



**Aging and Disability Resource Network:  
Ohio's Coordinated System of Information  
and Access**

---

Pilot Site: Western Reserve Area  
Agency on Aging Cleveland, Ohio  
2005 Grantee



**N4A Conference Intensive  
August 7, 2006  
8:30 to 3:00**

---

Presented by

- **Deborah Adams**
- **Director ADRN and Community Based  
Long Term Supports**
- and
- **Jennifer Justi**
- **Training Manager Western Reserve Area  
Agency on Aging**



## Today's Objectives

---

1. Illustrate needed vision to see potential to strengthen available resources
2. Share how to build upon area leaders' skills & commitment to enrich and develop your community
3. Improve available resource information systems to be consumer friendly, accurate & effective



## Visioning Together: Strengthen Available Resources

---

- N.E. Ohio selected as pilot:
- Existing strong regional collaboration (e.g. recent coalition to coordinate services for region's dual eligible population Medicare/Medicaid for older adults and disabled)
  - Regional diversity: urban, suburban & rural
  - 22% state's elderly reside in WRAAA's 5 counties



## *Why Network and not Center?* Philosophy

---

***Founding value:*** support and care is accomplished most effectively through partnerships and teamwork

***Design:*** to *engage* the community through primary, secondary and tertiary partner groups AND *connect* with existing collaborative efforts



## What does Ohio's philosophy look like?

---

- ADRN is a mosaic
- Pieces fit together
- Compliment one another
- Together the ADRN is whole
- To contact any partner is to contact the ADRN

To form a unified expression...



## Ohio's Objectives

Create *multiple ways* to access the ADRN for consumers and their caregivers  
internet...phone...in person

- Build linkages between local & regional entities to create a seamless process for consumers
- Publicize and promote the existence of the ADRN
- Create common set of ADRN standards, protocols & procedures to be used to replicate ADRNs throughout Ohio



## **Aging Disability Resource *Network* Preliminary Ohio Strategy**

---

- Develop a strong technology-based infrastructure
- Establish a cross-functional, team-based approach for customer service and operations management
- Integrate service links, assessment, counseling & specific DSAS activities (e.g. eligibility)
- Improve quality of referrals to & between providers
- Integrate ConnectMeOhio.org & Itcoho.org as tools



## **Essential Program Components**

---

- No wrong door/one-stop access (referral) to
- All public programs for community and institutional Long Term Support (LTS) Services administered by Medicaid
  - OAA programs devoted to LTS services
  - Any other publicly funded services appropriate for individuals seeking LTS assistance
  - Privately funded, community-based resources, services, and programs



## **Ohio's ADRN Mission is...**

---

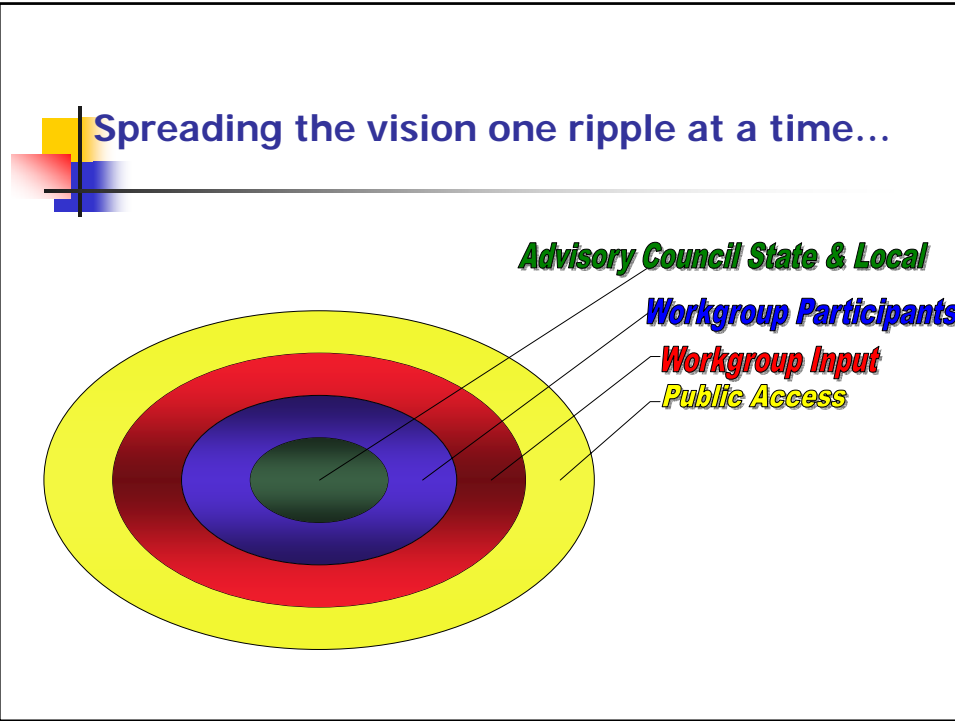
To provide easy access to services and long term supports for Ohio's adult consumers regardless of age, disability or income.



