



CARING
for what
MATTERS
Most



DIRECTION HOME
AKRON CANTON AREA AGENCY ON AGING & DISABILITIES

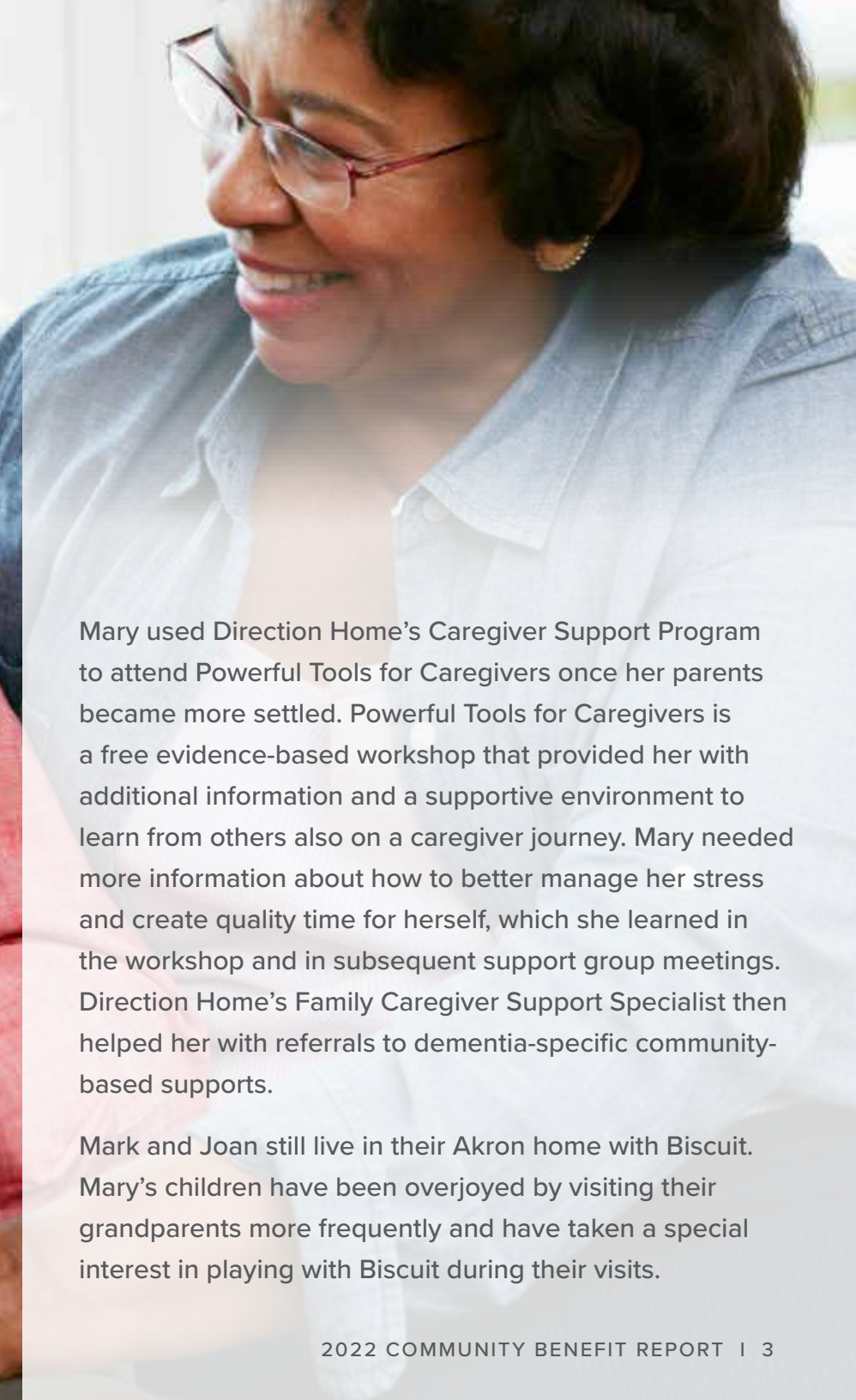
2022 COMMUNITY BENEFIT REPORT



Keeping best friends near is what matters most.

