



AREA AGENCY  
on AGING  
*Region 9*

AAA9



# 2016 ANNUAL REPORT



Everyone has the right to receive the care they need in the settings they prefer.

# ABOUT AAA9

Area Agency on Aging Region 9 (AAA9) first opened its doors in May in 1975 in Cambridge, Ohio, as a private, non-profit 501 (c)(3) organization. We are designated by the Ohio Department of Aging as an Aging and Disability Resource Network (ADRN) and one of Ohio's 12 and America's 622 Area Agencies on Aging.

We are also designated by the Ohio Department of Aging under the federal Older Americans Act to administer Title III, State Block Grant, Medicaid and numerous other grant funds for programs and services that help older adults and individuals of all ages with disabilities live independently and enjoy the highest quality of life possible.



## » OUR MISSION

"We work with people, communities and organizations to help older adults and people with disabilities live independently and enjoy the highest quality of life possible."

# YEAR IN REVIEW



## *Making a Difference*

### Succeeding in Managing Care for Aging Adults and Individuals with Disabilities in Rural Southeast Ohio

For many of us, the word "Appalachia" conjures up a variety of seemingly contradictory images. It is an area of stunning natural beauty, yet one often identified with extensive environmental degradation. It is an area rich in natural resources, yet one typically associated with abject poverty.

AAA9's perception of "Appalachia" is one of uniqueness, opportunity, service and provision of direction and assistance for those in need. The goal of our agency is to seek and find consumers in our region to acquire access to available resources and services to provide older adults and at-risk populations choices in meeting their needs for optimal health and well-being.

Rural Appalachian populations tend to have higher poverty rates and health disparities, less education and literacy, less nutritional diets, and riskier health behaviors. That sets a higher bar for AAA9 in meeting the needs of this challenging demographic.

#### **Meeting the Challenges of Rural Appalachian Culture**

Appalachian culture combined with the trials of geographic location often prevent community members from making use of and access to available services (e.g., AAA9 program overviews, free health screenings) and limit their opportunities to adequate health care resources (e.g., emergency care, physician specialists). There is a subculture that exists and is not well understood by middle class residents or policy makers. For instance, those living in poverty in rural Appalachia are reluctant to accept help from others, particularly those outside their local community. This tendency is a cultural norm in the AAA9 service area of being "too proud to ask for help." Residents tend to equate any sort of free programs and services with public welfare, and thus, view participation in programs or acceptance of help as

stigmatizing. 'Free' has a stigma of being associated with welfare so people avoid taking or attending programs. As a result, some individuals and families who are eligible for services do not seek them. While residents may be anxious to take care of their own and are willing to share with one another, many are apprehensive about outsiders and about accepting assistance, including a vast Amish population that dominates Holmes County. These cultural norms ultimately have great potential to inhibit health.

#### **Overcoming the Challenges**

With AAA9 clinical and administrational expertise layered in cultural sensitivity, these challenges are being met by overseeing programs designed to quench population health adversity. Motivated by these challenges including the increasing number of older adults and the changing role of the government in funding services for older adults, AAA9 sponsored a needs assessment strategically targeting their consumers input to document the discrepancy between the current and the desired state of affairs for older adults living in their nine-county region. By comparing those differences, the agency has now acted by setting priorities, re-allocating resources and developing new services based on the needs and wishes of their consumers.

#### **The Truth**

AAA9 has embraced the reality that we will not meet the needs of our growing, aging and changing population by simply doing the same things better. We've intrepidly sought out and adopted new and promising practices to attain the goal of positioning and keeping our service area on the leading edge of serving our Golden Buckeyes and those with disabilities.

And we've done that by shifting away from measuring success on the number of services provided and consumers served to understanding how the programs & amenities we operate and administer impact our consumers.

In everything we do, we've adopted this theme; "From Choice to Voice" and this reflects our commitment to "Person Centered Care" that truly places the individual at the center of all care decisions and leads to better evidence based outcomes, not only for our clients, but also the care providers and you, the Ohio taxpayer.