## **Ohio's Vision is...**

---

Over the next five years, community service networks will work cooperatively to create a seamless system that will provide consumers with 24-hour access to information and services through a combination of phone, internet or physical location.



- Building a Strong Foundation**
- Start with core partners as the nucleus:
- Link with respected change agents
  - Engage the community decision makers
  - Identify the gatekeepers
  - Find the communicators



## State Level Partners

### Ohio Department on Aging (State Unit on Aging)

- Roland Hornbostel, Project Director  
Division Chief ODA
- Sharon Evanich, Project Manager at ODA

### WRAAA (regional AAA 1 of 12) first partners as the grantee & pilot respectively

- Ron Hill, WRAAA Executive Director
- Deborah Adams, WRAAA Project Director



## State Level Advisory Council

- Olmsted Taskforce
- Ohio Legal Rights
- Ohio Department Jobs and Family Services (ODJFS)
- ODJFS Director's Association
- AARP
- Numerous AAA Directors
- 6 Ohio AAA's
- Governor's Council People with Disabilities
- State Aires President 2-1-1
- State Ombudsman
- Dept. Alcohol & Drug Addiction
- Department Insurance
- Department Mental Health
- Department MRDD
- Statewide Indep. Living Council
- Office Budget & Management
- Ohio Department Aging
- ADRN Pilot Director & AAA Executive Director





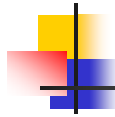
## Building on what we have...

### Area leader commitment to improving the community

- United Way Senior Success Vision Council
- Center for Community Solutions Elder Friendly Communities Project
- Voices and Choices
- Dual Eligible's Project
- Access to Benefits Coalition (regional)
- Active Ohio Association of AAA's

### Primary Ring Partners:

### *Pilot Advisory Council*



- Consumers
- ODA Deputy Director & Staff
- AAA Board President & Executive Director
- Long Term Care Ombudsman
- Easter Seals NE Ohio
- PACE
- Medical Medicaid Eligibility
- Medicaid: TANF
- City of Cleveland Department on Aging
- CASE School of Medicine
- School of Social Work Cleveland State University
- Public Library System
- State Insurance Program
- Regional Managed Care Contractor
- Center for Independent Living
- Disability Advocacy Organization
- OAA Title V Statewide Contractor
- United Way Services: 2-1-1
- Private Foundations NPO
- Attorney
- Veterans Administration
- Olmsted Taskforce



## Secondary Ring Partners ...Leadership Workgroup

- Chair and Co-chair
  - Volunteers from the Local Advisory Council
  - One from disability community & one from aging community
- Planning Team
  - Role of WRAAA management includes:
    - Long Term Care Waiver
    - Older Americans Act
    - \*IT
    - \* Training & Education
    - Clinical
    - Housing
    - Transportation
    - Marketing
    - (\*work with each group)



## Workgroups developed

**Information (#1)**

**Outreach Marketing (#2)**

**Access (#3)**

**Assistance (#4)**



## Information (#1)

---

- Goal: multiple methods to access ADRN
- Deliverables:
  - Phone: 2-1-1 collaboration
  - Internet: Enhance ConnectMeOhio.org
  - In-person: E & W offices
  - Centralized consumer record (IT)
- Accomplishments:
  - 211 agreement
  - IT business requirements
  - IT application demos



## Outreach Marketing (#2)

---

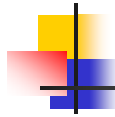
- Goal: publicize & promote ADRN
- Deliverables
  - Marketing plan
  - Education plan
- Accomplishments
  - Recommended social marketing firms
  - Planned introductory & educational event for professionals
  - Draft public awareness “kick-off”



## Access (#3)

---

- Goal: No wrong door/one-stop access to public & privately funded services (streamlining)
- Deliverables:
  - Unified application to streamline processing
  - Identify Critical Pathways
  - Improved provider referrals (use centralized consumer record)
- Accomplishments:
  - Buy in Medicaid financial eligibility partners
  - Draft unified application



## Assistance (#4)

---

- Goal:
  - Integrate urgent community support services using
  - Connect those seeking housing, transportation and employment with regional resources.
- Deliverables:
  - Short-term care management model
  - 'Hot' lists of regional resources
  - Integrate data bases with [www.ConnectMeOhio.org](http://www.ConnectMeOhio.org)
- Accomplishments:
  - Preliminary short term care management model