Mark and Joan had already been married 50 years before times “really got hard” according to Joan. At 78 she was slowing down and noticing some issues with her memory. Mark had several heart attacks and experienced ongoing complications afterwards, which limited his physical abilities. He was the only driver of the two of them, making things more complex. After years of driving four hours to assist her parents, their daughter Mary called Direction Home, her local Area Agency on Aging. An Aging and Disability Resource Representative helped her to plan to move them from Pittsburgh to Akron, identify pet-friendly housing options, provide home modification recommendations, and set up a visit from an assessor once the move was complete to evaluate other needs and resources.

Mark’s complications worsened after the move until his mobility was severely limited. Mary became the sole caregiver for both her parents. Then, as Joan’s dementia progressed, Mary worked with Direction Home to register her for an emergency response system and meal delivery. Because of the help Mary and her parents received from Direction Home, Mark and Joan were not only able to relocate, but also stay in their new home. Most importantly, they were able to keep their beloved 15-year-old family dog, Biscuit. Biscuit helps Joan with dementia-induced anxiety and even learned how to open the fridge door for Mark with a tug rope.



Mary used Direction Home’s Caregiver Support Program to attend Powerful Tools for Caregivers once her parents became more settled. Powerful Tools for Caregivers is a free evidence-based workshop that provided her with additional information and a supportive environment to learn from others also on a caregiver journey. Mary needed more information about how to better manage her stress and create quality time for herself, which she learned in the workshop and in subsequent support group meetings. Direction Home’s Family Caregiver Support Specialist then helped her with referrals to dementia-specific community-based supports.

Mark and Joan still live in their Akron home with Biscuit. Mary’s children have been overjoyed by visiting their grandparents more frequently and have taken a special interest in playing with Biscuit during their visits.

Making the best move is what matters most.

Jon is a 66-year-old man who has recently moved into a nursing home in northern Stark County. Jon has a history of strokes, has been diagnosed with COPD, and is mostly alone in the area. In fact, his only child, Dan, is living and working abroad while pursuing his dream job in journalism.

Jon's needs, like many others, are unique. Dan moved overseas nearly a decade ago, but Jon moved to Ohio from Florida only 5 years ago. Dan is not familiar with the area or aging services in general. Luckily, Jon attended a health fair where he learned about the Area Agency on Aging. He told Dan about Direction Home who then directed his father to call the Aging & Disability Resource Center. At the time, the phone screening revealed that Jon did not need any home services. Dan remembered his father's positive experience with Direction Home after Jon's happiness and physical condition started to drastically decline. He called the resource center to refer his father again.

After this second referral, Jon had a free in-home assessment. It was recommended that he consult with Direction Home's Elder Rights Department to receive long-term care selection assistance. They were able to provide Jon with comparable data of different nursing homes where he could keep his car (but wouldn't have to drive it nearly as often) and could participate in daily planned activities. This nursing home allows outdoor smoking, but also has a support group to help residents with quitting. The option was perfect for Jon.



Once he moved into the facility, he was pleased to see they offered cooking classes and a chess club, two of his favorite hobbies when he was younger. Jon quickly rose to become the facility's Chess Club Champion and is still undefeated in his reign. Dan continues contact with Direction Home to remain active in his father's care, specifically working closely with the Ombudsman care advocate that visits Jon's residence facility. The facility's designated Ombudsman helps Dan track and resolve any concerns about his father's care even while Dan is thousands of miles away. This ongoing assistance from Direction Home staff allows Dan to participate in his father's care planning and address issues as they arise before they become more significant, which gives him peace of mind while living abroad.

Tea time with family is what matters most.

Kathy and Margie are two sisters that have always been inseparable. Growing up, their favorite activity was setting up lavish tea parties. They would spend hours selecting the right refreshments and décor, first for toys and later for their friends. The sisters were able to grow older together after their spouses passed away and even became apartment roommates. However, at age 48, Kathy was diagnosed with Multiple Sclerosis with symptoms that rapidly progressed. While Margie is older, she is now serving as the caregiver for Kathy and herself. Margie had a bad fall a few years prior that she is still recovering from. Both sisters now have limited ability to lift things and complete ordinary chores throughout their apartment like folding laundry, making the bed, and even cooking.

