

**CONTINUING  
THE WAY FORWARD**



Area Agency on Aging • 10B, Inc.

*2009 Annual Report*

*35<sup>th</sup> Anniversary*

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agency  
on  
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Independence  
with  
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## THE WAY FORWARD: BUILDING ON 35 YEARS OF LEADERSHIP IN LONG TERM CARE

In 2009, the Area Agency on Aging celebrated 35 years of caring for older adults in home and community-based settings. Over the decades, our target market, business practices, and the business climate changed dramatically. We have consistently anticipated these evolutions, enabling us to continue caring for the older adults who depend on us for options to receive services and supports in the venue of their choosing.

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

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

As the aging population has grown, so has the Area Agency on Aging. To gain a perspective on the growth we have experienced, in 1989 the Agency served 560 PASSPORT and 222 Care Coordination members with a staff of 48. The total revenues at the time were \$7.5 million. By 2009, we had over 150 employees working to ensure the best care possible for over 3,600 PASSPORT and 500 Care Coordination members, with total revenues of over \$60 million.

### Our Past

The Agency was created under the sponsorship of the United Way of Summit County as a result of the 1973 amendments to the Older Americans Act. The United Way of Summit County negotiated with the Ohio Department of Aging (ODA) to transfer the sponsorship to a free standing non-profit corporation due to the Agency's expanded service region (Portage, Stark, Summit and Wayne Counties). This region was well beyond the United Way's purview. The evolution of the Agency's core business of long term care was furthered by the implementation of the PASSPORT Program, which first began in Portage and Summit Counties as part of the State's 12 county pilots in FY87.

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*Advocacy. Action. Answers on Aging.*

Interestingly, the U.S. Omnibus Budget Reconciliation Act of 1987 included additional screening and assessment for those individuals seeking nursing home placement. Twenty years later, the Agency's largest initiative is to identify Medicaid eligible older adults at imminent risk of nursing home placement or those currently receiving care in a nursing home and providing them a less restrictive, less costly choice for home or community-based long term care. This initiative is particularly critical now, in view of the State budget crisis and the corresponding need to utilize Medicaid most dollars efficiently.

Twenty years ago, the Agency added the Long Term Care Ombudsman Program, which became the nucleus for today's Elder Rights Division. The Ombudsman Program Inc., merged with the Agency from its structure as an independent organization in order to achieve efficiencies and lower overhead. At the same time, the Agency saw growth in its long term care responsibilities as part of a larger initiative to curb institutional long term care expenditures. Care Coordination, our program developed to address those needing long term care but unable to either qualify for Medicaid or pay privately for service, was developed to complement this initiative.

The need to address the plight of older adults of modest means prompted the creation of The Greater Akron/Canton Area Agency on Aging Foundation in 1999. In the past ten years, the Foundation has grown from fundraising to assist older adults through direct service provision to raising funds to impact public policy. By educating the community regarding the needs of these disenfranchised older adults who have no government supported option for ongoing assistance, we hope to impact local ballot issues to provide additional funding for their care.

## Our Present

Our current reality is fraught with challenges. Ohio faces the worst financial crisis in decades, a reality reflected in Ohio's FY10-11 Biennium Budget. This Budget, passed in July 2009, limited enrollment in PASSPORT and Assisted Living as options for long term care through Medicaid. No such limit was placed on Medicaid nursing home admissions, the most costly option available and least desirable to older adults requiring assistance. This

shortsighted policymaking sets the stage for a crippling future for Ohio. The Older Ohioan population is projected to grow 44% by 2020 as the age wave of baby boomers turn 60. To provide for the growing number of these older adults who will depend on our services, we have created a plan to address these challenges called The Way Forward, Our Strategic Vision. Below we outline the five cornerstones used to address challenges that lie ahead.

These cornerstones are:

1. **Our Consumer Plan: Make Consumer Choice a Reality in Long Term Care**
2. **Our Advocacy Plan: Fight to Win**
3. **Our People Plan: Work Together**
4. **Our Quality Plan: Build It Better**
5. **Our Financial Plan: Invest in the Future**

With the addition of Our Quality Plan, we hope to incorporate continuous quality improvement and impact corporate culture through refining our internal business processes. By harnessing the efficiencies borne of proper processes, we can exceed the expectations of our members and other consumers with the programs and services they require. We will align all cornerstones towards our mission, overcoming obstacles, and paving the way to a brighter future for older adults dependent on our care.

## Our Future

Ohio's Medicaid expenditures grew from \$2.6 billion in 2000 to \$4 billion in 2006 at an annual rate of 11.5%. If this trend continues, Medicaid will consume 68% of Ohio's budget by 2020. To ensure Ohio has resources for other public priorities into the future, the State must address three Medicaid long term care policy issues immediately.

### How do we define choice in long term care?

Clearly, many indigent older adults with chronic diseases and impairments require Medicaid long term care to assist in their activities of daily living. According to the U.S. Department of Health and Human Services, by 2050 the number of older adults utilizing long term care services will double, from 13 million in 2000 to 27 million. Will we

*Anniversaries*



continue to define choice in long term care as which nursing facility to call home? Or will we allow older Ohioans to select the care setting of their choice including home and community-based options? **Ohio must make “consumer choice” a reality in Medicaid long term care.** The State can ill afford to ignore this public policy imperative any longer. In 2007, Ohio ranked 41st in long term care spending balance, with 70% of expenditures in nursing home settings and 30% in home and community-based settings. According to the Ohio Business Roundtable, if Ohio’s annualized Medicaid spending per member moved to the national average, the State would realize nearly \$1 billion in savings a year. Additionally, if Ohio moved to the first quartile of states, the Ohio’s savings would be \$2 billion annually. These savings would resolve a major portion of the State’s overall budget shortfall.



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

**How do we “Build the Middle” of the Long Term Care Continuum?**

Ohio is not alone in its struggle to find effective policy that will guide spending in Medicaid long term care. States are working towards balancing their long term care offerings, with varying degrees of success. One state that has succeeded in balancing their Medicaid long term care costs is Oregon. While Ohio spent roughly 70% of its Medicaid long term care budget in nursing homes in 2007, Oregon spent 27%. This equates to Oregon’s success in assisting more people in less costly settings. While exploring how Ohio could replicate the success of Oregon, it was clear that older adults require viable options beyond home and nursing homes. There remains a gap in care settings in the middle of the continuum, where states like Oregon have realized tremendous savings in balancing Medicaid spending. **Ohio must create and fortify these middle options for older adults, growing Assisted Living, Adult Foster Home, and other venues that bridge the two settings.** These “intermediate” care settings are preferred by older adults and are much less costly than nursing home placement.

**How do we integrate Medical and Long Term Care?**

Most older adults depend on Medicare for their health insurance. However, long term care is not a covered Medicare benefit. Medicaid is the only public source of ongoing long term care support. Yet many Medicare beneficiaries have chronic diseases and chronic impairments that require both medical treatment and long term care services. Funding for these programs remain in separate “silos” exacerbating communication barriers among professionals and informal caregivers.

**Ohio must determine how to best integrate Medicare supported medical care with Medicaid supported long term care in order to achieve the best results for consumers and taxpayers.** With aligned supports and service delivery working towards common goals, chronically ill older adults will realize significantly improved health care outcomes including reduced emergency room visits, hospital admissions and readmissions as well as fewer permanent nursing home placements. With these improved consumer outcomes will come huge savings in Medicare and Medicaid.