## *Tertiary Ring Partners* *...Additional workgroup members*

---

### Specific interest area representatives

- Physically disabled
- Consumers: disabled over 18 & older adults over 60
- County Jobs and Family Services eligibility determiners
- Referral Sources: community & institutional
- Critical Pathway participants
  - Medical Community
  - Hospital Associations
  - Nursing Home Industry
  - Assisted Living
  - Centers for Independent Living
  - Sight Centers
  - Speech and Hearing Centers
  - Others



## Education/Training:

---

- Vital to assure all points of entry connect to resource information that is complete, robust, and useful
- Goals include:
  - Targeted education & training
    - Professional referral sources
    - Public awareness
  - Training outcome = comprehensive tool to assist consumers



## Outreach Marketing

---

To develop an outreach marketing plan the ADRN will hire a social marketing firm to:

- Perform market analysis
- Define target audiences
- Identify market strategy & ADRN benefits
- Monitor and evaluate plan ongoing

*Remember:*

Include all consumer disability groups  
(e.g. bold visual & Braille & audio ads)



## Outreach Marketing cont.

---

Consumer audience will understand:

- What help is available in the community
- How to connect to what is available
- Information requested is kept private (HIPAA)

Professional audience will:

- Register as Provider on [www.ConnectMeOhio.org](http://www.ConnectMeOhio.org)
- Access web resources to assist consumers
- Partner as network member



## Evaluation Goals

---

- Process evaluation planned in the 3<sup>rd</sup> year to:
  - Determine ease of access for consumers and caregivers
  - Document changes in structure & operation of linkages among local providers for seamless process
  - Assess adequacy of marketing campaign for increasing public awareness and giving reliable service information
  - Monitor and track ADRN consumers & caregivers



## What is a process evaluation?

---

- Investigates how the structure and operation of the ADRN unfolds
- Identifies barriers encountered and lessons learned
- Method: Qualitative analysis of documents & records



## Evaluation cont.

- Incorporated with onset activities
- Implemented structures to facilitate the process evaluation include:
  - **Recording:** standardized minutes template used also identifies workgroup overlap
  - **Feedback** gathered after meetings on standardized meeting evaluation form
  - **Reporting** by workgroups shared via WRAAA website; password access for all partners to view minutes



## Lessons Learned: 1<sup>st</sup> six months:

- Relationships are *key* to success
- Critical to include primary partners & consumers early
- Clear expectations: MOU
- Continue to add key partners when identified
  - Think replication & sustainability from the start!
- Use the TA website! [www.ADRC-tae.org](http://www.ADRC-tae.org)

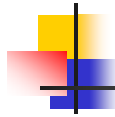




## Lessons Learned cont.

---

- Monitor Medicare & Medicaid developments
- Barriers out of the closet: talk about WIIFM as win-win
- Address questions, resistance, silence respectfully, quickly
- Use everyone who volunteers
- Repeat the message in as many ways as you can think of...
- Be enthusiastic!!

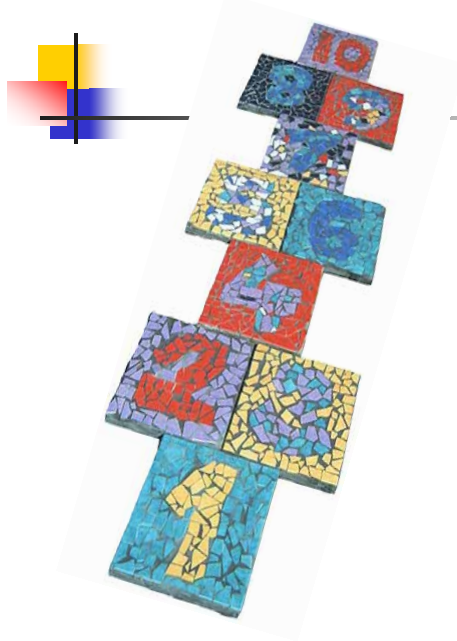


## Future steps...

---

- Add Advisory Council & Workgroup partners
  - SSA, TANF, VA to address access to ongoing employment, short term disability and other independence issues
  - Critical Pathway participants
- Position ADRN in Community Based Services Department to leverage existing:
  - Skills, experience, and cultural competence

## Mosaic experience Mosaic partnerships



- No wrong door
- Start where you need to
- Unique resources
- Connect new ways
- Move any direction seamlessly, beginning with access

## To summarize: Start at the top...

- Embrace consumer participation...
- Engage community decision makers...
- Identify the gatekeepers...
- Find the communicators...
- Rally the advocates...
- Hit the ground running...
- Continually seek to improve...
- Know, the job is never done...



## Questions?

---

- We may also be reached by e-mail...
- [dadams@psa10a.org](mailto:dadams@psa10a.org)
- [jjusti@psa10a.org](mailto:jjusti@psa10a.org)
- In the subject line
  - Please use: N4A ADRN ?

*We hope to see you at the Consultancy  
this afternoon.*