In all our policy and program decisions, we ask the same question; "For whom are we doing this?" The answer invariably comes down to creating a better life and higher quality of care for our elders & those with disabilities.



## » AREA AGENCY ON AGING, REGION 9 RECOGNIZES 210 YEARS OF SERVICE THROUGH EMPLOYEE DEDICATION AND COMMITMENT



The AAA9 staff currently includes nearly 100 full-time employees. Our staff directly serves over 2,500 case-managed clients and assists over 40,000 older adults through contracts and grant programs.

### *Agency Stages Employee Appreciation Luncheon: 16 Employees contribute 210 years of service*

Employees from the Area Agency on Aging, Region 9 were treated to a brunch at “Theos” on March 24 for their commitment and dedication to serving seniors & those with disabilities in their 9-county service area.

All employees were treated to an appetizing brunch sponsored by the Agency and appropriately hosted by CEO, James Endly. Sixteen employees were honored for fulfilling; 5, 10, 15, 20, and 25 years of service tenure at the agency.

#### 5 YEARS

Angie Kistler, RN

Tiffany Scott, LSW

Christine Scobie

Case Assistant

Kelly VanDyne, RN

#### 10 YEARS

Patty Baker

Billing Specialist

Pat Lake, RN

Leisha Lucas, LSW

#### 15 YEARS

Melissa Baird, LSW

Carmella Civello, LSW

Tiffiny Dudley

HR Specialist

(not pictured)

Allyson Perkins

ADRN Assistant/

Scheduler

Rachel Strasser, LSW

#### 20 YEARS

Connie Coulter, RN

Diane Phillips, RN

Quality & Planning Director

Dona Severance,  
Billing Specialist

#### 25 YEARS

Robin Johnson  
Housing Manager

# Area Legislators Engage in Dialogue to Discuss Future Funding of Home and Community Based Services for AAA9's Consumers

In September 2016, 20th District Representative (R) Troy Balderson & 97th District Representative (R) Brian Hill met with administrative staff to discuss state funding that supports the programs administered by AAA9 to older adults, caregivers and those with disabilities in their 9-county service area.

To age in place with adequate health, independence and dignity, older adults, their caregivers and those with disabilities need federal, state and local policies that support health, long-term services and supports, economic security, livable communities and mobility.

That was part of the dialogue among Rep. Brian Hill and Rep. Troy Balderson and AAA9 administrative staff during their onsite August visits.

"The demographics have driven up demand for aging services, as more families are struggling to support and care for older relatives, and elder adults are struggling to make ends meet." States Chief Executive Office, James Endly.

State budget crises in recent years have forced severe cuts to the very programs established to serve this population. State funded programs for older adults, and caregivers – created to build upon or fill gaps in federal funds, have faced drastic reductions and even elimination. Everyone around the table agreed that waiting lists are long and growing longer, and more vulnerable older Americans are going without needed critical services. Even as state economies have stabilized, most state programs have not returned to pre-recession levels.

Both Representatives are working with other stakeholders and agency spokespersons to identify and address serious issues and help develop cost effective solutions to avoid financial and health care crisis. All parties had a thorough discussion about fundamental strategies and tactical changes that must be made to provide the quality of life that our "Golden Buckeyes" deserve without bankrupting families as well as the state budget.



Back, left to right:  
Tracy Foraker, Jennifer Douglas, LaDonna Hinson, Debbie Valentine, James Endly, CEO, Val Sampson, Robin Johnson, Tiffany Dudley, John Vinson, Kristin Dennis, Melissa Baird, Zane Wells

Front, left to right:  
Pam Hall, Michele Bates, Heather Williams, Rep. Brian Hill, Amanda Koch, Pat Lake, Erica McAuley, Bobby Davis



» 289 children, teachers, and Cambridge City School board members contributed 928,750 steps

## »»» AAA9 RAISES THE BAR IN BRINGING AWARENESS TO OLDER ADULT FALLS IN OHIO LOCAL YOUTH STEP UP TO SENIOR CAUSE

Last year, the Ohio Department of Aging (ODA) rolled out a statewide initiative to raise awareness of older adult falls in Ohio. The 10 Million Steps to Prevent Falls initiative was born out of National Falls Prevention Awareness Day. Area Agencies on Aging and their community partners engaged in this awareness activity across the state in a collaborative effort.

