,823,418	-	2,823,418	2,468,808
Professional services	424,803	-	424,803	328,142
Equipment and supplies	1,255,470	-	1,255,470	786,259
Travel and training	678,903	-	678,903	536,862
Depreciation and amortization	117,743	-	117,743	91,602
Occupancy	240,683	-	240,683	242,298
Other	442,587	-	442,587	334,717
Program allocations	60,323,187	753	60,323,940	53,821,290
Fundraising	22,839	-	22,839	19,463
In-kind expenses	121,657	-	121,657	140,596
Interest expense	36	-	36	93,551
Other rental expenses	104,471	-	104,471	128,658
TOTAL EXPENSES	\$ 76,643,382	\$ 753	\$ 76,644,135	\$ 67,348,579
CHANGE IN NET ASSETS	1,354,133	2,633	1,356,766	702,335
NET ASSETS, BEGINNING OF YEAR	5,093,768	30,029	5,123,797	4,421,462
NET ASSETS, END OF YEAR	\$ 6,447,901	\$ 32,662	\$ 6,480,563	\$ 5,123,797

Year ended June 30, 2014

Program services	\$ 74,217,461
Building operations	186,942
Administration and fundraising	2,239,732
TOTAL EXPENDITURES	\$76,644,135

Year ended June 30, 2013

Program services	\$ 64,918,318
Building operations	273,894
Administration and fundraising	2,156,367
TOTAL EXPENDITURES	\$67,348,579

Expenditures as reported on the statement of activities before elimination of inter-company transactions are allocated to the functional areas.

An audit of the June 30, 2014 consolidated financial statements of Direction Home Akron Canton Area Agency on Aging 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 7, 2015 in which Bober Markey Fedorovich expressed an unqualified opinion. The audited consolidated financial statements may be reviewed upon request at Direction Home Akron Canton Area Agency on Aging, 1550 Corporate Woods Parkway, Uniontown, Ohio 44685.

