



DIRECTION HOME

AKRON CANTON AREA AGENCY ON AGING & DISABILITIES

2020 COMMUNITY BENEFIT REPORT

WHEN NEEDS

CHANGE

WE CHANGE

PANDEMIC 2020

Carl is proud to be from Akron. It's where he was born, raised his family, and worked at a large rubber company. When his daughter Amy and her family moved out of state, he couldn't imagine leaving his hometown.

When the COVID-19 pandemic required that he quarantine, routines and pastimes changed. Carl's group of friends couldn't get together. He wouldn't admit it, but he was lonely. After all, his favorite pastime is going to a local restaurant a few times a week for coffee and conversation, which helps keep him connected.

Amy didn't know how to help her dad. She was a few states away and didn't have many people in town to look in on Carl. She started searching the internet for opportunities and support in the area and found Direction Home Aging and Disabilities.

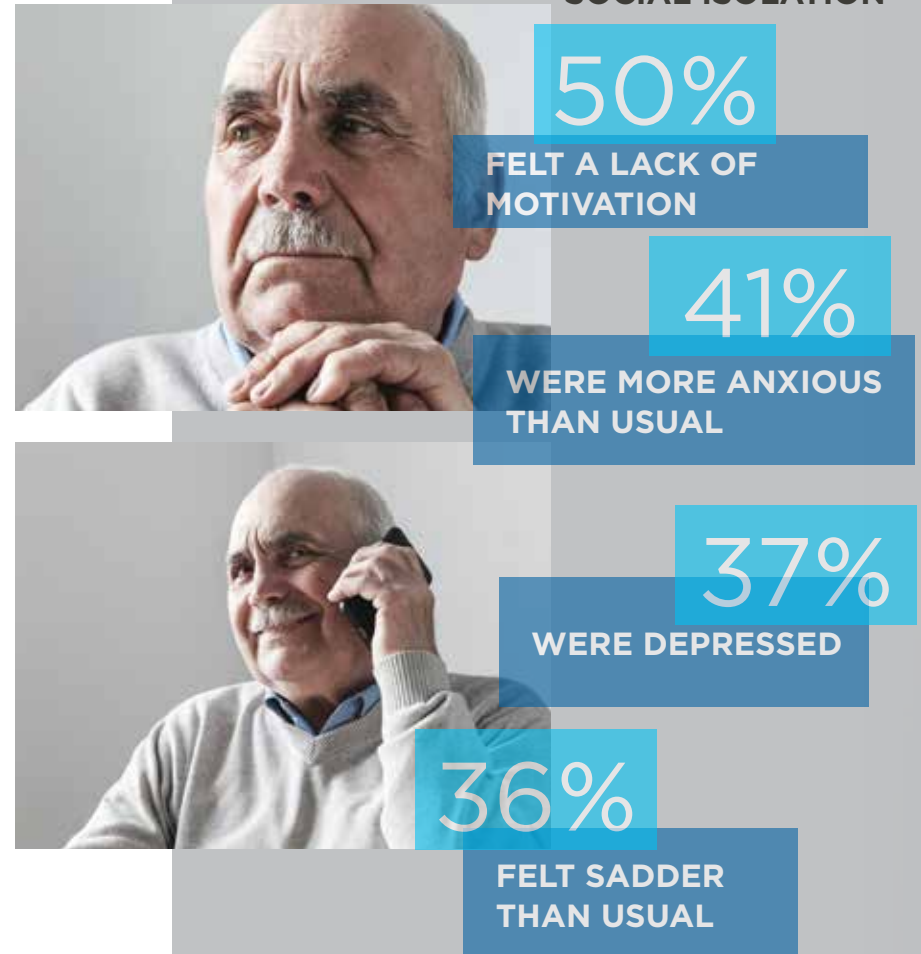
When Amy called Direction Home, she connected with our Caregiver Support Program specialist, who took a few hours over the course of a week to discuss Carl and Amy's situation and come up with some recommendations.

Carl was eligible for the new "ConnectMeDHAD" program, which provided him with a touch screen tablet, internet access and technical support.

Equipment and supports were procured quickly from vendors, thanks to the project management team at Direction Home. Trained and prepared project managers identified the most efficient and effective ways to achieve project goals and overcome challenges.