"Last year, we exceeded our goal with 57 different organizations sponsoring 57 community events. Statewide, more than 4,400 Ohioans walked approximately 5,300 miles. At an average of 2,500 steps per mile, that's more than 13.2 million steps taken in the name of fall prevention", said John Ratliff, Communications Director at ODA.

AAA9 wanted to smash that record in 2016 by involving more community members to participate. AAA9 CEO/Director James Endly had a wonderful idea by incorporating younger

community members by engaging them in senior issues, and with Central Elementary School being next door to the venue at McFarland Stadium the numbers from the previous year were about to fall in a very big way.

"There were huge waves of kids that just flooded McFarland Stadium. Every time I turned around there would be a group of 57, then 35, 23, 18, 22, it never seemed to stop," stated Jeff Arnold, RN, Community Outreach at AAA9. 289 kids including teachers & Cambridge City School board members contributed to 928,750 steps that made up our total count of 3,785,340 steps.

"Our partners at Emerald-Pointe Health & Rehab in Barnesville also contributed to the cause as well. Donna Nelson & staff collaborated with us last year making a statement bringing awareness to older adult falls and we look forward to partnering with them again next year," continues Arnold.



## AAA9 Announces New Website

*» Redesign Provides Instant Access,  
Expanded Capabilities and Increased Connection*

*“Visitors to the website will immediately notice streamlined menus, simple navigation and access to the information any one needs, any time of day.”*

— JAMES ENDLY, CHIEF EXECUTIVE OFFICER

The Area Agency on Aging, Region 9 is proud to announce the release of the Agency's newly redesigned website. It has been crafted to reflect not only what consumers need now but also incorporates technology capable of addressing future needs.

“Visitors to the website will immediately notice streamlined menus, simple navigation and access to the information any one needs, any time of day.” states Chief Executive Officer, James Endly. Endly continues, “By providing an improved destination for connection, education, calendar of events and utilization of tools, we have designed the new website as a resource hub as well as a gathering place for our regional providers as a community, with expanded capabilities for learning, sharing and interaction.”

Live Chat is now a feature to the new site. “The foundation of any strong relationship is communication. Additionally, the implementation of live chat answers questions and addresses issues

with the expediency of a spoken conversation. The personal nature of a live on-line conversation adds the human element to our site and nurtures credibility and trust for those who are considering a service, product or just looking for information and resources,” states Endly.

The Area Agency on Aging Region 9 (AAA9) is a leader in working with people, communities and organizations to help older adults and people with disabilities live independently and enjoy the highest quality of life possible. Through our caregiver program, our chronic disease self-management programs, PASSPORT and our administration of the Ohio Home Care Waiver, AAA9 serves individuals of all ages. Designated by the Ohio Department of Aging as one of America's nearly 700 Area Agencies on Aging, we serve a nine-county area that includes Belmont, Carroll, Coshocton, Guernsey, Harrison, Holmes, Jefferson, Muskingum, and Tuscarawas Counties.

# Financial Activities

## FUNDING

Federal	\$25,191,314
State	\$15,471,206
Non-Government	\$1,229,354
Program	\$527,127
Other	\$29,867
Interest	\$4,710
In-Kind	\$39,434
<b>Total</b>	<b>\$42,493,012</b>

## EXPENSES

Salaries	\$4,957,582
Benefits	\$2,007,869
Professional Services	\$180,756
Equipment/Supplies	\$174,985
Travel/Training	\$346,407
Depreciation	\$172,059
Occupancy	\$375,743
In-Kind	\$39,434
Other	\$337,198
<b>Program Allocations</b>	<b>\$33,924,522</b>
<b>Total</b>	<b>\$42,516,555</b>

# OUR PROGRAMS

## Assisted Living Program

This program provides services in certified residential care facilities to help delay or prevent nursing facility placement.