Provider Network Earnings

Agency	Service	2014 Total
A Better Home Health Care North, Inc.	Homemaker, Personal Care	\$1,200,113
A.S.A.P. Home Care, Inc.	Homemaker, Personal Care	\$614,688
Absolute Health Services, Inc.	Homemaker, Personal Care, Nutrition Consultation, Social Work Counseling	\$658,504
Absolute Home Health Care, Inc.	Personal Care, Homemaker	\$161,530
AC Health Care Services, Inc.	Homemaker, Personal Care	\$4,343
Access Nursing Care, LLC	Personal Care, Homemaker	\$179,408
Access Solutions	Minor Home Modification	\$26,500
Access to Independence	Home Medical Equipment, Minor Home Modification	\$32,397
Accessible Home Health Care of Akron	Homemaker, Personal Care	\$63,823
Accurate Medical Supply, Inc.	Home Medical Equipment, Minor Home Modification	\$12,680
ActivStyle, Inc.	Home Medical Equipment	\$133
ADT, LLC	Emergency Response System	\$74,228
Adult Wellness Center, LLC	Adult Day Service, Adult Day Service Transportation	\$157,897
Akron Summit Community Action Agency	RSVP/Foster Grandparents Sr Companions	\$6,706
Ali Residential Services, Inc.	Homemaker, Personal Care	\$350,511
Alliance Home Med. Equipment, Inc.	Home Medical Equipment	\$1,589
Almost Family	Homemaker, Personal Care	\$644,725
Alpha Phi Alpha Homes, Inc.	Home Delivered Meals, Congregate Meals	\$132,797
Altercare of Navarre Center for Rehab. & Nursing	Assisted Living	\$192,307
Alternative Solutions Adult Day Care, Inc.	Adult Day Service, Adult Day Service Transportation	\$125,598
Alzheimer's Association, Greater E. Ohio Area Chap.	Social Work Counseling and Respite	\$77,066
American Medical Transport	Transportation	\$9,342
American Red Cross, Stark County Regional Chapter	Transportation	\$32,290
Anna Maria of Aurora, Inc.	Assisted Living	\$135,289
AnswerCare, LLC	Homemaker, Personal Care, Chore, Pest Control	\$35,338
Arcadia Health Services, Inc.	Homemaker, Personal Care	\$1,215,256
ASIA, Inc.	Congregate Meals, Socialization	\$13,472
Association for Better Community Development	Transportation	\$14,331
Atlantic Medical Transportation, LLC	Transportation	\$54,214
Bed Bug Burners, LLC	Chore, Pest Control	\$72,236
Bel Air Convalescent Center	Adult Day Service, Adult Day Service Transportation	\$15,155
Beyond Eating LLC	Nutrition Consultation	\$26,658
Boardman Medical Supply Co.	Home Medical Equipment	\$5,577
Brewster Parke, Inc.	Assisted Living	\$3,440
Briarwood Leasing, LLC	Assisted Living	\$48,074
Brookdale Place of Bath, LLC	Assisted Living	\$4,736
Brookdale Senior Living Communities, Inc.	Assisted Living	\$77,842
Buckeye Transport Service, LLC	Transportation	\$13,208
Burbank Senior Care	Assisted Living	\$151,419
BXN Health Services, LLC	Homemaker, Personal Care, Adult Day Service, Adult Day Service Transportation	\$87,912
Callos Nursing Services	Homemaker, Personal Care, Nutritional Consultation	\$787,382
Cambridge Home Health Care Inc.	Homemaker, Personal Care	\$1,798,383
Cardinal Retirement Village	Assisted Living	\$31,172
Caring Hands	Emergency Response System, Homemaker, Home Medical Eqpt., Personal Care, Social Work Counseling	\$777,937
Catholic Charities ADS	Adult Day Service, Adult Day Service Transportation	\$113,436
Central Exterminating Company	Chore, Pest Control	\$18,797
Chapel Hill Community	Assisted Living	\$117,321
Christmas Home Health, LLC	Homemaker, Personal Care	\$693,313
CHV Home Medical Equipment Company, LLC	Home Medical Equipment	\$247
Circle of Life Corporation	Homemaker, Personal Care	\$450,839
City Yellow Cab Co.	Transportation	\$294,254
ClearPath Home Health	Homemaker, Personal Care, Community Transitions	\$1,416,079
Coleman Professional Services	Adult Day Service, Adult Day Service Transportation, Chore, Community Transitions, Homemaker, Personal Care, Pest Control	\$546,965
Community Caregivers of Cuyahoga Falls	Homemaker, Personal Care	\$1,876,831
Community Caregivers of Green, Inc.	Homemaker, Personal Care	\$1,126,962