Margie asked their building support coordinator about options for them to stay independent. The coordinator referred them to Direction Home. After an assessment, Direction Home helped Kathy and Margie find the help they needed. Kathy was enrolled in the Care Coordination program after waiting for services on a waiting list due to lack of local funding. Care Coordination provides her with a personal care aide, home delivered meals, and options to access local transportation services so she can make her doctor appointments. Margie was able to have her laundry washed and meals ready for the two of them with help from a homemaker. While they have had to adjust due to their limitations, they still have tea parties at the table in their apartment and can stay together with the help they receive to maximize their independence.





Enjoying the comforts of your home is what matters most.

Anderson was a 62-year-old man who worked his whole life to provide his wife, Loretta, with her dream home. Anderson worked nights and weekends as a teenager at a local pizza shop, and then eventually worked third shift and extensive overtime in a factory. All his hard work and savings paid off in the 1970s when he and Loretta moved from their small apartment to a cozy but stately 3-bedroom, 2.5-bath home in Kent. The house was move-in ready with intricate woodwork and the perfect living room for entertaining.

Anderson and Loretta lived happily in their home for 28 years. They had one daughter together, Greta, who works full-time in Ravenna. Unfortunately, Loretta got sick and passed away in 2013 after a short battle with cancer, leaving Anderson to take care of the home. The house fell into a state of disrepair after her passing. Then, Anderson started having memory lapses before the start of the pandemic and was eventually diagnosed with dementia.

Greta did not know what else to do but look for a nursing home for her father. But the house is more than “his home” to him—it is their home. To Anderson, the stately house on the corner of a tucked away street is where he and Loretta hosted dinner parties with friends, experimented with new recipes and holiday traditions,



and raised their daughter. Some of his best and final memories with Loretta, perfectly preserved in his mind, took place there. Their home kept him calm and comforted despite his condition and Loretta’s absence. Anderson’s doctor recommended they contact Direction Home for help.

Anderson was enrolled on PASSPORT, a Medicaid waiver program that provides nursing home level of care in his home. He and Greta worked with his Direction Home care manager who facilitated a service plan so Anderson could attend adult day services while Greta worked, and a home care aide for times when he was at home alone. PASSPORT also provided the family with some much-needed home modifications. Anderson needed nursing home level of care but did not want to leave his home or the memories he made there. A nursing facility was not the right fit for Anderson. Because of the ongoing help from his care manager and the Direction Home team, he was able to age in the place that was best for him (home) until he passed.

A MESSAGE FROM OUR PRESIDENT AND CHAIRMAN

Direction Home Akron Canton Area Agency on Aging and Disabilities (Direction Home) has experienced significant successes and challenges, opportunities and headwinds to navigate throughout 2022. We have reevaluated our strategic goals and processes to enhance our offerings, all with an eye towards improving options for older adults, caregivers, and people with disabilities.

Direction Home has built on strong community ties with other likeminded organizations to achieve more together. This “Better Together” approach has allowed us to work with Summit County Executive Ilene Shapiro’s office, Mayor Daniel Horrigan’s administration and many other stakeholders to move forward a joint Age Friendly Akron/Summit County initiative. This local initiative is bolstered by statewide expertise and leadership from our agency, as Direction Home Staff serve as co-chair for both the local and Ohio-based efforts. We have also worked with Executive Shapiro to address needs found in the Age Friendly needs assessment concerning older adults near poverty. These individuals cannot afford to pay out-of-pocket for home-based supports such as home-delivered meals or a personal care aide. However, they also do not qualify for Medicaid, the only State or Federally based funding support for such care. We hope to implement a pilot program to address this with the help of Summit County starting in 2023.

Building on this momentum, Direction Home has also increased its reach nationally, participating in significant learning collaborations, conference keynotes and presentations, and other ways we have shared our successes while learning from others. We continue to find ways to integrate best practices from other Area Agencies on Aging as well as Community-Based Organizations that share a vision for our members and consumers. We hope to leverage the success of others as Ohio looks to implement new or expanded programming



Dr. David B. Reynolds
CHAIRMAN OF THE BOARD

Gary L. Cook
PRESIDENT & CEO

like the Program for All Inclusive Care for the Elderly (PACE). This program has seen successful integration with other Area Agencies on Aging across America, and we believe we will provide value-added solutions for Ohio’s expanded programming.