ADDRESSING NEEDS WITH TECHNOLOGY

THE PANDEMIC AND SOCIAL ISOLATION*



*According to an AARP survey on the pandemic, out of those who said they had experienced social isolation

“I felt isolated and alone, but with help of ConnectMeDHAD, I was able to receive a tablet and internet just in time for my granddaughter’s zoom birthday party.” — Carl

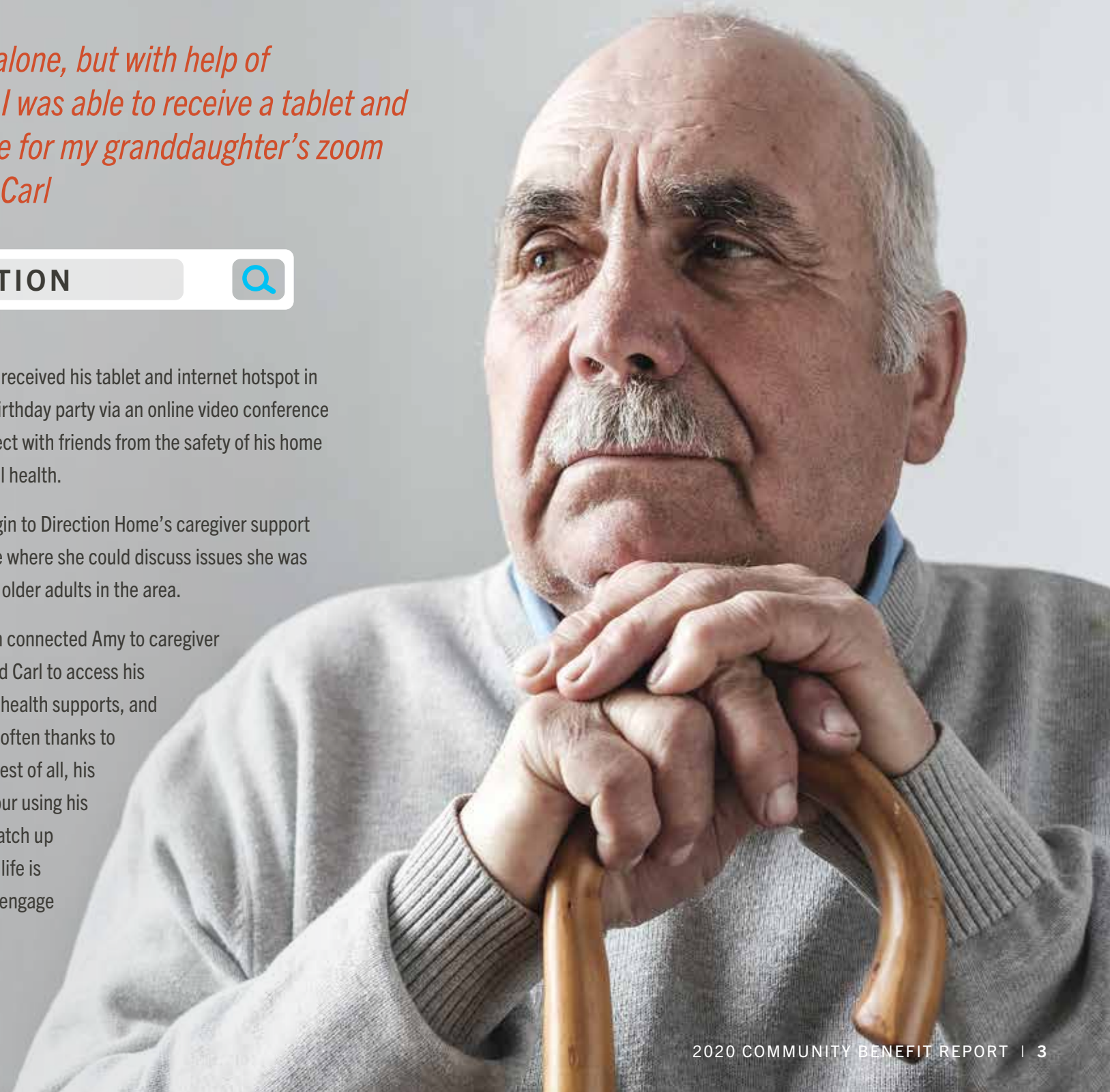
ISOLATION



With this system in place, Carl received his tablet and internet hotspot in time for his granddaughter’s birthday party via an online video conference program. He was able to connect with friends from the safety of his home — a crucial need for his mental health.

As for Amy, she was able to login to Direction Home’s caregiver support community, an online resource where she could discuss issues she was facing with other caregivers of older adults in the area.

The ConnectMeDHAD program connected Amy to caregiver support training online, allowed Carl to access his medical records and other telehealth supports, and the family now connects more often thanks to video calls and social media. Best of all, his friends have a virtual coffee hour using his video call program, and they catch up while eating lunch. Though his life is different now, Carl still gets to engage with his world.