Agency	Service	2014 Total
Community Caregivers of Stark County	Homemaker, Personal Care	\$883,367
Community Caregivers of West Akron	Homemaker, Personal Care	\$1,075,030
Community Legal Services	Legal Counseling	\$62,026
Companions of Ashland Homecare and Nurse Aide Training	Homemaker, Personal Care	\$205,245
Complete Healthcare Services, Inc.	Homemaker, Personal Care	\$799,822
ConnectAmerica.com, LLC	Emergency Response System	\$73
Creative Bath Systems	Minor Home Modification	\$37,420
Critical Signal Technologies, Inc.	Emergency Response System, Home Medical Equipment	\$111,098
Decor Built Construction, Inc.	Minor Home Modification	\$292,036
Duraline Medical Products, Inc.	Home Medical Equipment	\$2,570
E Group, Inc.	Personal Care	\$13,825
Easter Seals Northeast Ohio	Visiting	\$20,089
Elmcroft of Sagamore Hills	Assisted Living	\$505,143
Emerald Transportation	Transportation	\$2,980
Empowerment Homes, Inc.	Homemaker, Independent Living Assistance, Personal Care, Transportation	\$23,194
EMS Sentry, Inc.	Emergency Response System	\$362
Equal Access	Emergency Response System, Minor Home Modification, Home Medical Equipment	\$27,191
Family & Community Services, Inc.	Congregate Meals, Farmer's Market, Foster Grandparents, Home Delivered Meals, Homemaker, Personal Care, RSVP, Social Work Counseling, Sr Companion	\$538,930
Finney's Institutional Pharmacy	Home Medical Equipment, Minor Home Modification	\$199,676
First Choice Medical Staffing of Ohio Inc.	Homemaker, Personal Care	\$63,404
G.S. Burton Development, LLP	Transportation, Homemaker	\$6,349
Galaxy Medical Products, Inc.	Home Medical Equipment	\$4,907
Gardens of Western Reserve of Cuyahoga Falls, Inc.	Assisted Living	\$716,270
Gateway Healthcare Services LLC	Homemaker, Personal Care	\$324,675
Gilcrest Wellness Center	Adult Day Service, Adult Day Service Transportation, Transportation	\$464,120
Gladstone Headquarters, Inc.	Personal Care	\$18,754
Global Meals	Home Delivered Meals	\$274,702
Gloria Cleghorn (dba F & G Cornerstore)	Home Delivered Meals	\$387,267
Go-Troupe, LLC	Minor Home Modification	\$4,225
GreenView Senior Assisted Living	Assisted Living	\$105,725
Guardian Angel Home Care, Inc.	Homemaker, Personal Care	\$1,714
Guardian Eyes	Adult Day Service, Adult Day Service Transportation, Homemaker, Personal Care, Chore, Community Transitions	\$11,670
Guardian Medical Monitoring, Inc.	Emergency Response System, Home Medical Equipment	\$150,475
GV Suites, Inc.	Assisted Living, Community Transitions	\$14,282
Haven Home Care, Inc.	Homemaker, Personal Care	\$1,250,040
Health Aid of Ohio, Inc.	Home Medical Equipment	\$800
Health Care Bridge	Homemaker, Personal Care	\$799,374
Heart to Heart Home Health Care	Homemaker, Personal Care	\$138,418
Helping Hearts Sr. Home Care	Homemaker, Independent Living Assistance, Personal Care, Social Work Counseling	\$26
Heritage Home Healthcare of Cuyahoga Falls, Ltd	Homemaker, Independent Living Assistance, Personal Care	\$759,262
Heritage Home Healthcare of Stark & Portage	Homemaker, Personal Care	\$756,075
Holistic Home Health, Corp	Homemaker, Personal Care	\$222,380
Home Care Connection, Inc.	Homemaker, Personal Care	\$1,218,032
Home Care Network, Inc.	Homemaker, Personal Care, Nursing	\$192,526
Home Choice Transition Services	Transitions Services	\$201,157
Home Helpers-Canton	Emergency Response System, Homemaker, Home Medical Equipment, Personal Care	\$463,607
Home Instead Senior Care	Homemaker, Personal Care	\$247,480
Home Preferred Home Care, Ltd.	Homemaker, Personal Care	\$952,041
HomeSense Enterprises, LLC	Minor Home Modification	\$750
Hudson Health Care, Inc.	Assisted Living	\$71,410
InCare Home Health, Northern Ohio	Enhanced Community Living, Homemaker, Personal Care	\$35,888
Info Line, Inc.	Emergency Response System, Independent Living Assistance, Information & Referral	\$89,927
Info Link-United Way of Wayne and Holmes Counties	Information & Referral	\$9,228
In-House Healthcare, Inc.	Homemaker, Personal Care	\$31,279
Interim Health Care of Akron	Emergency Response System, Homemaker, Personal Care, Nursing, Occupational Therapy	\$2,477,453