With possibility comes challenges, and in 2022 these challenges most notably centered around staffing and the workforce shortage. Currently, we have hundreds of members waiting for home care services to assist with personal care and homemaking services so they can stay in the community. We have also found that the talent we seek to attract exists in a highly competitive market. While this is not unique to Direction Home as the workforce shortage issue continues, it is the first time we have experienced workforce issues internally. We continue to build a culture that supports its co-workers through competency, courtesy, and compassion.

We take these successes and challenges in mind while we work to finalize our current strategic plan. We believe achieving four key goals will position our agency for ongoing success in the future.

The Medicaid long-term services and supports program is being redesigned as part of the Next Generation of Medicaid, along with the planned sunset of the MyCare Ohio Duals (Medicare and Medicaid membership) Demonstration. These changes provide us with significant opportunities to assist the State in implementing new methods of service to a population we have been supporting for nearly 50 years. With the achievement of our strategic planning goals, we will be able to better align our core competencies with the needs of the Medicaid and Duals members within new State programs.

Our 4 key goals:

1

Provide structure, leadership, resources and advocacy that supports provider growth in pace with our community and demand

2

Strengthen Direction Home’s role as a one-stop solution for impacting the social determinants of health for older adults, individuals with disabilities and their caregivers

3

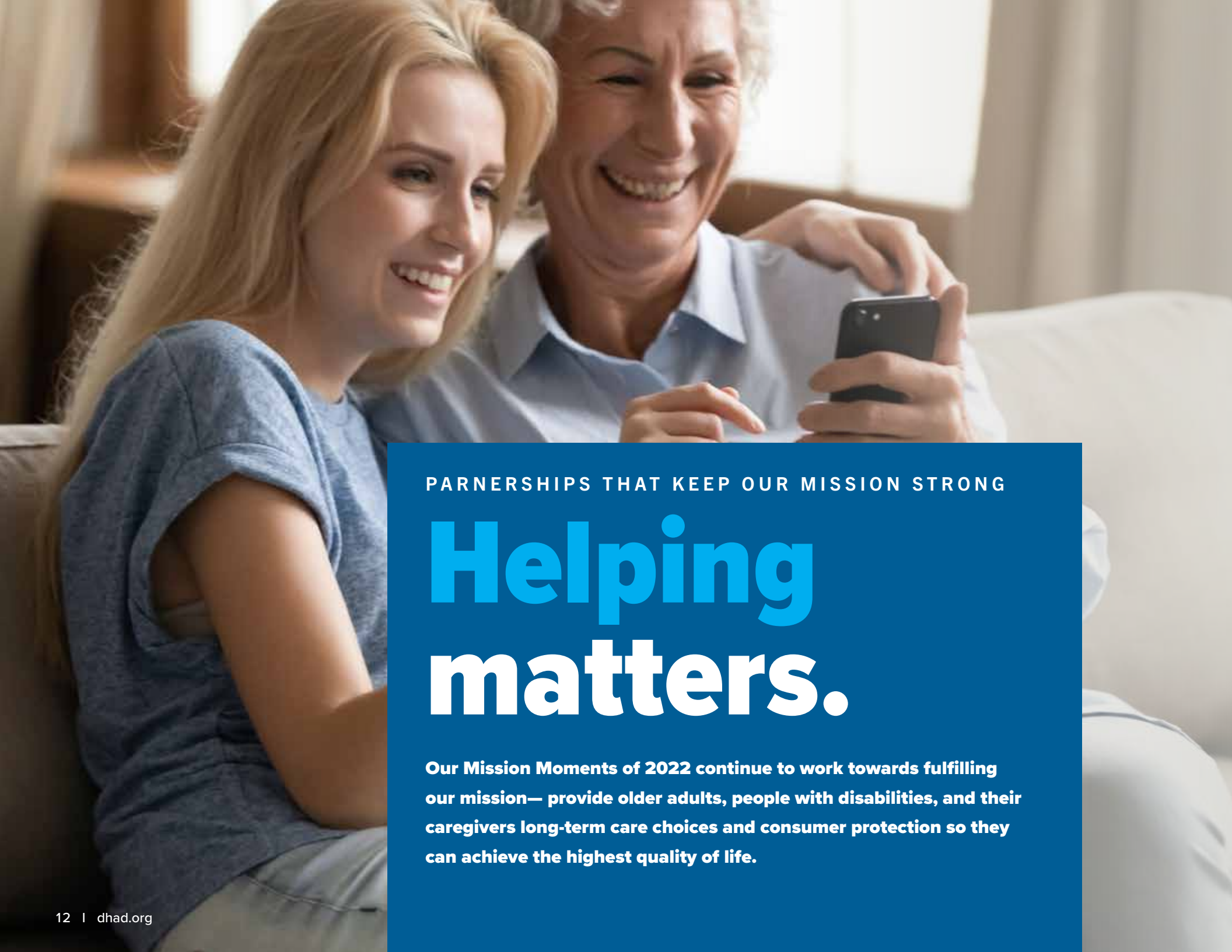
Provide options and access to technology and tools that support community members and families to age in place