**Conclusion**

Today, we face extreme financial challenges as a nation and a state. We find ourselves charged with providing quality services to a vulnerable population whose care is a mandated entitlement. For 35 years, we have been a leader in the long term care industry and a trusted advocate for Older Ohioans. We believe that the breadth and depth of decades of experience uniquely positions Area Agencies on Aging to lead the charge in Ohio with proven solutions. We hold the key to controlling the skyrocketing spending in long term care for a State desperate to find revenue to meet its priorities. By utilizing sound techniques and strategies, we can actualize The Way Forward. We believe that Area Agencies on Aging can provide choices desired by Ohio’s frail older adults, as well as the solution to the State’s crushing budget crisis.

**Willard P. Roderick** | Chairman

**Joseph L. Ruby** | President & CEO

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# Consumer

## OUR CONSUMER PLAN: *Make Consumer Choice a Reality in Long Term Care*

Due to the severe financial crisis facing the State, a limited number of Older Ohioans can enroll into the PASSPORT and Assisted Living programs each month. This limitation has resulted in burgeoning waiting lists of frail older adults with sharply reduced access to home and community-based services. As a result, many individuals are forced into nursing facilities, the least desirable and most expensive care setting.



*Assisted Living Member Barbara Buchanan with her Care Manager, Melissa Wright.*

Despite limitations on PASSPORT and Assisted Living enrollment from a community setting, Older Ohioans can avoid unnecessary permanent nursing home placement if enrolling in PASSPORT or Assisted Living directly from a nursing home setting thanks to legislation known as "Home First." These individuals transition to PASSPORT or Assisted Living settings immediately. This allows the Area Agencies on Aging to save Ohio up to \$40,000 a year per Medicaid member.

Unfortunately, older adults must be admitted to a nursing home to avoid being placed at the end of the PASSPORT and Assisted Living waiting list. We must expand the Home First legislation in order to divert older adults from the nursing home. This new enhancement of Home First would allow for older adults at "imminent risk" of nursing home placement to avoid costly waiting list placement due to medical frailty, self-abuse or neglect, hospitalization, or exhausting personal resources while residing in an Assisted Living facility. **We will advocate with our partners in the aging network to pass Ohio Senate Bill 214, the Home First Expansion legislation.**

To facilitate transitions from the nursing home, we have developed a new initiative, Providing Alternatives to Transitioning Home (PATH). Working with our partners in the Northeast Ohio Coalition of Area Agencies on Aging (NEOCAAA), we have developed a process by which Older Ohioans in nursing homes are identified and assisted with transitional services. We have hired and trained a specialized team of medical social workers to facilitate the expedient transition of older adults from a nursing home to home and community-based settings. To build on this initiative, **we will reprioritize the efforts of our Long Term Care Nurse Consultants to augment our capacity and expertise in nursing home transitions.**

One of these Older Ohioans who took advantage of this process was Barbara Buchanan. Mrs. Buchanan moved to Ohio to be closer to her daughter after the loss of her husband. She moved into an Assisted Living facility, paying privately for her accommodations. She quickly made her new assisted living apartment a home. She enjoyed decorating for the



holidays and would often invite her neighbors in to visit and have cookies to celebrate. Barbara became ill and required rehabilitative nursing home care. Her choice wasn't to stay in the nursing home, and she had exhausted her life savings on her institutional care. Thanks to Home First, we were able to assist Mrs. Buchanan to move to an Assisted Living care setting utilizing Ohio's Medicaid Waiver Program. She quickly made her apartment a home once again. When asked if Mrs. Buchanan was satisfied with her services, her daughter replied "Mom feels like she's already died and gone to heaven!"

We have continued to research and capitalize on opportunities to offer PASSPORT and Assisted Living to members such as Mrs. Buchanan. We increased our efforts to attract and retain the providers needed to supply our members with services and viable options. We have expanded our Assisted Living provider network

to 20 out of 37 potential venues in our area. **We will continue to identify geographic areas lacking suitable Assisted Living providers to meet the expressed demand for service in desired locations.**

Historically, our four County region's provider network has been reimbursed for services by the State at a lower rate than in any other Ohio Area Agency on Aging region. In an effort to address this inequality, the Ohio Department of Aging procured an independent actuarial study of provider rate setting methodologies. **We will continue to urge the Ohio Department of Aging to build on the study's findings to more equitably reimburse providers, so there is no longer a financial incentive for our providers to serve one region of the State over another.**

As we have learned from other States such as Oregon, making consumer choice a reality in long term care requires an effort to create a range of viable community-based options to nursing home placement beyond

the home. One innovative approach to "building the middle" of the long term care continuum is Enhanced Community Living (ECL) Services. ECL Services utilizes PASSPORT funding to locate on-site homecare service providers such as home health aides to assist members who reside in multi-unit subsidized settings and other affordable congregate housing communities. ECL Services links affordable housing with homecare services that PASSPORT offers, creating a synergy between location and service in a way that provides assistance when and where it's needed in a flexibly scheduled timeframe. Once the Ohio Department of Aging receives the needed approval from the Centers for Medicare and Medicaid Services, **we will work with the Ohio Department of Aging and our community partners to implement ECL Services in our region.**



# OUR ADVOCACY PLAN:

## *Fight to Win*

Older Americans depend on Area Agencies on Aging to advocate for their interests, and we take that statutory responsibility very seriously. We continue to foster close ties with policymakers to ensure programs and services remain available for the growing number of older adults. As the competition for scarce resources escalates at the national, state, and local levels, we are committed to open, effective, and ongoing dialogue with federal and state legislators as well as local officials.

### At the National Level

The National Association of Area Agencies on Aging (n4a) remains our advocacy link to Washington D.C., setting the stage for our national advocacy priorities and activities. N4a and the National Association of State Units on Aging (NASUA), conscious of financial pressures facing states and the federal government, have developed a coordinated national long term care strategy called Project 2020 that will generate savings in Medicare and Medicaid at the federal and state levels while enabling older adults and individuals with disabilities to get the support they need to successfully age in their own homes and communities.

Project 2020 – which evolved from long term care initiatives of the U.S. Administration on Aging (AoA), the Centers for Medicare and Medicaid Services (CMS), and evaluated work in the field – was incorporated into the reauthorized Older Americans Act of 2006. As the federal government works towards a complete health care reform initiative, it is vital that Project 2020 be included.

Project 2020 incorporates the following three prongs in its approach:

#### 1. Person-Centered Access to Information

We have continued our commitment to assisting older adults and their families through information when and where they need it. We provide person centered access to information through our Aging Resource Center, serving over 23,000 callers in 2009, nearly 5,000 of which received in-person consultations by our Long Term Care Nurse Consultants as well. **We will refine our Aging Resource Center's informational database, creating a new web-based system that allows for standardized dissemination of long term care information.**

Building on our person-centered access to information; we have strengthened the bonds we share with other partners in the community. We meet regularly with our County Departments of Job and Family Services in order to facilitate timely Medicaid financial eligibility determination. We enjoy a staff presence on the Tri-County (Portage, Stark & Summit) Independent Living Center Board of Directors allowing us to better understand the unique needs of individuals with disabilities. We continue to target senior high rises to increase the information disseminated to residents of these facilities. **We will increase regional collaboration to improve consumer access to long term care information and services.**

#### 2. Evidence-Based Health Promotion and Disease Prevention

We have built on our successes with evidence based health promotion and disease prevention to advance the program and build capacity. This model of self care brings sound principles of managing chronic impairments to empower older adults to make positive changes in their lives. We have implemented this initiative in two areas, concentrating on our partnership with SummaCare Inc., and identifying community partners that share our health education interests and aligning our efforts to reach additional older adults.