## Care Coordination Program

Care Coordination is designed to link home care services to those vulnerable older adults who are at risk of losing their independence due to having multiple problems with daily living tasks and skills.

## Caring for Caregivers

This program offers free support for private individuals that provide care to an older loved one, friend or neighbor.

## Healthy U Workshop

A free, community-based workshop, Healthy U helps participants learn proven strategies to manage chronic health conditions and feel healthier.

## Home Energy Assistance Program

HEAP is a federally funded program administered by the Ohio Development Services Agency. It helps eligible Ohioans pay their home energy bill.

## Home Choice Program

The Home Choice Program transitions eligible Ohioans from institutional settings to home and community-based settings, where they receive services and supports at home and in their communities.

## Long-term Care Consultations

LTCC provide individuals or their representatives with information about options available to meet their long-term care needs and factors to consider when making long-term care decisions.

## Long-term Care Ombudsman

By law, residents of long-term care facilities have rights—and it's the responsibility of the Long-Term Care Ombudsman to make sure those rights are protected.

## Ohio Home Care Waiver Program

OHCW program benefit package consists of nursing services, personal care assistance services and/or skilled therapy services, plus waiver-specific services such as home modifications, home-delivered meals, adult day health care, respite care, supplemental transportation, adaptive/assistive devices, and emergency response systems.

## Passport Medicaid Waiver Program

Passport uses federal and state funds, through a Medicaid waiver, to pay for in-home alternatives to nursing home care for low-income, Medicaid eligible seniors.

## Pre-Admission Review

PAR screening consists of two separate pre-admission screening processes. Both are required prior to an individual entering a Medicaid certified nursing facility.

## Prescription Drug Assistance

This program helps low-income seniors and persons with disabilities to apply for two programs that help pay for their Medicare costs.

## Senior Farmers' Market Nutrition Program

The Ohio Department of Aging partners with area agencies on aging to offer the Senior Farmers' Market Nutrition Program in 45 counties. For Area Agency on Aging Region 9, this program is only offered in Muskingum County.

**>> 2016 AAA9 BOARD OF TRUSTEES MEMBERS**

Robert Morgan President, Carroll County  
Connie Hawthorne Vice-President, Guernsey County  
Joyce Klingler Secretary, Harrison County  
Peggy Trolio Treasurer, Tuscarawas County  
Ann Schreiner RAC Chair, Guernsey County

Gwen Morgenstern  
Belmont County  
William Buxton  
Coshocton County  
Bee Lehner  
Coshocton County  
Michael Bryan  
Muskingum County

Vince Durant  
Muskingum County  
LaVere Jenkins  
Muskingum County  
Steve Matson  
Muskingum County  
Rev. Hugh Berry  
Tuscarawas County

**>> 2016 AAA9 REGIONAL ADVISORY COUNCIL MEMBERS**

Ann Schreiner  
Chair  
Guernsey County  
Irene Boyd  
Vice-Chair  
Muskingum County  
Ronald Hopkins  
Belmont County  
Marjorie Groff  
Coshocton County

Joyce Sees  
Coshocton County  
Joann Moore  
Guernsey County  
Julia Gray  
Holmes County  
Merlin Mullet  
Holmes County

William Demjan  
Jefferson County  
Kathy Barker  
Jefferson County  
Audrey Hanni  
Tuscarawas County  
Norma Russ  
Tuscarawas County

**>> AAA9  
SERVICE AREAS**

Belmont  
Carroll  
Coshocton  
Guernsey  
Harrison  
Holmes  
Jefferson  
Muskingum  
Tuscarawas

AAA9 is a non profit Section 501 (c)(3) organization designated by the Ohio Department of Aging as one of America's nearly 700 Area Agencies on Aging.



1730 SOUTHGATE PARKWAY  
CAMBRIDGE, OHIO 43725

phone: 740.439.4478  
toll-free: 800.945.4250  
fax: 740.439.0064

visit: [www.aaa9.org](http://www.aaa9.org)  
email: [aaa9@aaa9.org](mailto:aaa9@aaa9.org)