“My building.” That’s how Maria refers to her apartment complex right outside of Canton. She had been living there for several years, and while it is not a housing option funded by the local housing authority, it does have many older adults living there. Maria loves living with others her age, feeling secure in her apartment, and being able to access affordable services and options for rent.

When the COVID-19 pandemic reached Ohio, Maria was scared to leave her apartment. She worried about contracting the virus and wanted to heed the directions from health officials. She doesn’t have children and would usually walk to a local store or ride with a neighbor to get her groceries. When the pandemic required her to stay home, she worried about how she would eat.

One of her neighbors gave her the number to Direction Home Aging and Disabilities, and she called right away. A trained and certified resource professional took the time to listen to Maria, screen her for available programs, and put a plan together with her.

The resource professional scheduled an assessment with her - usually performed in the home but offered over the telephone during the pandemic - which further clarified what help was available for her.

The assessor recommended an online falls prevention training from Direction Home so she could feel safer at home, provided options for her nutrition needs, and connected her to other resources in the community.

ADDRESSING NEEDS WITH INFORMATION

THE PANDEMIC AND SOCIAL ISOLATION*



54%

OF SENIORS WILL NOT HAVE SUFFICIENT FINANCIAL RESOURCES TO PAY FOR HOUSING



EACH YEAR, AT LEAST

25,000

OLDER ADULTS DIE AS A RESULT OF FALLS

“I reached out to Direction Home and my coordinator provided me with information and education to help me make better decisions. They helped me access a meal program and fall prevention training during COVID.” — Maria