We continued our partnership with SummaCare Inc., working together with lay leaders to provide trainings to: common members of SummaCare Inc.'s Medicare Advantage Plans and PASSPORT or Care Coordination; other members of each organization's individual programs; and older adults in the community. This partnership was made possible by a U.S. Administration on Aging grant through the Ohio Department of Aging. Based on surveys of event participants, response to the program has continued to be overwhelmingly positive.

Utilizing Stanford University's training model, the Agency has equipped members of Faith Community Nursing of Mercy Medical Center to facilitate trainings in Stark and Summit Counties. We have also worked with the Alzheimer's Association Greater East Ohio Area Chapter to develop lay leaders for this

important training program, allowing us to share these techniques with those assisted by that organization. The program was expanded to 80 individuals in 2009. We will expand our outreach to additional older adults, building on existing partnerships as well as developing new relationships to offer additional classes.

reductions, we have been forced to decrease the number of Care Coordination members. **To address funding limitations in our long term care programs, we will repurpose the Care Coordination Program to assist those waiting for enrollment into PASSPORT and Assisted Living long term care programs.**



*Mrs. Lambert shows how the Area Agency on Aging Evidence-Based Health Promotion and Disease Prevention Program allowed her to get back in the kitchen.*

### **3. Enhanced Nursing Home Diversion Services**

Historically, we have addressed the need for Nursing Home Diversion Services through Care Coordination, our program which utilizes state and federal funds for older adults who require long term care but do not qualify

for PASSPORT or Assisted Living. This popular program received substantial funding cuts again in 2009. Due to State Block Grant

We, as a national network of advocates for older adults, are attempting to include Project 2020 in National Health Care Reform legislation. To achieve the goals of Project 2020 at the national level, **we will continue to partner with the National Association of Area Agencies on Aging in gathering co-sponsors for this vital legislation.**

### **In Ohio**

Ohio's efforts towards a Medicaid unified long term care system was furthered through Ohio's FY10-11 Biennium Budget. The Agency conducted a massive advocacy campaign, united with the other Area Agencies on Aging through the Ohio Association of Area Agencies on Aging (OAAAA). Key recommendations of the Governor's Medicaid Unified

Long Term Care Budget Workgroup adopted in Ohio's FY10-11 Biennium Budget include:

- A single long term care line for all home and community-based services, including PASSPORT, Assisted Living, and Consumer Directed Care options
- Language allowing the State to seek a single Medicaid Long Term Care waiver from the federal government
- An enhanced community living provision to increase the aging network's array of services
- Case management for specified Medicaid state plan services allowing for better coordination of care
- Provisions for follow-up assessments in the nursing facility, although no funding was provided
- Provisions for quarterly forecasting and re-forecasting of need around home and community-based services and nursing home services and for Aging to meet quarterly with the Ohio Department of Job

**and Family Services and the Office of Budget and Management and the ability to move monies to accommodate the need, if available**

Staff continues to participate through a Governor's appointment to the Medicaid Unified Long Term Care System Workgroup. **We must continue to work with stakeholders across the State, including Home Health Agencies, Nursing Homes, Assisted Living Facilities and Managed Care Organizations to ensure consumer choice in Medicaid Long Term Care through a Medicaid Unified Long Term Care System.**

### **In Our Region**

Older Adults of modest means do not qualify for Medicaid long term care services such as PASSPORT or Assisted Living. Their resources disqualify them from receiving assistance from the government, but do not afford them the ability to purchase the expensive care they require.

Several counties in Ohio have been successful in passing Senior Service Levies to fund programs to help Older Ohioans who find themselves without other public options for

care. Unfortunately, the Citizens for Portage County Seniors were unsuccessful in the attempt to pass a similar levy in their county. Despite this setback, we remain committed to provide options for these Older Ohioans. **We will educate local communities regarding the lack of financial support available to older adults of modest means. We will continue to identify partners with like interests to align our efforts towards achieving this objective.**





## OUR PEOPLE PLAN: *Work Together*

Our people plan is focused on building relationships with stakeholders, identifying common interests, and aligning efforts for maximum benefit to older adults.

### **Our Board of Directors Improving Care Through Strategic Partnerships**

Over the past 35 years, the Area Agency on Aging Board of Directors evolved to match the changing focus of our business. We have grown from a board of business leaders to one that incorporates medical experts with executives and physician leaders from our area medical institutions. Through this regional collaboration with leaders and the organizations they represent, we can better align our efforts with the medical community to integrate medical treatment with long term care to ensure better consumer outcomes and reduce unnecessary and costly permanent nursing home placements, emergency room visits, and hospital admissions and readmissions. **We will continue to expand our partnerships within the medical community, building on relationships with the Akron Regional Hospital Association and the Northeast Ohio Universities Colleges of Medicine and Pharmacy.**

Additionally, we have expanded our placement of PASSPORT Long Term Care Nurse Consultants into Aultman Hospital, our first Stark County placement. This facility joins Akron City Hospital, Akron General Hospital, Barberton Hospital, Robinson Memorial Hospital, St. Thomas Hospital, Summa Western Reserve Hospital, and Wooster Community Hospital. Locating our nurses on-site in these medical facilities is strategically important as half of all nursing home admissions come from the hospital setting. By early identification of older adults who are appropriate for home or community-based services, we can divert individuals from unnecessary nursing home placement, or transition them from the nursing facility back home as soon as possible. **We plan to locate PASSPORT Long Term Care Nurse Consultants in all area hospitals.**

We have realized tremendous success in placement of our PASSPORT Long Term Care Nurse Consultants at the Cleveland Clinic Outpatient Center in Wooster. Over 800 Medicaid beneficiaries visit the Wooster Clinic daily. We have been able to link hundreds of older adults to long term care information and support through physician referral at the time

of their medical appointment. **We plan to place our PASSPORT Long Term Care Nurse Consultants at other physician practices serving large numbers of Medicaid beneficiaries.**

In an effort to further the goals of regional collaboration, we have created a new Communications Committee of the Board. This added guidance from professionals in the Marketing, Public Relations, and Communications fields allows us to target our efforts to assist consumers in accessing long term care services as well as educate the public regarding long term care policy issues. **We will recruit additional Board members with such expertise to enhance community awareness as well as access to long term care information, services and supports.**

### **Our Staff Promoting Learning and Growth**

We continue to bolster our proficiency in managing chronically impaired Older Ohioans. Due to the frail nature of our members, we must continue with our expansion of our High Risk Care Management Program that focuses on our PASSPORT members whose risk factors place them in most jeopardy of nursing

home placement. We have had success with our pilot program, lowering nursing home discharge from our Medicaid long term care programs from 40% in 2005 to 33% in 2009. This success means that by utilizing our high risk protocols combined with specially trained nurse care managers, we have been able to keep our members at home. **We plan to expand our Registered Nurse High Risk Care Management team from three to seven.**

We must address the rising cost of our health insurance benefit. When employees are absent due to illness, productivity and quality suffers. We have identified ways to empower employees to take a more active role in their own health and wellness, utilizing Agency-provided benefits such as flu shots, yearly physicals, diet and exercise plans, and cholesterol, blood pressure, and body mass index measurements.

