How To: Implement and Sustain a Transition of Care Program

Presented by:

@RootCauseCo
@RootCauseCoalition

cOMPANY/ROOT-CAUSE-COALITION/
How To Webinar: 
Collaborative Leadership and Flexibility to Address the Needs of Older Adults

The National Council on Aging 
for 
Root Cause Coalition

January 22, 2019
About NCOA

Who We Are:
NCOA is the national voice for every American’s right to age well

Our Vision:
A just and caring society in which each of us, as we age, lives with dignity, purpose, and security
Our Mission:
Improve the lives of millions of older adults, especially those who are struggling

Our Social Impact Goal:
Improve the health and economic security of 10 million older adults by 2020
NCOA’s Networks of Community Partners

- National Institute of Senior Centers (NISC)
- Chronic disease self-management education programs
  - Center for Healthy Aging
- Falls prevention coalitions
  - Center for Healthy Aging
- Economic service centers
  - Center for Benefits Access
- Benefits Enrollment Centers
  - Center for Benefits Access
- Hunger initiative partners
  - Center for Benefits Access
- Senior Community Service Employment Program (SCSEP)
- Aging Mastery Program®
- See our partners at www.ncoa.org/map
The Benefits Enrollment Center (BEC) Network

- NCOA’s Center for Benefits Access receives funding from the U.S. Administration for Community Living to support the creation of BECs (since 2009)
- BECs provide seamless systems of outreach, enrollment, and follow-up to help low-income Medicare beneficiaries with core programs that improve economic security & health:
  - Part D LIS/Extra Help
  - Medicare Savings Programs (MSPs)
  - Medicaid
  - Supplemental Nutrition Assistance Program (SNAP)
  - Low Income Home Energy Assistance Program (LIHEAP)
  - Other benefits
Benefits Enrollment Centers

Currently, 87 BECs serve individuals in 43 states
The Benefits Enrollment Center (BEC) Network

• BECs vary by type and model of operation:
  o Statewide call centers
  o Ethnic community groups
  o Senior centers/area agencies on aging
  o Hospital systems
  o Faith-based groups (e.g., Catholic Charities)
  o Food banks

• All of them have a goal of connecting low-income seniors/younger adults with disabilities to all of the benefits they may be eligible for (the person-centered approach)
Key Lessons Learned from BECs

• It takes time to build trust with your target audience
  o Better to focus on one good partnership/community setting than spread efforts too broadly
  o Consider establishing an advisory committee comprised of your audience

• Don’t assume that partners understand their role
  o Especially important when creating referrals
  o Train, retrain, & follow up with partner staff
Looking Holistically at Your Clients’ Needs

• How can you bundle services with other resources that meet the needs of your clients?
  o “Shoebox project” helps seniors sort paperwork while also assisting with benefits, connections to social services
  o What’s going on in your community? Community shreds, tax assistance clinics, farmers’ markets, prescription disposal
NCOA’s Collaborative Leadership

• NCOA leads/co-leads several coalitions
  o Leadership Council of Aging Organizations
    ▪ 70 organizations
  o Disability and Aging Collaborative
    ▪ 40 disability and aging organizations
  o Improving Medicare Markets Initiative
    ▪ Variety of diverse stakeholders

• MAPRx: Active participation since it began in 2003
NCOA’s Center for Healthy Aging

• **Goal**: Increase the quality and years of healthy life for older adults and adults with disabilities

• **Two national resource centers funded by the Administration for Community Living**
  - Chronic Disease Self-Management Education (CDSME)
  - Falls Prevention

• **Other key areas**: behavioral health, physical activity, immunizations, oral health
## Technical Assistance Activities

<table>
<thead>
<tr>
<th>One-on-one support</th>
<th>Annual meeting</th>
<th>National CDSME Database</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning collaboratives</td>
<td>Webinars</td>
<td>Online tools and resources</td>
</tr>
<tr>
<td>Best practices</td>
<td>Networking</td>
<td>Work groups</td>
</tr>
</tbody>
</table>