Provider Network Earnings

Agency	Service	2014 Total
J.R. Coleman Senior Outreach (ADS)	Adult Day Service, Adult Day Service Transportation, Minor Home Modification	\$400,600
Jonesy's Lawn Care, Inc.	Minor Home Modification	\$331,545
Just Like Familiee II, Inc.	Homemaker, Personal Care	\$27,311
Koala Kruizers	Transportation	\$156,993
Kunkel Construction, Ltd.	Minor Home Modification	\$55,390
Lakeside Home Care, LLC	Homemaker, Personal Care	\$232,703
Laurie Ann Home Health Care	Homemaker, Personal Care	\$53,113
Life Alert Emergency Response Inc.	Emergency Response System	\$5,131
Lifeline Systems Company	Emergency Response System, Home Medical Equipment	\$235,127
Living Assistance Services	Homemaker, Personal Care	\$126,811
LL Canton, LLC	Assisted Living	\$363,147
Lorraine Surgical Supply Inc.	Home Medical Equipment	\$120
Louisa Ridge Adult Day Services	Adult Day Service, Adult Day Service Transportation, Independent Living Assistance, Transportation	\$60,186
M & Y Care, LLC	Homemaker, Personal Care	\$4,778
Marquis Mobility, Inc.	Home Medical Equipment	\$1,017
Massillon Cable TV, Inc.	Emergency Response System	\$13,314
Mature Services, Inc.	Chore, Congregate Meals, Counseling, Farmer's Market, Home Delivered Meals, Homemaker, Personal Care, Social Work Counseling, RSVP	\$1,013,420
Maxim Healthcare Services, Inc.	Homemaker, Personal Care	\$278,131
Meals on Wheels of Stark & Wayne Counties	Congregate Meals, Home Delivered Meals, Home Medical Equipment, Nutrition Consultation	\$1,294,656
Medical Service Companies	Home Medical Equipment	\$4,477
MedScope America Corporation	Emergency Response System, Home Medical Equipment	\$72,286
Menorah Park	Homemaker, Personal Care, Independent Living Assistance, Social Work Counseling, Emergency Response System	\$737,209
Metro Regional Transit Authority	Transportation	\$19,105
Midwest Home Care Ltd.	Homemaker, Personal Care	\$411,052
Miles of Care Home Health Services	Homemaker, Personal Care	\$405,868
Miller's Rental and Sales, Inc.	Home Medical Equipment, Minor Home Modification	\$208,084
Minerva Area Commission on Aging	Congregate Meals, Home Delivered Meals, Socialization	\$23,607
Miracle Medical Transportation, Inc.	Transportation	\$5,915
Mobile Meals, Inc.	Congregate Meals, Home Delivered Meals, Home Medical Equipment, Nutrition Consultation	\$1,135,997
Mom's Meals	Home Delivered Meals	\$707,756
National Church Residences Home & Comm Svcs Hlth	Homemaker, Personal Care	\$65,086
New Horizons Adult Day Services	Adult Day Service, Adult Day Service Transportation	\$271,393
Northeast Professional Home Care, Inc.	Homemaker, Personal Care, Nursing, Physical Therapy, Enhanced Community Living, Social Work Counseling	\$2,723,330
Northern Summit Multi-Service	Congregate Meals, Information and Referral	\$5,096
Ohio Presbyterian Retirement	Assisted Living	\$222,211
OmniCare Home Healthcare Agency LLC	Homemaker, Personal Care	\$7,221
Opening Arms Outreach Social Services, LLC	Homemaker	\$4,094
Our Friends and Family, LLC	Emergency Response System, Homemaker, Personal Care, Home Medical Equipment	\$681,785
Our Home Adult Health Center, LLC	Homemaker, Personal Care	\$40,368
Our Home Health, LLC	Personal Care, Homemaker	\$112,691
Ovren Mobility Products	Home Medical Equipment, Minor Home Modification	\$69,752
Pace Enterprises, Inc.	Home Medical Equipment, Minor Home Modification	\$777,257
Park Grocery Corp.	Independent Living Assistance	\$658
Personal Touch Home Care of Ohio, Inc.	Homemaker, Personal Care	\$356,745
Platinum Home Helper Services	Personal Care	\$36,839
Portage Area Regional Transportation (PARTA)	Transportation	\$22,642
Prestige Home Services, LLC	Chore, Minor Home Modification	\$42,909
Priority Home Health Care, Inc.	Homemaker, Personal Care	\$650,995
Professional Nursing Service	Homemaker, Personal Care, Social Work Counseling	\$26,108
Rebuilding Together	Minor Home Modification	\$7,451
Regina Health Center	Assisted Living	\$407,737
Ride With Us, LLC	Transportation	\$46,910
Rural/Metro Helpline	Emergency Response System	\$37,440