MEAL OPTIONS

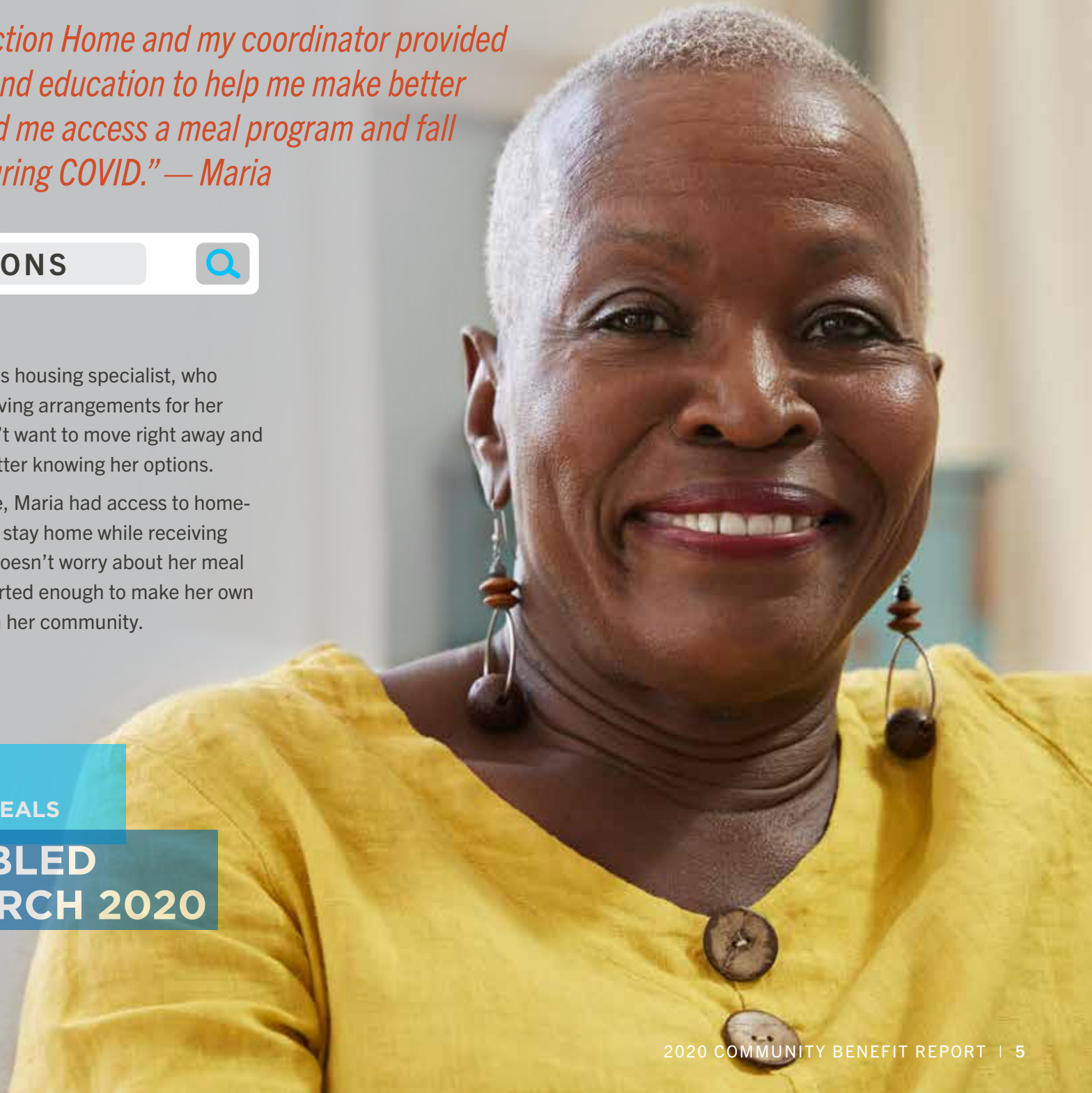


Maria spoke to Direction Home’s housing specialist, who offered her advice on the best living arrangements for her situation. Even though she didn’t want to move right away and leave “her building,” she felt better knowing her options.

With the help of Direction Home, Maria had access to home-delivered meals, allowing her to stay home while receiving essential nutrition. Now Maria doesn’t worry about her meal needs as much and feels supported enough to make her own decisions about how she lives in her community.

THE DEMAND FOR
HOME-DELIVERED MEALS

**HAS DOUBLED
SINCE MARCH 2020**



Christine and Judy are like old friends, even though 50 years separate them in age. Judy had a stroke and was paralyzed on her right side, making navigating her two-story house a challenge after returning home from rehab.

Once Judy applied for PASSPORT, a Medicaid waiver program that assists older adults in the community, she received help with her laundry, house cleaning, meal preparation, and bathing. She also met Christine, her PASSPORT Care Manager and licensed social worker from Direction Home Aging and Disabilities. Christine worked with her whenever she needed to schedule services, ask questions, receive her flu shot, schedule a mammogram, and an ear to listen to her favorite stories.

Judy's access to her in-home services is due to Direction Home's success in developing a responsive network of providers. This network is assisted by provider relations staff, who ensures compliance with regulations, provides technical assistance, and works to grow a vastly understaffed network. Judy did have to wait a few weeks to have her aide begin assisting her because aides are in such demand. There aren't enough aides in the workforce to meet the demand for long-term services and support networks.

Judy was afraid when COVID-19 cases started rising in her Wayne County community, making it feel much closer to home. She stayed inside, stopped going to church and visiting with her neighbors. She used the internet but didn't like social media and only played solitaire games on her computer.

ADDRESSING NEEDS WITH CREATIVITY

AGING IS AN ART FORM



HELPS SENIORS BY REDUCING DEPRESSION AND ANXIETY*



THERE ARE 1,469 INDIVIDUALS ON THE PASSPORT PROGRAM IN OUR 4-COUNTY REGION.

There are over 20 different services available. The most popular services include:

- home-delivered meals
- emergency response system and
- personal care and homemaking

“The virtual art class and wellness kits provided me with a sense of wellbeing. Something I really needed during the pandemic.” — Judy

MENTAL HEALTH



Christine told Judy about a new program that Direction Home offered, “Aging is an Art Form,” which provided free online art classes and supplies for five weeks. Participants would attend a virtual class, talk and work with others on projects, share their creations, and use art to feel less stressed and alone.

Judy signed up for a sketching class even though she’d never drawn anything more than a stick figure in her life. By the end of the class, she had a picture of a nuthatch she was proud to display on her refrigerator.

Judy also received a wellness kit from Direction Home, delivered to her by her meal provider. The kit contained information on staying safe during the pandemic, hand sanitizer, and a mask.

With these materials, Judy felt safer than she had since the pandemic started. She put on her mask, and with the help of her home health aide, she wheeled to the end of her drive to catch up with her neighbors.



DIRECTION HOME WORKED WITH COMMUNITY PARTNERS SUCH AS THE BLICK CENTER TO CREATE AND DISTRIBUTE OVER 16,000 WELLNESS KITS DESIGNED TO PROVIDE PERSONAL PROTECTIVE EQUIPMENT AND INFORMATION ON COVID-19.

As part of a refugee program, Sancha and her family relocated to Akron after being forced from their country. As with other refugees, Sancha has brought unique strengths, values, and services to the City of Akron.

Sancha loved to be outside and garden. She felt that growing her food gave her some sense of control and stability she didn't feel otherwise.

Recently, she lost her balance and fell, fracturing her hip. She was cared for by a local hospital and sent for rehab at a local nursing home. There, the staff struggled to meet her needs as Sancha struggled with English.