According to a study by The Commonwealth Fund, employer-sponsored health care insurance premiums for family coverage rose 119% between 1999 and 2008 nationally. If the trend in spending continues, the cost could increase an additional 94% by 2020, bringing average national spending for family coverage to \$23,842. **We will partner with our health insurance plan to utilize proven health and wellness programs to increase the health of our staff, incentivizing staff to participate thereby lowering utilization, absenteeism and containing health insurance premium growth to sustainable levels. We will explore options for partnering with the Cleveland and Youngstown Area Agencies on Aging to develop a health plan design and jointly bid for a health insurance model with the overall purpose of controlling the growth of costs.**

## Our Volunteers and Student Interns

### Providing a Meaningful Experience

Our Areawide and County Councils continue to be a vital link between the Agency and the communities we serve. Providing a meaningful experience for Council Members who volunteer to assist with our advocacy efforts remains crucial to our success. Our Councils participated in several advocacy initiatives, writing hundreds of letters and emails, making telephone calls, and holding in-person meetings with legislators.

**To build on the success of our Areawide and County Council efforts, we will create a cohesive strategy and process that aligns their efforts with the Ohio Association of Area Agencies on Aging. We will recruit future members of the councils who share like interests, and align their efforts towards the achievement of Our Advocacy Plan.**

In the face of funding cuts and capacity constraints, our Ombudsman Program has placed greater focus on utilizing volunteers in an efficient and effective manner. We have refined our Volunteer Ombudsman certification trainings, improving resident care through complaint handling and an increased sense of autonomy and authority. **We will continue with expanded recruitment of Volunteer Ombudsman, utilizing both web-based recruitment options as well as community partners such as volunteer centers to attract**

**and retain these valuable members of our Agency family. We will empower volunteers to act with more independence, utilizing their skills and training to ensure the rights of consumers of long term care, regardless of location.**

We have established a new program for recruitment of talented interns, "Finding Our Future" through our Human Resources Division. Finding Our Future serves dual purposes, it provides valuable experience in aging services to future professionals while addressing our capacity issues with professional level services. Student interns use exposure at the Area



*Agency Board Members Marianne Lorini, President & CEO of the Akron Regional Hospital Association, and Dr. Kyle Allen, Chief of the Division of Geriatric Medicine at Summa Health Systems, are two professionals who are advancing our medical partnerships.*

Agency on Aging to enhance their educational coursework with real world experiences as well as a path to career placement. **We will continue to utilize targeted recruitment activities to fill the educational opportunities available at the Agency, providing added capacity for staff and hands-on learning for students.**

# Quality

## OUR QUALITY PLAN: *Build it Better*



*Mr. Ritchey is a PASSPORT member who receives the benefit of our enhanced process which allowed him to transition home from a Nursing facility.*

Due to limited financial resources and a dramatically increasing older adult population, Area Agencies on Aging are faced with challenges that continue to grow in scope and scale. By focusing on perfecting processes, removing waste, and reevaluating our activities, we can improve consumer outcomes. Our Quality Plan is built on developing a corporate culture of continuous quality improvement.

### Lean Mastery

In 2008, we chose Lean Quality Improvement as our continuous quality improvement model. We have educated ourselves, certifying all staff in Lean Mastery from The University of Akron Workforce Development and Continuing Education office. We have conducted over ten “Kaizen” events, analyzing the process and removing wasteful activities. We have built a “Lean” notification

system in our care management department, noting when processes could be improved and notifying those with responsibility for those processes. This notification system has resulted in removing waste from many front line processes including fax communication, which has been computerized. **We will continue to evaluate our processes, requesting new lean project ideas from all levels of the organization with special attention to the front line staff level in order to provide services to consumers more efficiently and effectively.**

### Growing a Culture of Excellence

To complement Continuous Quality Improvement’s efficiency focus, we have grown the Culture of Excellence program modeled after the Disney Company. The purpose of our



Culture of Excellence is “to provide our employees with the necessary means to foster loyalty from our internal and external consumers.” To that end, we have continued with the implementation of our plan, fostering the values of Competency, Courtesy, and Compassion to exceed the expectations of our members and consumers. We have added an employee recognition program to reinforce this culture. **We will educate staff on Culture of Excellence goals and expectations by creating “standard work” that exceeds consumer expectations. We will develop classroom and real world training programs with evaluative measures to ensure consistent application of knowledge across all employee areas. We will continue with our reinforcement activities, including our internal discussion forums on different aspects of our Culture of Excellence.**

Concentrating on corporate culture allows for increased loyalty from members, ensuring that we provide the best member experience possible. We have identified and created Local Performance Cultures, allowing for subcultures to grow and foster the overall goals of the Culture of Excellence. **Utilizing new Disney Institute training programs, we will create a new Culture of Excellence leadership initiative. We will have Agency Leadership attend Disney Company trainings, learning leadership methods and standards that will be the basis for top leadership practices in the years to come.**

Through the integration of Lean and Culture of Excellence into Our Quality Plan, we ensure that members receive the high level of service and attention they deserve by carefully growing our corporate

culture. We have made advances towards the achievement of this culture, as proven in our historically high customer satisfaction survey results. We must continue our work in inculcating the values and ideals of Our Quality Plan into the fabric of employee decision making. We must make exemplary customer service and continuous quality improvement a way of life for our employees, directing their actions on a subconscious level for the benefit of the older adults in our community.



# OUR FINANCIAL PLAN:

## *Invest in the Future*

Though current economic times limit the resources available to the Agency, we must maintain our focus on new technology and other infrastructure investments that will propel our business forward, and position us for future success.

### Improved Care Management Models for Each Long Term Care Setting

We have made significant advances towards new and effective models for care management of our PASSPORT members with the addition of High Risk Care Management protocols. These protocols allow for “standard work” to be applied to members at critical risk of permanent nursing facility placement. **We will measure the impact of these interventions on length of stay, discharge to nursing homes, emergency room utilization and hospital admission and readmission.**

**As membership in Assisted Living grows, we need to identify risk factors related to nursing home discharge from that venue, and develop protocols for this growing care setting.** To that end, we must identify other States such as Oregon that are successful at Assisted Living care management, learning best practices and incorporating them into our standard work.

More recently, we have developed a new program, PATH (Providing Alternatives to Transition Home), which identifies and transitions older adults from the nursing home to home and community-based Medicaid long term care options. This team utilizes innovative processes developed in conjunction with Cleveland and Youngstown Area Agencies on Aging. To ensure that older adults have the opportunity

to return to the community from a nursing home, we must ensure our PATH program is successful. To that end, **we will identify and procure an evidence-based Hospital and Nursing Home Transition program for relocating older adults to home and community settings.**

### A Financial Model that Will Position Us to Accept Risk Contracts

Contingency planning is crucial to the long term success of our Agency, particularly in times of economic uncertainty. In order to position our Agency to provide Medicaid Long Term Care in a capitated system, we continue to prepare ourselves to accept risk-based contracts for Medicaid long term care.

We have taken some preliminary steps to assess the feasibility of accepting risk contracts. We have discussed feasibility with the Ohio Department of Insurance, the regulatory body for risk-based, capitated managed care systems. We have visited the Milwaukee Area Agency on Aging to evaluate the feasibility of application of Wisconsin’s capitated system in Ohio.