Agency	Service	2014 Total
Rx Home Health Care, Inc.	Homemaker, Personal Care	\$40,861
S.M.I.L.E., Inc.	Emergency Response System	\$7,224
Sanctuary Skilled Home Health Care	Homemaker, Personal Care	\$3,250
SarahCare	Adult Day Service, Adult Day Service Transportation, Homemaker, Personal Care	\$981,391
Scenic View Transportation	Transportation	\$154,047
Schmidt Security Pro	Emergency Response System, Home Medical Equipment	\$14,819
Seeley Medical	Home Medical Equipment	\$6,255
Senior Independence	Adult Day Service, Adult Day Service Transportation, Personal Care, Transportation	\$362,657
SeniorCare Home Maintenance & Modifications, LLC.	Minor Home Modification	\$5,538
Signature Health Services	Homemaker, Personal Care	\$118,601
Simply EZ Home Delivered Meals	Home Delivered Meals	\$1,829,688
Sonshine Medical, Inc.	Home Medical Equipment, Minor Home Modification	\$7,749
Speedy Medical Transportation	Transportation	\$3,100
Springfield Senior Center	Congregate Meals, Socialization	\$14,802
St. Joseph Care Center	Assisted Living	\$79,187
St. Luke Lutheran Home for the Aging	Assisted Living	\$189,348
Stark Area Regional Transit Authority	Transportation	\$65
Stow-Glen Inc.	Adult Day Service, Adult Day Service Transportation, Assisted Living, Homemaker, Personal Care	\$1,028,185
Summa Care	Evidence Based Prevention Program	\$512
Summit Adult Day Services	Adult Day Service, Adult Day Service Transportation	\$340,474
Summit County	Congregate Meal	\$10,000
Superior Senior Services	Chore, Minor Home Modification	\$84,480
Sweet Serenity Homecare	Homemaker, Personal Care	\$114,267
Tech Center, Inc.	Chore, Homemaker, Personal Care	\$609,712
The Briarwood	Assisted Living	\$535,891
The Inn at Belden Village	Assisted Living	\$4,880
The Inn at University Village	Assisted Living	\$163,829
The Merriman	Assisted Living	\$416,066
The Oaks at Shady Lawn	Assisted Living	\$525,163
The Village at St. Edward	Assisted Living	\$128,995
Townview Terrace	Assisted Living	\$293,861
Traditions at Bath Road	Assisted Living	\$1,286,216
Transworld Enterprises LLC	Transportation	\$100
Tri-State Construction	Minor Home Modification	\$16,800
Twinsburg - Legacy Assisted Living, LLC	Assisted Living	\$36,818
Universal Nursing	Homemaker, Personal Care	\$208,711
Visiting Angels-Independence	Personal Care	\$80,947
Visiting Angels-Ravenna	Personal Care	\$73,615
Visiting Social Workers of Ohio, Inc.	Social Work Counseling	\$182,130
VRI	Emergency Response System, Home Medical Equipment	\$54,194
Wayne Health Services & Supplies, Inc.	Home Medical Equipment, Minor Home Modification	\$20,253
Wayne Manor	Assisted Living	\$252,290
West View Manor, Inc.	Assisted Living	\$35,205
Westark Family Services	Counseling, Homemaker, Personal Care	\$529,496
Western Reserve Catering	Home Delivered Meals	\$351,473
Willcare	Homemaker, Personal Care	\$50,977
YWCA of Alliance	Congregate Meals	\$19,232

Grand Total: \$60,323,940

The Foundation Story

2014 Foundation Raffle Winners

Grand Prize: Seven nights plus airfare for two at The Ritz-Carlton Kapalua, Maui, Hawaii
Pam Simmons, Canton, OH

First Prize: Choose Your Adventure – Five nights plus airfare for two
Mark Yantek, Richfield, OH

Second Prize: HD Home Theater
Sheri Mozea, North Canton, OH

Third Prize: \$2,000 Visa Gift Card
Sandy Gent, Canton, OH

Fourth Prize: \$1,000 Visa Gift Card and two Nights at The Westin, Michigan Avenue, Chicago
Gabe Toles, North Canton, OH

Fifth Prize: \$1,000 Visa Gift Card and a \$500 Gift Card to Gasser Fine Jewelers (Canton, OH)
Connie Ring, Louisville, OH

Sixth Prize: \$500 Visa Gift Card and an overnight stay for two at Glenmoor Country Club (Canton, OH)
Tony & Sookie Vallone, Canton, OH

