Overcoming the Workforce Crisis

by Reimagining Traditional Models of Care
Introduction

Felicia and Jai’La will be our facilitators for this session.

The goal of our session is to share innovative approaches COA is leveraging to address the workforce shortage. As well as equip you with the tools to think outside the box with systems and services.
Council on Aging of Southwestern Ohio has been an Area Agency on Aging since 1974, serving a range of individuals including older adults, people with disabilities and caregivers in an urban/rural multi-county region.

home52 is a non-profit subsidiary of Council on Aging. Created in 2017, home52 is Council on Aging’s innovation hub.
The Problems

Rapidly Aging Generation

By 2035, there will be more people aged 65 and over than people aged 18 and younger. (census.gov)

By 2030, 1 in 6 people in the world will be aged 60 years or over. (WHO)

Worker Shortage

1 out of 5 Americans is a family caregiver. (AARP)

Strain on Community

Roughly 1.9 million workers, are need to meet demand 1:1. (PHI)
Identifying Models that "Work"

What is ESP?

Council on Aging administers the Elderly Services Programs (funded by local senior services levies) in a four county area that spans urban and rural settings.

Typical Care Recipients, also known as the client, who are served by the Elderly Services Program:
- Age 60+
- Needs help with certain activities of daily living (i.e. Laundry, Errands, Cleaning, etc.)
- No income qualification, but some care recipients may have a co-payment
- Supplements, but does not replace care already provided by family.
- Payor of last resort: Clients must be ineligible for services through any other source/payer.

In COA’s Innovative initiatives we have leveraged 3 service options under ESP to address the crisis.

Traditional Home Care Agency (HCA)
Clients receive assistance with housekeeping, personal care, help with meals, and respite. We address housekeeping in our enhancement to this service.

Home Medical Equipment (HME)
Clients receive rented or purchased medical equipment or supplies to clients to promote independence and safety in their home. We address the types of equipment in our enhancement to this service.

Traditional Consumer Directed Care (CDC)
Clients can employ (or designate) and employer to hire a worker they manage with support from a 3rd party fiscal intermediary. We address the manual nature of the service in our enhancement to this service.
Adaptive Cleaning Supplies

Through the HME service option we are providing ESP Clients adaptive cleaning supplies that will help them live more independently.

Meaning - Reducing the amount of bending, lifting, wringing, carrying needed to complete daily household tasks.
Laundry Service

Many older adults enrolled in ESP need assistance with everyday household tasks, including laundry and light cleaning. Traditionally, these needs have been met by home health aides employed through home health agencies. Because of the aide shortage, COA clients are experiencing disruptions in these and other common services.

In this model, Clients are provided door to door laundry service in place of waiting for a home care worker to complete the task.

CLIENT STORY

“Having the laundry service is amazing. They come every Monday and it sits on the porch. It disappears and comes back clean and folded. It’s been extremely helpful, especially when we’re so overwhelmed.”

– Family Caregiver
What is AddnAide?

It’s a secure digital platform that enhances the Consumer Directed Care model. It is an app where everyday people are matched to an older adult who needs in-home care services that are assessed by a Care Manager.
How Might We

Steps you can take to Overcome the Shortage
COA and home52's solutions to the problem started with questioning traditional service delivery models. You can take the following steps to enhance service options in your organization.

1. Identify the Problem

2. Add "How Might We" at the start of the new idea or issue.

3. Identify partners and action items to address the new idea or issue.
Ask us about...

- How we arrived at these solutions?
- Where we started?
- What are the best practices of starting an innovative solution to a big problem?
Thank You!

For more information, please visit our websites-help4seniors.org & home52.org.

Felicia Domsher
fdomsher@help4seniors.org

Jai’La Nored
jnored@help4seniors.org