As we proceed with our planning for this public policy contingency, **we will enlist the expertise of a consultant to conduct a feasibility study to determine the financial, legal, and organizational model(s) most appropriate for the undertaking of risk-based contracts for managing long term care. We will identify additional states with capitated systems and evaluate their programs for best practices.**

### Consumer Education Programs

As the debate regarding the federal government’s role in health care continued through 2009, we have increased our community outreach efforts to educate older adults regarding their Medicare options. By utilizing targeted community partnerships with the Ohio Senior Health Insurance Information Program, other community agencies and events, we were able to expand our educational offerings bringing vital Medicare information to a broader audience. **We will continue to expand our community partnerships to offer quality Medicare educational programs that provide clear answers and useful information. We will answer questions regarding options such as supplement products as well as Medicare Advantage Plans. We will explore new ways to deliver Medicare information, including web-based tools and communication. We will expand our educational offerings beyond Medicare, providing older adults with information on personal financial management.**

### A New Office Complex

Our office headquarters is insufficient to house our growing staff. To date, the efforts of procuring funds for our new building project have met with moderate success. Locally, support for the project remains strong, with the City of Green recommitted to offer the land, sewer, and water services for the project. The Agency is seeking federal stimulus funding to build our new office facility. **We will obtain support for our new office project, building on the success of this local support.**

# AGENCY NEWS

## Area Caregivers Educated and Entertained at Annual Caregiver Seminar

On September 23, 2009, the Area Agency on Aging's Family Caregiver Support Program presented a caregiver seminar titled "Refreshing Your Resilience." Over 100 informal and formal caregivers were provided information on how to remain calm and poised under pressure. The instructor,

**Robin Rose**, also taught participants how to think and communicate effectively during times of high stress.

Ms. Rose is a renowned trainer and speaker. Her approach helps individuals comprehend and manage the subtle and dramatic changes that occur chemically and physiologically during stressful situations. Ms. Rose provided tools that caregivers could begin using immediately.

Many positive responses were received from participants. This event was not only a source of information on caregiving but was also respite from their responsibilities. Caregivers seldom receive time away from their care recipients, and "Refreshing Your Resilience" provided a break. Several grateful caregivers expressed that the information was excellent and will help them continue to provide care to those who depend on them.



*Robin Rose (left) teaches a caregiver how to manage stress at the Caregiver Support Program.*

## Area Agency on Aging Presents Lifetime Achievement Award to Dr. Harvey L. Sterns

The Area Agency on Aging was proud to present **Harvey L. Sterns, Ph.D.**, with a Lifetime Achievement Award in Aging on Thursday, March 19, 2009 during its conference in Fairlawn. Dr. Sterns is a Professor of Psychology and Director of the Institute for Life-Span Development and Gerontology at The University of Akron.

Dr. Sterns was selected for this honor due to his vast experience and contribution to the field of aging. He has served on the editorial boards of *Psychology and Aging*, *The Gerontologist*, *Journal of Women and Aging*, and *Research on Aging* and serves on the editorial board of *Experimental Aging Research*. He is a fellow of the American Psychology Association, Gerontological Society of America, the Association for Gerontology in Higher Education and the American Psychology Society. Current research includes aging and work, training of adult and older adult workers, personality factors and retirement adjustment and satisfaction, as well as personality factors in housing choices in retirement. Other research includes alcohol treatment and aging, and life planning issues for older adults with mental retardation.

Dr. Sterns is renowned for his innovation and research, and has assisted the Area Agency on Aging with consultations, presentations, and educational development for staff since its founding in 1974. In a further honor, the Annual Lifetime Achievement Award will hereafter be named the Harvey L. Sterns Lifetime Achievement Award. "We at the Area Agency on Aging are very lucky to have a national aging expert such as Dr. Sterns as a local resource," said **Joseph L. Ruby**, President and CEO of the Area Agency on Aging. "We are proud to present this award to Dr. Sterns, and name it after him in his honor."



*Harvey L. Sterns, Ph.D., recipient of the 2009 Area Agency on Aging Lifetime Achievement Award in Aging.*

## Area Agency on Aging Co-Presents “Listen to Our Patients: How to Improve Transitions Across the Health Care Continuum”

The Area Agency on Aging, the Akron Regional Hospital Association, and Western Reserve Geriatric Education Center and Office of Geriatrics, Northeastern Ohio Universities Colleges of Medicine and Pharmacy were proud to offer “Listen to Our Patients: How to Improve Transitions Across the Health Care Continuum” on October 15, 2009.

This educational event targeted health care professionals across the continuum of care, including the hospital, nursing facility, and community-based settings. **Dr. Eric Coleman**, nationally renowned expert in the field of transitional care, was the keynote speaker. Also included was an interactive discussion highlighting the complexity of transitional care from the perspective of the patient, the caregiver, and those in the health and long term care industries.

## Annual Ceremony Honors Hall of Fame Recipients, Volunteers of Distinction, and Student Scholarship Winners

The Area Agency on Aging held its annual awards ceremony in December to highlight individuals of distinction. We were proud to induct our 2009 Hall of Fame members and award our Volunteer of Distinction and Student Scholarship winners.

This year’s Hall of Fame inductees represented older adults of achievement in their county. These individuals were selected due to their community service and the example they set for positive aging. The inductees for 2009 were:

- **Walter and Nancy Adams, Portage County**
- **Paula Chilson, Stark County**
- **Leroy G. Smith, Summit County**
- **Gerald and Marilyn Payn, Wayne County**

Every year we take a moment to honor an individual who gives selflessly of their time and talents to improve the Area Agency on Aging through volunteer efforts. This year’s Volunteer of Distinction was actually a team of two talented ladies who work together to advocate for the rights of nursing home residents. We are proud to honor **Deborah Carter and Jane Mathie** as this year’s Volunteers of Distinction.

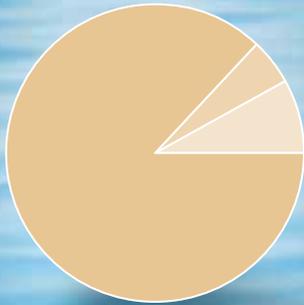
The Agency also recognizes a very well deserving higher education student who has a desire to pursue a career which benefits older adults. **Mary Brodland** is the recipient of this year’s Agency scholarship. Mary is a fashion major at Kent State University. She has a strong passion for addressing social isolation in older adults by enhancing self esteem through fashionable clothing designed to be easily worn by those with special needs.



Agency Chairman of the Board Willard P. Roderick (far left) and President and CEO Joseph L. Ruby (far right) join the Hall of Fame inductees (left to right) Gerald and Marilyn Payn, Paula Chilson, Leroy Smith, and Nancy and Walter Adams.