4

Triple the percentage of people served (defined as those served by our Core Programs) by Direction Home who are not on Medicaid

With all this in mind, we look towards many exciting new opportunities and milestones. We plan to relocate to our new headquarters in Green in late 2023, occupying enough space to accommodate our employee needs, community meetings, staff trainings and other opportunities we could not facilitate due to the size of our current building. This new headquarters will provide us with the location and size needed to continue to grow into the future. We believe this future is bright and filled with opportunities for us to continue to manifest our service theme and our promise to the community,

“We Provide Choices for People to Live Independently in the Place They Want to Call Home.”



PARNERSHIPS THAT KEEP OUR MISSION STRONG

Helping matters.

Our Mission Moments of 2022 continue to work towards fulfilling our mission— provide older adults, people with disabilities, and their caregivers long-term care choices and consumer protection so they can achieve the highest quality of life.

January 17, 2022

Peer-to-Peer University Workshop

Direction Home partners with the Akron-Summit County Public Library to host “The Art of Storytelling” weekly workshop through Peer-to-Peer University.

May 11, 2022

Market Innovations Forum

Direction Home President & CEO, Gary Cook, collaborates with Dr. Mina Chang, Ohio Department of Aging, Deputy Director & Chief, Analytics & Compliance, to address the progression of the aging landscape as we move out of significant COVID-related changes in daily life at the 13th Annual Medicare Market Innovations Forum in Tempe, Arizona.



March 23, 2022

Online Referrals

Direction Home launches its new online referral and closed-loop feedback process. The new secure and completely HIPAA-compliant form is an excellent option for professionals and community members to make referrals for individuals that may need services, support, or even community resources to help them stay safe and healthy at home.



Scan to make a referral.



May 13, 2022

Senior Summit

The two-day Senior Summit Conference and Expo took place.



May 20, 2022 Celebrate the Possible

Direction Home partners with Akron-Summit County Public Library, Summit DD, and Dementia Friends to host a Dementia Friends training and inclusive activity day to “Celebrate the Possible” at the Main Library. Guest speaker and author John Thorndike speaks, alongside a dementia-friendly choir.



June 6, 2022 Medical Mutual Aging and Disability Innovation Awards

The Ohio Association of Area Agencies on Aging (o4a) announces the recipients of the 2022 Medical Mutual Aging and Disability Innovation Awards, honoring Direction Home at the Five-Star Innovation and Education Summit for efforts to close the digital divide and combat social isolation by providing tablets, laptops, and internet access for low-income older adults in Summit County through the ConnectMeDHAD program.



July 8, 2022 Harold K. Stubbs Humanitarian Award

Direction Home’s Senior Vice President of Elder Rights, Sam McCoy, receives the Harold K. Stubbs Humanitarian Award (social services).