Sancha was confused about her rehab directions and the healthcare system without the help of her immediate family. She wondered how she would return to full strength and gardening.

Direction Home Aging and Disabilities called in an Ombudsman to assist with the issues Sancha was experiencing. Our Ombudsmen are rights advocates for residents in nursing facilities, assisted living facilities, and those using long-term services and supports in the community.

During the pandemic, nursing homes have struggled to maintain residents' health and safety. The Ombudsman worked with the facility to advocate for a compassionate care visit so Sancha could have her family translate for her. This way, she can better understand her directions and rehab instructions.

ADDRESSING NEEDS WITH ADVOCACY



BETWEEN 2002 AND 2018

2,173

REFUGEES HAVE SETTLED IN AKRON.



OF THE 765 INDIVIDUAL COMPLAINTS RECEIVED, 234 (30.5%) WERE DIRECTLY RELATED TO CONSEQUENCES OF COVID-19.

- Common complaints include:
- limits on visitation
 - access to information about the condition of a loved one
 - call light response and staffing.

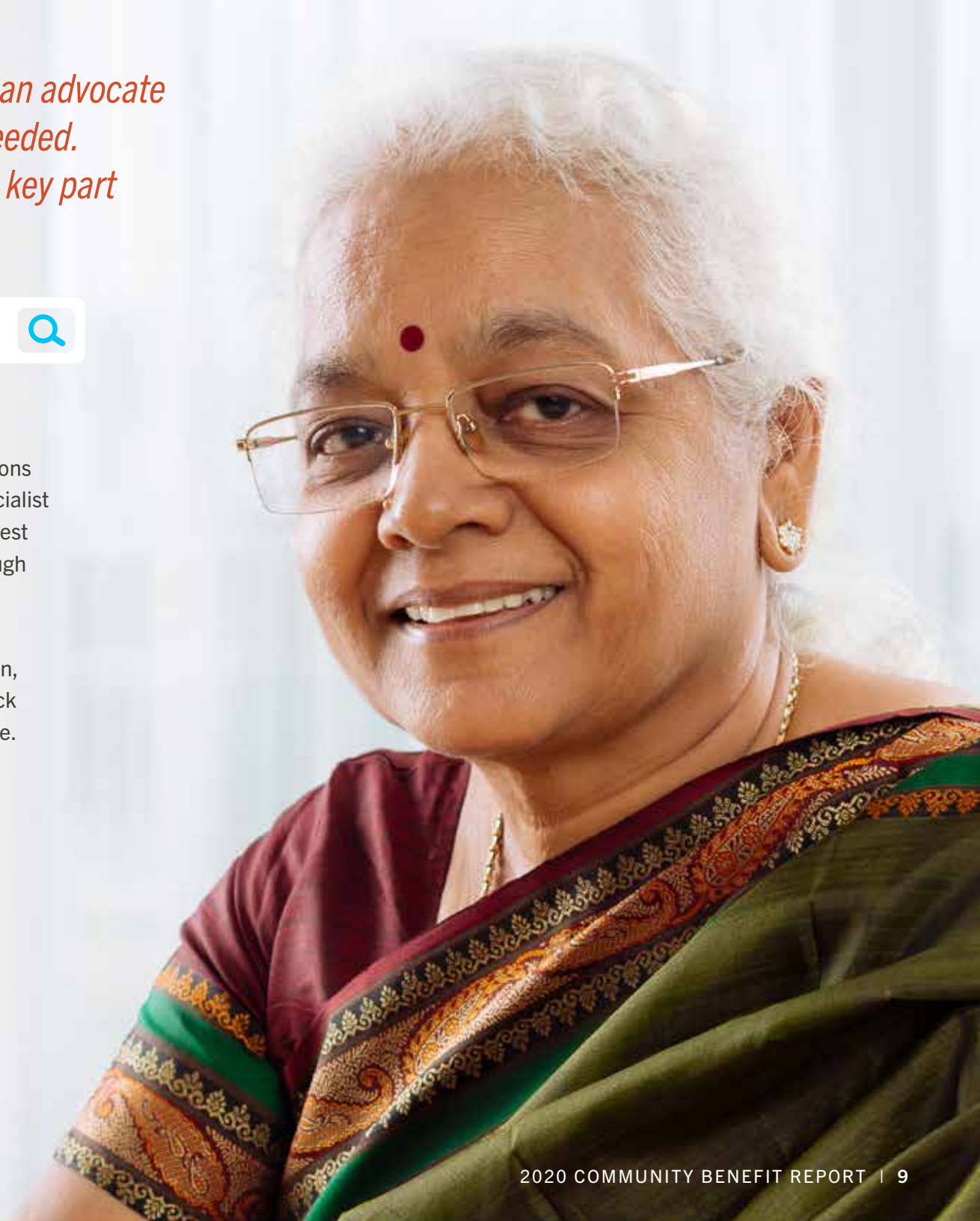
“Due to my language barrier, having an advocate during the Coronavirus was much needed. My DHAD transition specialist was a key part to my recovery.” — Sancha

ADVOCATE



Thanks to the availability of federal relief funding, Direction Home could provide Sancha with a transitions coach after she left the hospital. Our transitions specialist empowers patients returning home to be their own best advocate for care, teaching them how to follow through with discharge plans, and ensuring adequate care to avoid readmitting to the hospital unnecessarily.