© 2019 National Council on Aging
Key Partnerships

- Administration for Community Living chronic disease self-management education and falls prevention grantees
- Aging and disability resource centers
- Area agencies on aging
- Community-based organizations
- Falls Free® Initiative State Coalitions on Falls Prevention
- Health care organizations
- Senior centers
- State health departments
- State offices on aging
- Tribal organizations
- And, many more…https://www.ncoa.org/center-for-healthy-aging/about-cha/cha-partners/
NCOA’s National Institute of Senior Centers (NISC)

- NISC is the only organization solely focused on the needs of senior center professionals.
- NISC leadership, senior center professionals, and NCOA staff work in partnership to address the issues that are most important to you. NCOA’s advocacy team ensures that senior center concerns are heard on Capitol Hill.
- NISC resources are focused on the issues senior centers care about—policies that affect funding, grants, awards you can apply for, and best practices that you can adapt for your center.
NISC Senior Center Business Affiliate

- **What will you gain?**
  - Gain a strategic viewpoint on national trends affecting older adults.
  - Access cutting-edge information on the field of aging and the needs of the aging population.
  - Stay informed on public policy issues related to aging and older adults.
  - Participate in NCOA and NISC’s broad network of strategic alliances, coalitions, and multi-sector partnerships.
Aging Mastery®: A Playbook for Aging Well

Promoting positive aging via fun, engaging, and life-changing experiences.
Aging Mastery: Community Classes + More

1. In-Person: Aging Mastery Program®
   10 classes. Learning and changing behaviors via classes, daily practices, social engagement, and community service.

2. In-Home: Aging Mastery® Starter Kit
   Self-serve version of the classes for the homebound, hard-to-reach, and those who like to learn on their own.

3. Coming Next: Digital Aging Mastery®
   Digital engagement to promote and reinforce behavior changes learned through classes and in-home programs.
What Participants Say

“AMP gives me a sense of **personal satisfaction** in knowing that I am **actively doing something** to improve and learn the things I need to. It was also nice to get to know the other participants.”

“AMP has made a **big change** in my overall attitude. I have a much more **positive outlook** on life than before, and I love creating my **gratitude list** before going to bed!”
Why Do Partnerships Matter?
Why do partnerships matter?

- Collaborative leadership; “Rising tides lift all boats”
- Mobilizing communities embeds brand awareness in the lives of everyday people
- Familiarity with communities and contextual constraints provides opportunities to identify shared values
- The opportunity for those outside the sector and or business, to identify opportunities for addressing societal problems
- They matter most when they emphasize transformation over transaction
What Makes a Good Partner?

- Both parties share the workload – relative to their strengths, weaknesses, capabilities, and resources.
- Remember to share resources - this should never be a one-way street, as information is key to healthy partnerships.
- Building trust is key, but often difficult – remind yourself and your team that it takes time to be authentic.

Don’t assume potential partners know who you are or your exact role in the community. Take the time to teach them in the most resource efficient way possible.

Personal narratives tie our organizations, offices, and positions to the work we do, and create shared value in an authentic way. This in turn, helps with building trust.

Listen carefully to community needs before thinking about who to partner with and why.
Who: 700+ professionals and advocates working at the local, state, and national levels to improve the health and economic security of older adults

Where: Washington, DC

www.ageaction.org
Learn More

Leslie Fried
Senior Director, Center for Benefits Access
Leslie.Fried@NCOA.org

Lura Barber
Director, Hunger Initiatives
Lura.Barber@NCOA.org

Vivian Nava-Schellinger
Associate Director, Strategic Partnerships & External Affairs
Vivian.Schellinger@NCOA.org

• Visit ncoa.org and sign up for news, policy alerts, new blog posts, networking with the broader aging affiliates and National Institute of Senior Centers (NISC) Visit ncoa.org and sign up for news

• Follow @NCOAging on social media

• Share NCOA’s free, trusted tools with older adults
  o BenefitsCheckUp.org
  o MyMedicareMatters.org
Questions?