July 18, 2022 John A. Hartford Foundation 2022 Business Innovation Award

Direction Home’s Gary Cook, Abby Morgan, and Erin Lippe accept the John A. Hartford Foundation 2022 Business Innovation Award, awarded by USAging’s Aging and Disability Business Institute.

July 20, 2022 Bingocize

Direction Home launches a new Health & Wellness program through TIID funding: Bingocize- an evidence-based workshop that combines the classic BINGO game & exercise, nutrition, and/or fall prevention.



September 8, 2022 New Building Groundbreaking

Direction Home breaks ground on its new building with help from City of Green Mayor Neugebauer and representation from Summit County Executive Ilene Shapiro’s office.



September 28, 2022 DHAD Fall Conference

Direction Home welcomes local and national leaders for a day of learning at its 2022 Fall Conference.

October 3, 2022 Future of Aging Video

Direction Home formally announces its “Future of Aging” video. Direction Home provides better outcomes for people, health, and home solutions to achieve community success with a 95%+ satisfaction rate. Planning is important, and we are here to help you every step of the way when you don’t know where to turn.

Scan to watch video.



October 11, 2022 Elder Rights Customer Service Kick-Off

Direction Home’s Elder Rights team hosts their Customer Service Kick-off event. Keynote speaker, Bob Pacanovsky, presents ‘Delivering the Black Tie Resident & Family Experience for Improved Resident Satisfaction’ for a room full of local area nursing home administrators.



October 13, 2022 Care Manager Recognition

Direction Home HCBS supervisors recognize their DH care management staff at an appreciation drive-thru at Boettler Park.

November 16, 2022 Foundation Raffle Drawing

The annual Direction Home Akron Canton Foundation Raffle concludes. The 2022 Foundation Raffle campaign raises \$178,700.



November 29, 2022 Activity Book Delivery

Direction Home delivers over 1,000 Wellness Connection Activity Books to senior apartments in Summit County. Activity Books were designed and published in partnership with Akron-Summit County Public Library and their graphic designer, Donald Peoples. The books were created as a COVID-19 vaccine outreach and health and wellness initiative. Approximately 5,000 books were distributed in the county throughout the year.



December 2, 2022 Medicare Made Simple

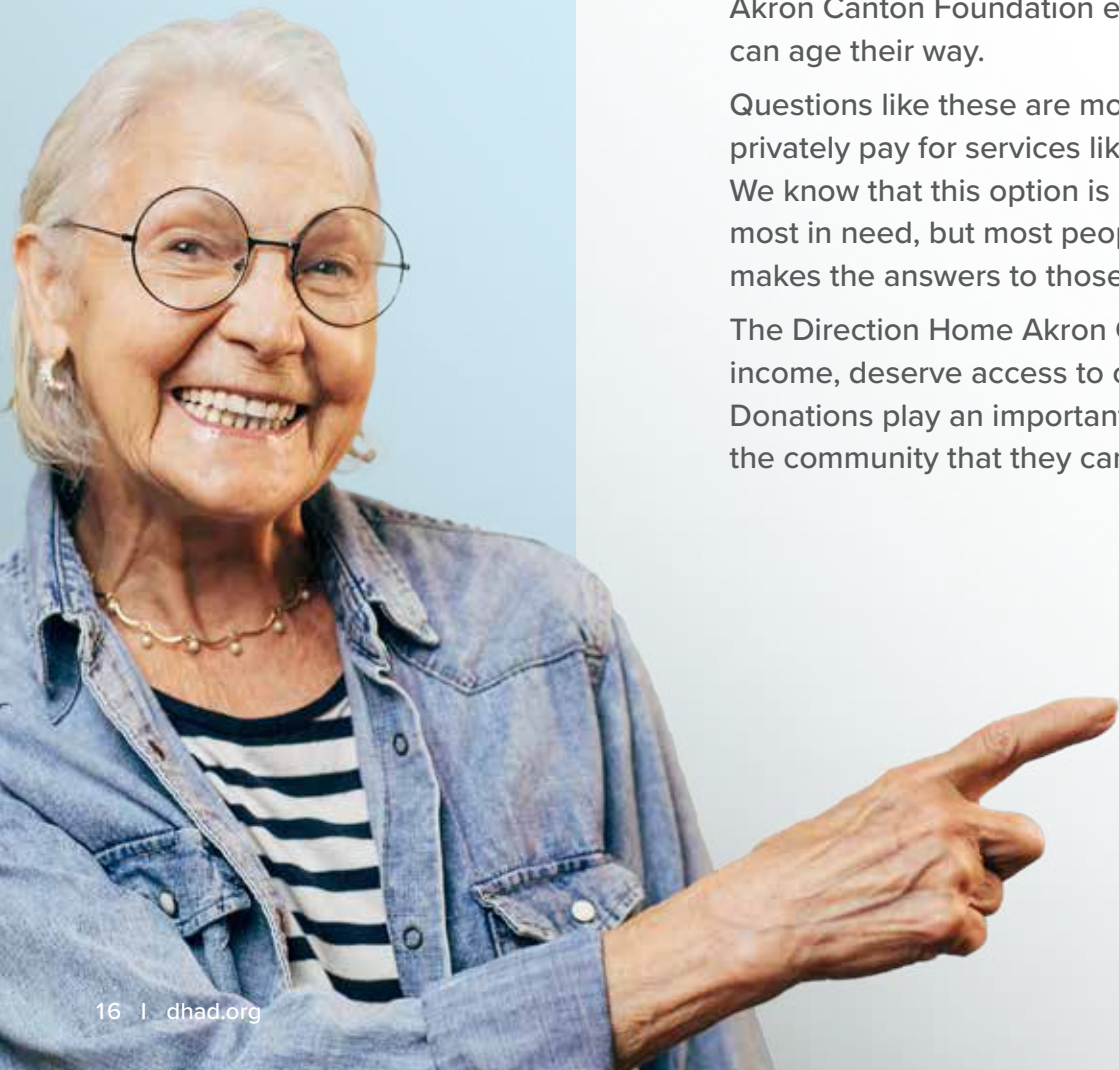
Another year of Medicare Made Simple seminars wrap up, delivering free and unbiased information to the community.