Thanks to the work of the coach and the Ombudsman, Sancha was able to rehabilitate effectively and is back working in her small garden behind her family's home.





Dr. David B. Reynolds
CHAIRMAN OF THE BOARD

Gary L. Cook
PRESIDENT & CEO

A MESSAGE FROM OUR PRESIDENT AND CHAIRMAN

2020 was a year that will define a generation. The United States saw its first pandemic in over one hundred years, COVID-19. This virus targeted and disproportionately impacted older adults, our primary customer populations. Nursing homes became outbreak hotspots, senior centers and adult day centers closed along with many other businesses, and older adults sheltered in place to avoid infection. **Area Agencies on Aging were needed more than ever in 2020.**

2020 WAS A YEAR THAT WILL DEFINE A GENERATION

Before federal funding was released, we were mobilizing volunteers, identifying ways to best communicate with our community, researching how to support older adult populations with services, and ensuring our members had access to care that make their community living a reality.

Once federal aid through the Families First and CARES Acts was available, we pivoted to identify ways to create whole new programs and networks to address the needs we were seeing in the community. We first prioritized meal provision to respond to the primary request we were receiving.

DHAD QUICKLY ROSE TO THE CHALLENGES OF SUPPORTING OLDER ADULTS AND PEOPLE WITH DISABILITIES DURING THE PANDEMIC.

We then created new and expanded programs aligning community and local government support such as:

- Increased meals assistance to isolated older adults
- Technology and internet access to those isolated and in need of a way to stay connected
- Support for closed adult day centers and senior centers
- Links to volunteers with those experiencing anxiety from acute social isolation
- Assemble and distribute wellness kits to provide personal protective equipment (PPE) and infection prevention information
- Administer a restaurant voucher program to provide free meals to seniors and help for local restaurants
- Temporary personal care and meal services for those transitioning home from a hospital stay.

This was all while maintaining our standard programs and services, most of which were experiencing an increase in demand. DHAD could not have provided the expertise and quick response to the COVID-19 pandemic without years of experience in long-term services and supports in a community-based setting. We are local experts with a national outlook on aging.

The resources, guidance, programs, and options we offer for older adults and people with disabilities provide them not only with the solutions to their complex problems but also allow them to live healthier lives. Long-term services and supports are acknowledged to address the social determinants of health, such as increasing access to healthy food and secure shelter, social supports such as informal caregivers, and methods of maintaining ties in the community.

We could not assist the community without our broad network of provider organizations and local government partners. Our providers are true frontline heroes, continuing to provide in-home care for those who need it, even before PPE was available for protection. We work with these organizations to ensure they have access to much-needed PPE.

We worked with AARP, Mayor Dan Horrigan of the City of Akron, and County Executive Ilene Shapiro of Summit County on their Age-Friendly community initiatives using our experience to assist in the leadership committees of both efforts.

Due to the pandemic, we have seen many older adults seek assistance to maintain their health and safety in the community through DHAD interventions that had never previously asked for help. These needs will not fade after the first vaccines are delivered. Many older adults will continue to need help with meals, personal care, homemaking, chore work, and other supports to stay successfully in the home they choose.

A recent needs assessment conducted by Dr. Harvey Sterns and a research team for the Akron Mayor's Commission on Aging found that over 90% of Akronites age 50 and older wanted to stay in the home. Many will not be able to do so without some assistance. While there are no current post-pandemic funding methods available to most older adults outside of Medicaid, DHAD is seeking a solution so those asking for help will not be abandoned when the emergency funding and focus are gone.

2020 was a year like we have never previously faced. Throughout the year, we have seen our population targeted by this insidious virus and spreading fear through the older adult community. It is our mission to make sure that older adults and people with disabilities have choices to live independently in the place they want to call home, and we have done that despite the pandemic and its associated challenges.

Now more than ever, we must identify new methods of serving those who need these choices. We must use all available technology and other resources to achieve the best outcomes for those we assist. We must ensure the community-at-large knows who we are and how we help. We must build a collaborative network that will effectively assist the burgeoning older adult population.