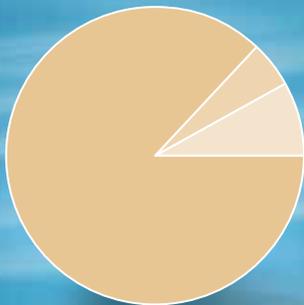
## Total Revenues By Source

FY 2009  
\$60,754,001



- Medicaid – 86%
- Other State & Local – 6%
- Older American's Act & Other Federal – 8%

FY 2008  
\$53,801,614



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

## CONSOLIDATED STATEMENT OF FINANCIAL POSITION

	June 30, 2009	June 30, 2008
<b>Assets</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ 7,105,211	\$ 6,735,755
Accounts/grants receivable	647,402	316,539
Prepaid expenses	17,141	10,596
Total current assets	<u>7,769,754</u>	<u>7,062,890</u>
<b>PROPERTY AND EQUIPMENT</b>		
Land	\$ 330,000	\$ 330,000
Building	1,884,385	1,884,385
Equipment	453,395	444,916
	<u>2,667,780</u>	<u>2,659,301</u>
Less accumulated depreciation	748,839	666,452
	<u>1,918,941</u>	<u>1,992,849</u>
<b>OTHER ASSETS</b>		
Bond issuance fees, net	\$ 15,644	\$ 17,177
Deposits	1,315	1,315
Deferred compensation plan trust	165,635	171,981
	<u>182,594</u>	<u>190,473</u>
	<u><u>\$ 9,871,289</u></u>	<u><u>\$ 9,246,212</u></u>
<b>Liabilities and Net Assets</b>		
<b>CURRENT LIABILITIES</b>		
Current maturities of long term debt	\$ 85,000	\$ 85,000
Accounts payable	5,028,132	4,159,077
Accrued payroll and payroll related accruals	331,041	275,677
Deferred revenue	552,128	601,208
Total current liabilities	<u>5,996,301</u>	<u>5,120,962</u>
<b>LONG TERM LIABILITIES</b>		
Long term debt, net of current maturities	\$ 1,050,000	\$ 1,135,000
Deferred compensation plan trust	165,635	171,981
	<u>1,215,635</u>	<u>1,306,981</u>
Total liabilities	<u>7,211,936</u>	<u>6,427,943</u>
<b>NET ASSETS</b>		
Unrestricted	\$ 2,639,291	\$ 2,798,875
Temporarily restricted	20,062	19,394
	<u>2,659,353</u>	<u>2,818,269</u>
	<u><u>\$ 9,871,289</u></u>	<u><u>\$ 9,246,212</u></u>

An audit of the consolidated financial statements of the Area Agency on Aging, 10B, Inc. and Subsidiary was performed by Bruner-Cox LLP. The financial information in this report has been extracted from the consolidated financial statements covered by the reports of independent auditors dated January 14, 2010 and November 21, 2008 in which Bruner-Cox LLP expressed unqualified opinions. The audited consolidated financial statements and Bruner-Cox LLP's reports thereon may be reviewed upon request at the Area Agency on Aging, 10B, Inc., 1550 Corporate Woods Parkway, Uniontown, Ohio 44685.

# CONSOLIDATED STATEMENT OF ACTIVITIES

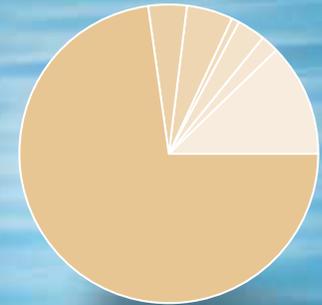
Year Ended June 30	Temporarily Restricted		2009 Total	2008 Total
	Unrestricted	Restricted		
<b>REVENUE AND SUPPORT</b>				
Government support				
Medicaid	\$ 52,521,105	\$ -	\$ 52,521,105	\$ 45,950,213
Older Americans Act and other federal	4,908,285	-	4,908,285	4,996,320
Other state and local	2,121,200	-	2,121,200	1,630,905
Total government support	59,550,590	-	59,550,590	52,577,438
Non-government revenue	111,596	668	112,264	155,145
Fundraising	115,999	-	115,999	155,326
Program revenue	758,038	-	758,038	670,465
Loss on disposal of equipment	-	-	-	(9,505)
In-kind revenue	180,422	-	180,422	10,599
Interest income	36,688	-	36,688	242,146
Total revenue and support	60,753,333	668	60,754,001	53,801,614
<b>EXPENSES</b>				
Salaries	\$ 7,192,616	\$ -	\$ 7,192,616	\$ 6,849,013
Benefits	1,986,171	-	1,986,171	1,844,305
Professional services	446,438	-	446,438	299,104
Equipment/supplies	445,333	-	445,333	506,505
Travel and training	455,146	-	455,146	439,953
Depreciation and amortization	83,920	-	83,920	86,478
Occupancy	235,196	-	235,196	200,444
Direct lobbying	-	-	-	176
Other	416,425	-	416,425	353,659
Program allocations	49,277,936	-	49,277,936	42,823,623
Fundraising	16,394	-	16,394	18,788
In-kind expenses	180,422	-	180,422	10,599
Interest expense	60,731	-	60,731	61,675
Other rental expenses	116,189	-	116,189	115,188
Total expenses	60,912,917	-	60,912,917	53,609,510
<b>CHANGE IN NET ASSETS</b>	\$ (159,584)	\$ 668	\$ (158,916)	\$ 192,104
<b>NET ASSETS - BEGINNING OF YEAR</b>	\$ 2,798,875	\$ 19,394	\$ 2,818,269	\$ 2,626,165
<b>NET ASSETS - END OF YEAR</b>	\$ 2,639,291	\$ 20,062	\$ 2,659,353	\$ 2,818,269

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

	June 30, 2009	June 30, 2008
Program services	\$ 58,830,022	\$ 51,588,992
Building operations	246,391	230,571
Administration and fundraising	2,238,261	2,166,360
Total expenditures	\$ 61,314,674	\$ 53,985,923

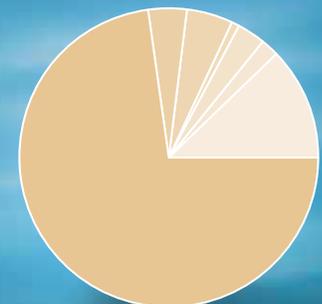
## Total Expenditures

FY 2009  
\$60,912,917



- MLTC Division Provider Network - 74%
- Allocations to Community Agencies - 4%
- Administration and Operations - 4%
- Community Services Division (CSD) - 1%
- CSD Provider Network - 4%
- Elder Rights Division - 2%
- MLTC Division - 11%

FY 2008  
\$53,609,510



- MLTC Division Provider Network - 73%
- Allocations to Community Agencies - 4%
- Administration and Operations - 5%
- Community Services Division (CSD) - 1%
- CSD Provider Network - 3%
- Elder Rights Division - 2%
- MLTC Division - 12%