December 9, 2022 Awards Ceremony

The annual Awards Ceremony honors outstanding individuals dedicated to service throughout Portage, Stark, Summit, and Wayne Counties. The ceremony is back in-person, recognizing the Home Health Aide and Senior Citizen Hall of Fame awardees, a scholarship winner, Ombudsman of Distinction, raffle winners and contributors, and the Harvey L. Sterns Lifetime Achievement winner: Honorable Judge Dixie Park.

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



REMAIN INDEPENDENT AND SECURE AT HOME

Aging the way you want is possible.

Most people take for granted how they will age. We at Direction Home know that aging the way you want is possible but takes planning and knowing what resources are available. There are many questions to ask, such as “what will I do if I can’t walk/drive/cook anymore?” or “Am I able to live in this house for the rest of my life?” The Direction Home Akron Canton Foundation envisions these questions as our mission, to make sure people can age their way.

Questions like these are most easily answered for those individuals who have funds to privately pay for services like homemaking, home-delivered meals, and personal care. We know that this option is not available to most families however. Medicaid covers those most in need, but most people do not fall into Medicaid or private-pay categories. That makes the answers to those initial questions harder to find.

The Direction Home Akron Canton Foundation believes that all older adults, regardless of income, deserve access to options that allow them to age where they want to call home. Donations play an important role in helping the Foundation achieve its mission and inform the community that they can age well if given the right opportunities.

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

Education and advocacy are critical components in working towards making independence a reality for as many individuals as possible. There are plenty of misconceptions surrounding long-term care and how to sustainably receive home health services. Foundation support allows us to keep educating the community on the power of choice and advocating for choice in long-term services and supports. For everyone. Foundation support is more than just support in social services; it is support for your neighbors, friends, and family, and a glimpse into your own future. The answer to these questions is our donors and supporters, making a choice in long-term care a reality.

2022 Foundation Campaign

Direction Home Akron Canton Foundation holds a raffle campaign to support its mission to enable older adults not eligible for government assistance to remain independent and secure at home through access to a range of supportive services.