MISSION MOMENTS 2020

Direction Home Akron Canton Area Agency
on Aging and Disabilities



2.10.2020

Representatives from Senator Brown's office visit with members of the Veteran's Nursing Home Transition Team.



3.4.2020

CEO, Gary Cook, and COO, Abigail Morgan, attend the National Summit on Healthcare and Social Service Integration with Ohio Department of Aging Director, Ursel McElroy.

3.16.2020

State-wide Stay-At-Home Advisory prompts office closure and remote working conditions.



To maintain the highest level of care, Direction Home Care Managers, Assessors, and Ombudsmen begin virtual and telephonic visits to clients and potential enrollees.

3.16.2020

Direction Home's Aging and Disability Resource Center adapts operating procedures and remains open regular hours to assist those in need of assistance and information.

3.23.2020

Direction Home posts first COVID-19 resource lists specifically for seniors.



4.30.2020

Virtual education and training workshops begin – including Tai Chi and Matter of Balance.

5.1.2020

Implementation of Care Coordination Express, a short-term program to assist transitioning to home after a hospital stay during COVID-19, begins.

DH achieves 3-year NCQA Accreditation for its Care Management program.

5.26.2020

Direction Home announces the receipt of NCQA three-year accreditations



6.1.2020

Direction Home begins distribution of masks and hand sanitizer to the provider network thanks to CARES Act funding.



6.15.2020

Direction Home Dialers is in place to relieve feelings of isolation and loneliness.



6.22.2020

Direction Home teams up with Summit County Community Partnership, AMHA, and the Blick Clinic to build and distribute wellness kits to older adults. Kits contain PPE, information, and other useful items.

of kits delivered:

Portage County – 2,030

Stark County – 2,678

Summit County – 5,044

Wayne County – 1,865



MISSION MOMENTS 2020

Direction Home Akron Canton Area Agency
on Aging and Disabilities



8.1.2020

Aging Is an Art Form, a partnership with Summit Artspace, Summit Metroparks, and Arts Now, begins with virtual classes of artistic expression.

8.6.2020

The Annual Foundation Fundraising Campaign begins.



8.20.2020

Congressman Anthony Gonzalez, Direction Home, and the Alliance for Patient Access gather virtually to award commendations for outstanding patient access for older adults.



8.21.2020

In cooperation with the Summit County Council and Executive's Office, ConnectMeDHAD, a new program to provide computers to older adults, makes its first deliveries.

9.25.2020

The County of Summit announces a grant of \$610,000 in CARES Act funding to purchase additional computers for the ConnectMeDHAD program and to develop additional resources for wellness kits, meals, and nursing facility support resources.



9.30.2020

Summit County Executive, Ilene Shapiro, announces that Age-Friendly Summit is ready to begin Stage 2 of becoming an Age-Friendly community.

10.15.2020

Through CARES Act funding, Direction Home is able to provide meal vouchers for local participating restaurants (restrictions apply).

10.28.2020

The first virtual Medicare seminar, delivered by Direction Home's Director of Entitlement Rights, Francine Chuchanis, kicks off the Medicare open enrollment season.



11.12.2020

The Needs Assessment for Age Friendly Akron is presented and the planning begins.



11.10.2020

Summit County Executive Ilene Shapiro, Judge Elinore Stormer, and Bath Manor's Director Kelly Meiser joined Direction Home's CEO, Gary Cook, and Direction Home Board Member, Dr. Nancy Istenes, for the first delivery of Companion Pets.

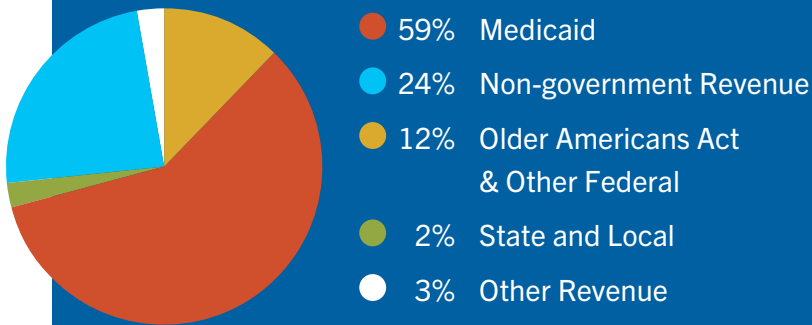
Companion Pets mimic some of the movements, sounds, and behaviors of dogs and cats and have been found to have a positive effect on patients with dementia. Direction Home and Summit County Probate Court partnered on the project funded through Summit County with a CARES Act grant.