Seventh Prize: Pamper Yourself Package – \$500 Visa Gift Card and an overnight package for two at Sheraton Suites Akron/Cuyahoga Falls
Diane Gray, Ravenna, OH

Thousands of older adults in Portage, Stark, Summit and Wayne counties do not qualify for in-home assistance through Medicaid but cannot afford to purchase long-term services and supports on their own. These older adults have very few long-term care options. The absence of affordable long-term care can result in physical and financial decline, ultimately resulting in unnecessary Medicaid enrollment and nursing home placement. The goal of the Greater Akron/Canton Area Agency on Aging Foundation is to provide education and a greater understanding of the public policies affecting services available to older adults and to ensure adequate support of the senior populations who require assistance to remain independent.

Annually, funding for the Foundation comes from two separate campaigns: Care for a Lifetime and the Foundation Raffle Campaign. Care for a Lifetime is an annual internal fundraiser where Direction Home Akron Canton employees donate over \$50,000. These monies directly fund long-term services and supports to fifteen older adults on our Care Coordination Program. Without this generous support from our employees, these older adults would not have any other options to pay for their care.

Thanks to the wonderful support and generosity of the Agency sponsors and staff, the 2014 Foundation Raffle raised over \$138,000. This will help fund the efforts of Direction Home Akron Canton's advocacy outreach campaigns. All prizes are graciously donated by our community partners at no cost to the campaign. Special thanks to our sponsors, whose generosity made our raffle prize package possible:

- Employee Benefits International, Inc.
- Gasser Fine Jewelers
- Glenmoor Country Club
- Sheraton Suites – Akron/Cuyahoga Falls
- The Ink Well – Akron
- UnitedHealthcare

We wish to thank our top donors, who include:

- Northeast Professional Home Care
- Simply EZ Home Delivered Meals
- Almost Family
- ClearPath Home Health
- Interim Health Care
- Haven Home Care
- Complete Healthcare Services, Inc.
- Callos Group
- Community Caregiver of West Akron



The Greater Akron/Canton
Area Agency on Aging
Foundation



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The Goodyear Tire & Rubber Company*

Doug and Shirley Estes

Doug and Shirley Estes have been happily married for 63 years. Doug worked for Goodyear Tire and Rubber Company for 20 years before purchasing and running a very successful manufacturing company. In 2001 Doug suffered a serious stroke where he lost partial function to the right side of his body, and he lost all of his peripheral vision. After the stroke, Shirley found herself caring for her father as well as her husband.

During this time, Doug suffered his second stroke which brought additional damage, limiting Doug's function even more. While caring for her father and husband, Shirley broke her left hip. Not long after recovering from her broken hip, Shirley suffered a fall and broke her right hip. After enduring several health and financial declines, Doug and Shirley realized they needed additional help to perform necessary daily activities.

After talking with their doctor and getting a referral to Direction Home Akron Canton, Doug and Shirley were enrolled in the Care Coordination program through the Greater Akron/Canton Area Agency on Aging Foundation.

The Estes receive assistance from an aide five days a week. "We are so grateful for this program. When I wake up in the morning I know there's going to be someone here," said Shirley. The aide assists the Estes with any

non-medical related chores including cleaning and errands. Doug also has an Emergency Response System (ERS) that has been provided to him by the Greater Akron/Canton Area Agency on Aging Foundation. While Shirley was at a doctor's appointment Doug fell and was unable to get up. He was able to use his ERS to call for help and stay connected with the emergency response personal while he waited for the paramedics to arrive.

"It gives me a sense of security if I need to go out," said Shirley.

Doug and Shirley love spending time with their nieces and nephews and volunteering for their church. They love to host family get-togethers and bible studies at their home and thank God every day for their ability to remain as independent as possible and in the home that they love. They open their home to others every opportunity they have. "We maintain a very happy, joyful life. He'll be 86 and I'll be 82, and we do a lot of things that we wouldn't be able to do because of the help we get."

Doug and Shirley are a perfect example of the thousands of older adults in our communities who struggle with long-term care needs. With your help, and the help of our community partners, people like Doug and Shirley can remain independent with dignity in the comfort and safety of their own homes.



Doug and Shirley Estes