2022 Foundation Campaign raised \$178,700.

2022 Campaign’s Top Donors:

- | | |
|---|--|
| Northeast Professional
Simply EZ | SarahCare
Adult Day Services |
| Joseph L. Ruby
NFP | VANTAGE Aging |
| Family & Community
Services in partnership
with Axesspointe | Summit County Executive
Ilene Shapiro’s Depart-
ment of Job & Family
Services |
| | Sheri A. Peters Co., L.P.A. |

2022 Raffle Winners:

- | | |
|--------------------------------------|---|
| GRAND PRIZE:
Kathy Boesch | 5TH PRIZE:
Kim Walko |
| 1ST PRIZE:
CAM, Inc. | 6TH PRIZE:
Nyla Barrett |
| 2ND PRIZE:
Kaitlin Bird | 7TH PRIZE:
Linda Gauer |
| 3RD PRIZE:
Home Care
by Callos | 8TH PRIZE:
Christmas Home
Health, LLC |
| 4TH PRIZE:
Darlene Esack | 9TH PRIZE:
Brynden Duncan |



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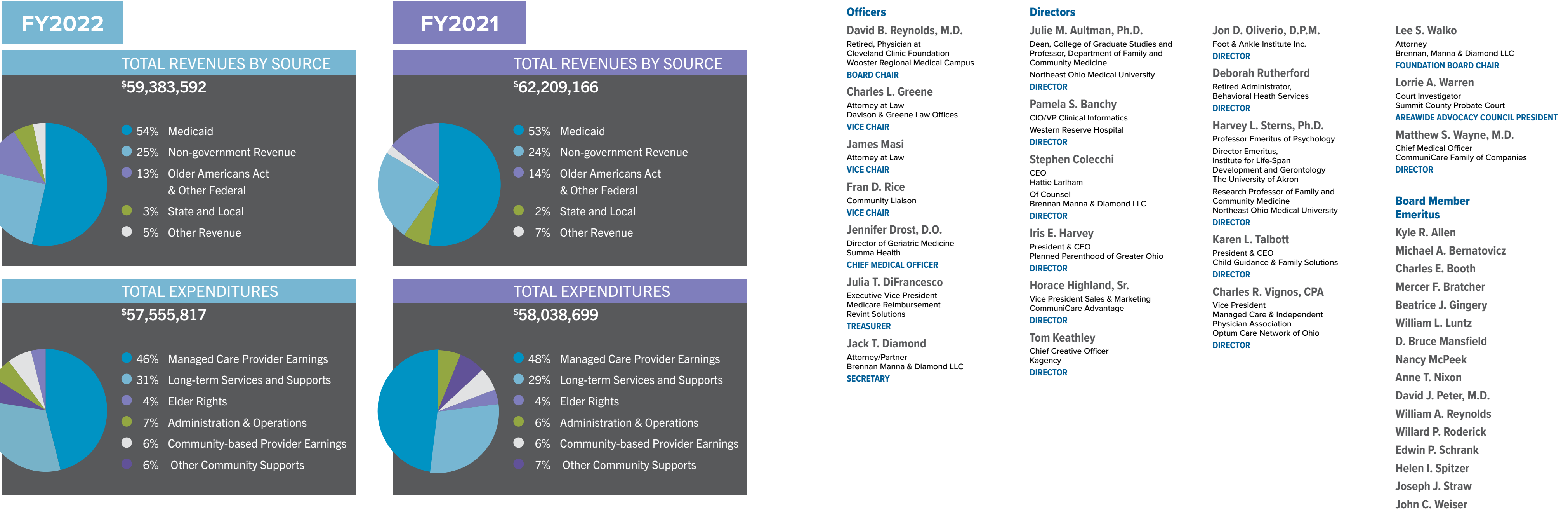
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Natalie E. Lindsay-Smith
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The Goodyear Tire & Rubber Company
DIRECTOR

Consolidated Statements Of Financial Position



Our Mission

Direction Home Akron Canton Area Agency on Aging and Disabilities provides older adults, people with disabilities, and their caregivers long-term care choices and consumer protection so they can achieve the highest quality of life.

Our Vision

Direction Home Akron Canton will be the central access point and the preferred long-term care management organization for all people with disabilities.

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