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

FY2020

TOTAL REVENUES BY SOURCE

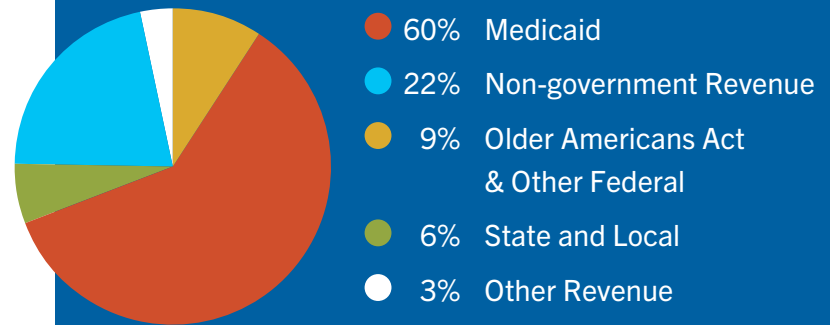
\$57,803,653



FY2019

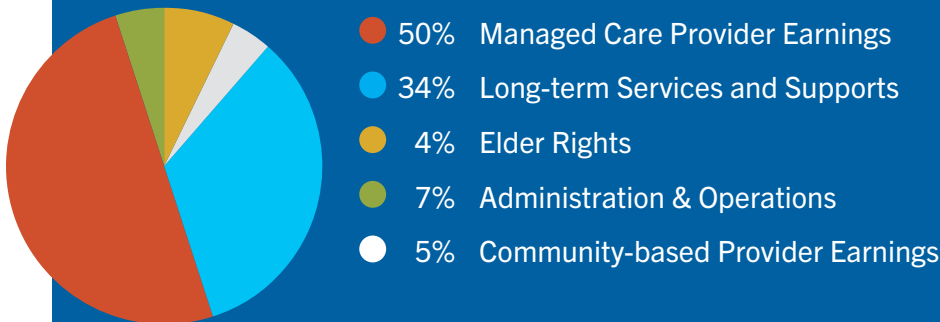
TOTAL REVENUES BY SOURCE

\$57,305,601



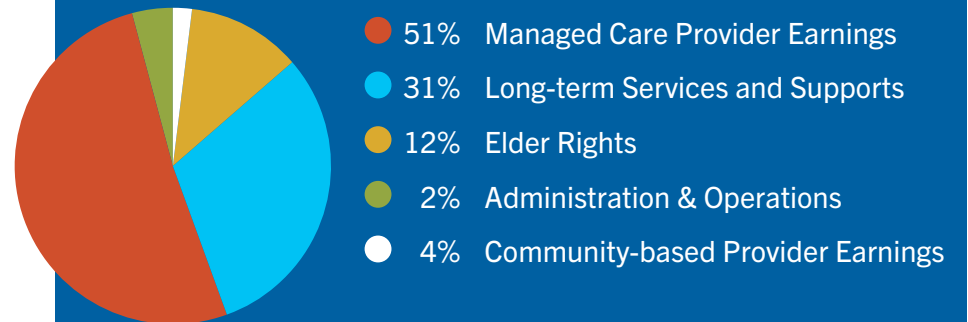
TOTAL EXPENDITURES

\$57,392,329



TOTAL EXPENDITURES

\$56,271,136



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Chief Medical Officer
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Direction Home Foundation

The Direction Home Akron Canton Foundation believes that all older adults, regardless of income, deserve to achieve their long-term care goals. We assist in part through the Care Coordination program, as well as through our dedicated advocacy for public policy change.

Donations play a huge role in helping our Foundation achieve its mission. One hundred percent of your donation will go toward ensuring proper long-term care options for older adults.

Your generosity can help make this possible!

Visit dhad.org to donate today.

2020 Foundation Campaign raised \$144,294.

**WE HAVE BEEN LEFT BY THE V
RESOURCES TO**

OUR VISION

ALL OLDER ADULTS IN OUR REGION SHALL HAVE ACCESS TO COMMUNITY-BASED LONG-TERM CARE

REGARDLESS OF THEIR ABILITY TO PAY.

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.

2020 Campaign's Top Donors:

Northeast Professional Home Care, Simply EZ, Joseph Ruby, and NFP.

2020 Raffle Winners:

Lindsay Accetta, Linda Gauer, Home Care by Callos, Simply EZ, Pace Medical, Susan Sigmon, Dennis Burnside, and Chris Fagerstrom.



FILLING IN THE GAPS BRUS WITH MANY MORE D ASSIST OLDER ADULTS

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DIRECTION HOME

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