## PROVIDER NETWORK EARNINGS

Agency	Service	2009 Total
A Better Home Health Care North, Inc.	Home Health Services	\$1,642,825
ABG Absolute Care, LLC	Home Health Services	\$3,988
A.S.A.P. Home Care	Home Health Services	\$708,919
Absolute Health Services	Home Health Services	\$692,534
Absolute Home Health Care, Inc.	Home Health Services	\$258,742
Access Solutions, Inc.	HME & Home Repair	\$75,631
Access to Independence	HME & Home Repair	\$134,388
ADT Security Services, Inc.	ERS	\$102,548
Akron Summit Community Action	Senior Volunteer Program	\$10,478
All Custom, Inc./All Custom Re-Bath	HME & Home Repair	\$20,770
Alliance Home Medical Equipment	HME	\$3,620
Alliance Senior Center	Socialization, Congregate Meals	\$24,701
Alpha Phi Alpha Homes	Congregate & Home Delivered Meals	\$119,781
Altercare of Navarre Center for Rehab. & Nursing	Assisted Living – Community Transition Service	\$146,436
Alternative Solutions Adult Day Care, Inc.	ADS	\$24,209
Always Home, Inc.	Home Health Services	\$6,281
Alzheimer's Association	Core Services	\$72,779
Arcadia Health Services, Inc.	Home Health Services	\$793,186
Asian Services In Action, Inc.	Socialization, Congregate Meals	\$12,776
Association for Better Comm. Dev.	Transportation	\$73,920
Atlantic Medical Transportation, LLC	HME	\$17,589
Barberton Nursing Services, Inc.	Home Health Services	\$566,763
Barberton Senior Center	Socialization	\$1,660
Barnhart, Shawn	Social Work Counseling	\$41,333
Bel Air Senior Living Community	PASSPORT – Enhanced ADS – day	\$19,245
Beyond Eating	Nutrition Consultation	\$22,075
BHC Services, Inc./Willcare	Home Health Services	\$525,412
Bilancini, David/Tri-State Construction	Home Repair	\$16,396
Boardman Medical Supply	HME	\$5,684
Briarwood Limited Partnership	Assisted Living	\$269,455
Callos Nursing Services	Home Health Services	\$550,745
Cambridge Home Health, Inc.	Home Health Services	\$3,020,078
Caretenders of Cleveland/Almost Family	Home Health Services	\$491,093
Caring Hands, Inc.	Home Health Services & ERS	\$759,207
Caring Solutions, Inc.	PASSPORT – Minor Home Modification	\$3,681
Catholic Charities ADS	Adult Day Services	\$93,280
Central Exterminating, Inc.	Chore	\$10,314
Chapel Hill Community	Assisted Living – Community Transition Service	\$76,462
Christmas Home Health, LLC	Home Health Services	\$1,071
City Yellow Cab	Transportation	\$342,305
CMJW, Inc./Koala Kruizers	Transportation	\$282,615
Coleman Professional Services	Adult Day Services & Home Repair	\$209,632
Community Action Wayne-Medina	Chore & Referral	\$6,456
Community Caregivers of Canton	PASSPORT – Personal Care	\$2,661
Community Caregivers of Green, Inc.	Home Health Services	\$814,725
Community Caregivers, Inc.	Home Health Services	\$1,683,514
Community Legal Aid	Legal Counseling	\$66,490
Companions of Ashland Homecare and Nurse Aide Training	Home Health Services	\$34,088
Complete Healthcare/ComForCare	Home Health Services	\$1,372,794
Critical Signal Technologies, Inc.	HME	\$6,971
Cuyahoga Falls Hosp./New Horizon ADS	Adult Day Service	\$586,995
CYO Adult Day Care	Adult Day Service	\$430,728



## PROVIDER NETWORK EARNINGS (cont'd)

Agency	Service	2009 Total
Hometown Care/Comm.		
Caregivers of Cuy. Falls	Home Health Services	\$469,132
In-House Healthcare, Inc.	Home Health Services	\$17,194
Infoline, Inc.	Information & ERS	\$131,556
Infolink	Information	\$16,225
Integrated Medical	HME	\$3,616
Interfaith Caregivers	Home Health Services & ERS	\$3,318
Interim Health Care	Home Repair & ADS	\$3,731,618
J.R. Coleman Senior Outreach	Adult Day Services	\$349,260
JMR Medical, Inc.	HME	\$74
Jennings Center for Older Adults	Transportation	\$3,820
Jonesy's Lawn Care	Home Repair	\$84,898
Julliard Senior Center	Socialization	\$3,518
L. Pace Enterprises, Inc.	HME	\$416,902
Lake Senior Center	Client Finding	\$3,518
Lakeside Home Health Care	Home Health Services	\$175,279
Laurie Ann Home Health Care	Home Health Services	\$254,570
Lifeline Systems Company	ERS	\$376,300
Living Assistance Services	Home Health Services	\$50,466
Lorraine Surgical Supply Company	HME	\$20
Louisa Ridge Adult Day Services	Adult Day Services	\$214,422
Mature Services, Inc.	Chore, Congregate Meals, Home Health Services, Senior Volunteer Program, Socialization & Farmers' Market	\$577,263
Marquis Mobility, Inc.	HME	\$3,400
Maxim Healthcare Services	Home Health Services	\$640,715
Meals on Wheels of Stark & Wayne Counties	Congregate & Home Delivered Meals	\$1,621,608
Medical Services Companies	HME	\$916
Merriman CCRC, Inc.	Assisted Living	\$1,072
Metro Regional Transit Authority	Transportation	\$65,798
Midwest Home Care, Ltd.	Home Health Services	\$122,413
Miller's Rental & Sales	HME & Home Repair	\$377,869
Minerva Senior Center	Socialization, Congregate Meals, & Home Delivered Meals	\$28,289
Miracle Medical Transportation, Inc.	PASSPORT - Transportation (Round Trip)	\$17,969
Miscellaneous Providers	Miscellaneous Services	\$21,982
Mobile Meals, Inc.	Congregate & Home Delivered Meals	\$1,899,317
Modulation/Integration/ LifeStyleEnhancemnt	ERS	\$889
Nervo, Michael	Repair	\$31,989
Northeast Professional Home, Inc.	Home Health Services	\$1,996,633
Northern Summit Multi-Service Center	Congregate Meals & Information	\$14,329
Northwest Stark Senior Center	Socialization	\$3,518
Ohio Presbyterian Retirement	Assisted Living	\$2,297
Ohio Presbyterian Retirement	Adult Day Services	\$408,751
OmniCare Home Health	Home Health Services	\$25,408
Our Home Health, LLC	PASSPORT - Personal Care	\$171,641
Outreach Community Living Services, Inc.	Home Health Services, ADS & Transportation	\$116,675
P.O.M. Group/Emerald	Transportation	\$48,976
Personal Touch Home Care of Ohio	Home Health Services	\$909,252
Portage Area Regional Transportation/PARTA	Transportation	\$32,020
Portage County Commissioners	Socialization, Farmers' Market	\$22,541
Portage Home Health Care	Home Health Services	\$829,681
Portage Trail Care Center	Assisted Living	\$82,005

<b>Agency</b>	<b>Service</b>	<b>2009 Total</b>
Primary Nursing Care/AC Health Services	Home Health Services	\$68,576
Premiere Caregivers of Northern Ohio	Home Health Services	\$1,320,198
Priority Home Health Care, Inc.	Home Health Services	\$2,418
Providence Home Care	Home Health Services	\$358,053
PurFoods, LLC	Home Delivered Meals	\$4,265
Ravenna, City of	Socialization	\$2,541
R.K. Wood Products	HME	\$13,358
Rebuilding Together	Home Repair	\$6,150
Regina Health Center	Assisted Living	\$27,393
Rural/Metro of Northern Ohio	ERS	\$76,896
Russian Tradition	HDM	\$81,693
SARAH Adult Care Centers, Inc.	Adult Day Services	\$500,136
Scenic View Transportation	Transportation	\$34,550
Schmidt Security Pro	PASSPORT – ERS Rental	\$5,826
Scooter Mart, LLC/Ohio Mobility	HME	\$7,340
Seeley Medical	HME	\$13,594
Self Support Personal Care, LLC	Home Health Services	\$1,422,515
Senior Independence	Home Health Services	\$19,085
Shady Lawn Retirement Home, LLC	Assisted Living	\$57,633
Shalom Adult Health Center, LLC	Home Health Services	\$52,673
Signature Health Services	Home Health Services	\$104,870
Simply EZ Home Delivered Meals	Home Delivered Meals	\$1,484,845
Speedy Medical Transportation, Inc.	Transportation	\$17,000
Springfield Senior Center	Congregate Meals & Socialization	\$20,911
St. Edward	Assisted Living	\$6,040
St. Joseph Care Center	Assisted Living	\$35,948
St. Luke Lutheran Home	Assisted Living	\$30,442
Stow-Glen ADS	Adult Day Services	\$72,768
Stow Glen Assisted Living	Assisted Living	\$298,270
Stow-Glen Home Health Care	Home Health Services	\$154,529
Summit County	Home Repair	\$10,400
Summit County Health District	Mass Outreach	\$8,100
Summit Home Health Care	Home Health Services	\$33,676
Sunrise Senior Living	Assisted Living	\$1,459
The Greenview Inn at Town Center	Assisted Living	\$101,923
Tech Center, Inc.	Home Health Services	\$656,653
Traditions at Bath Road	Assisted Living – Community Transition Service	\$30,040
Tri-State Construction	Minor Home Modification	\$5,000
Trillium Family Solutions	Chore, Counseling & Home Health Services	\$605,975
TSJ Agape Care	Home Health Services	\$127,639
United Way Portage 2-1-1	Information	\$10,205
United Way Stark 2-1-1	Information	\$3,011
Universal Nursing Services	Home Health Services & Chore	\$342,557
Valued Relationships/VRI	ERS	\$58,617
Van Harlingen, Inc.	Home Health Services & HME	\$837
VIP Home Care, Inc.	Home Health Services	\$1,228,746
Vishnia & Associates/Professional Nursing	Home Health Services	\$94,302
Visiting Hours/VNS Personal Care Services	Home Health Services	\$146,828
VNS	HME & Health Visiting	\$21,317
Westark Family Services	Counseling & Home Health Services	\$483,283
Western Reserve Outreach Center	Congregate Meals & Socialization	\$11,379
ZS Acquisition Company, LLC	HME	\$899

**Total Program Allocations**

**\$49,277,936**

# Foundation

## THE GREATER AKRON/CANTON AREA AGENCY ON AGING FOUNDATION

The Greater Akron/Canton Area Agency on Aging Foundation celebrated 10 years of caring for older adults of modest means who don't qualify for government assistance or possess the resources to pay for day-to-day care that provides their independence.

The Foundation seeks to educate the public and influence public policy regarding the lack of resources available to support older adults of modest means. There is broad misunderstanding regarding the availability of funding for long term care for this population, and the Foundation hopes to change that.

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

Our second fundraiser is our annual **Foundation Raffle Campaign**. Our raffle raises funds to educate the public as well as policy makers on the needs of these older adults of modest means. We raise these funds in the hopes that once public policy initiatives such as senior service levies come to a vote, the public and lawmakers will understand the issues surrounding the lack of adequate assistance for these older adults and move to correct this service gap. Our outreach efforts include promotional messages on WKSU radio, special events in the community, direct mail campaigns and other targeted educational opportunities and venues.

As the number of older adult of modest means grow, fortunately so does our raffle. Despite the economic downturn the country is experiencing, this year's campaign has followed previous years' trends by increasing funds raised. The

2009 raffle raised over \$101,000, a \$20,000 gain over the previous year! All prizes for the raffle are donated without any cost to the campaign. The Foundation can provide these amazing prizes (outlined below) due to the generous support of our community partners:

**National City Bank,  
Now a Part of PNC**  
**The Huntington National Bank**  
**Lee Jewelers**  
**Henry B. Ball Jewelers**  
**Sheraton Suites -  
Akron/Cuyahoga Falls**  
**Glenmoor Country Club**  
**Headliners Spa in Canton**  
**The Ink Well - Akron**

Congratulations to the 2009 winners:

**GRAND PRIZE**  
**Julia DiFrancesco**  
*Airfare and Seven Nights for Two at Westin® Maui Resort*

**FIRST PRIZE**  
**Dave Dzurec**  
*Samsung Home Theater System including a 55" LCD Flat Screen HDTV, Surround Sound System and 32GB iPod Touch*

**SECOND PRIZE**  
**Jane Anderson**  
*Choose Your Adventure - Five Nights Plus Airfare for Two (Le Meridien, Sheraton, St. Regis, Westin, W Hotels and more)*

**THIRD PRIZE**  
**Erika Sobolewski**  
*\$2,000 American Express Gift Card*

**FOURTH PRIZE**  
**Mindy Kneale**  
*\$1,000 NCB, Now a Part of PNC, Visa® Gift Card plus a Glenmoor Country Club Getaway for Two including an Overnight Stay with Dinner, Breakfast and Swedish Massages*

**FIFTH PRIZE**  
**Jack Diamond**  
*\$1,000 Lee Jewelers Gift Certificate*

**SIXTH PRIZE**  
**David Murkins**  
*\$1,000 NCB Now a Part of PNC Visa® Gift Card*

**SEVENTH PRIZE**  
**Carolyn Williams**  
*Pamper Yourself Package - Luxurious Spa Session for Two at Headliners Spa in Canton, OH, an Overnight Package at Sheraton Suites Akron/Cuyahoga Falls including breakfast and a \$250 gift certificate to Henry B. Ball Jewelers*

Generous support of the campaign was provided by community partners and corporations. We wish to thank our top donors, who include:

**Tony & Sookie Vallone**  
*Northeast Professional*

**Nancy Diller Shively**  
*Cambridge Home Health*

**Mike Cline & Gabe Toles**  
*Simply EZ Meals*

**Jan Pajk & Thomas DiMarco**  
*Interim Health Care*

**Ruth & Tucker Self**  
*Self Support Personal Care*

**Dr. Frank Stoddard**  
*ComForCare Senior Services*

**Elaine Rosen**  
*Premier Caregivers of Northern Ohio*

**Lisa Smith**  
*Community Caregivers*

**Jeanne & Marty Ruegg**  
*Community Caregivers Green*

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The Greater Akron/Canton  
Area Agency on Aging  
Foundation

## Dora and Milton Greene – Home Sweet Home

Dora met Milton Greene as he was returning from active service in the military. Dora's first impression was less than favorable. "You want to know something? I couldn't stand him!" she says. Despite Milton's other girlfriends, and his opinion of Dora as a "smartie," she talked him into dating. After a few years they were married, and celebrated their 53rd anniversary in 2009.

Mr. Greene worked at the Chrysler plant as an inspector for 33 years. Dora is very familiar with long term care, as she worked as a nurses aide for years. She moved to private duty work after she had her children. She learned much from her work in the nursing home. She loved caring for those who needed help in the facility, and looked forward to helping special residents who responded to her care and attention.

**Thanks to the assistance of the Greater Akron/Canton Area Agency on Aging Foundation, Dora and Milton Greene receive in-home care to remain independent. An aide assists with personal care and light housecleaning, meals are delivered to them every day, and they have an emergency medical system in place to request immediate assistance in the case of an emergency. They receive help with spring cleaning**

**and some chore services, including a wheelchair ramp that was added to the front entrance of the home.**



*Dora and Milton (background) Greene.*

Mr. and Mrs. Greene are very grateful for the assistance provided by the Foundation. Dora states that while nursing homes are needed, "they just aren't home." She said without the help of the foundation, she and Milton wouldn't be able to stay home, happy and together. Mr. Greene states that the services they receive are "A1!"

Dora and Milton are one of thousands of older adult couples

in our area that struggle with long term care needs. They don't qualify for help from the government, but

need services to maximize their independence in the community. Older adults of modest means do not have the resources to pay for their own care. The rising costs of everyday necessities such as gas and food is an even greater burden on these individuals who struggle to remain independent with dignity. **With your help, the Foundation can provide a better life for these frail individuals.**



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