Annual Report 2017

a new beginning...



## **OUR MISSION**

The mission of Elder Services of the Merrimack Valley, Inc. is to ensure that a wide range of programs and services meet the diverse needs of older adults and persons with disabilities. Home based care, community support services and assisted living programs promote and encourage the independence, self determination and dignity of the people Elder Services serves.

#### WELCOME Message from the Chief Executive Officer and Board President

**FISCAL YEAR 2017** Revenue and Expenses, Sources of Revenue, Programs and Services



**2016 ANNUAL MEETING HIGHLIGHTS** Vision, Leadership, Service Award Community Spirit Award

A NEW BEGINNING Strong Roots, Bold Vision

LISTS OF VOLUNTEERS, INDIVIDUAL AND BUSINESS CONTRIBUTORS

# MESSAGE FROM JOAN HATEM-ROY Chief Executive Officer, Elder Services

Taking on the new role of Chief Executive Officer at Elder Services is both a humbling experience and once-in-a-lifetime opportunity. I have devoted much of my professional life to this agency and I am ready to tap into that experience, talent and the innovative spirit of our incredible staff as we enter into the next phase of evolution and growth at Elder Services. I look forward to working with our network of strong community partners to help the agency move confidently into the future with bold vision and an enduring sense of mission.

These are challenging times. The people we serve face increasingly complex situations and life circumstances. Our staff and resources continue to be stretched while the need for our services and solutions continues to grow. Yet within these challenges are unheralded opportunities to evolve, adapt and engage more directly with our consumers and caregivers. We want to enhance our ability to help them reach their goals. And we want to invest in our staff to build their capacity to respond effectively to newly emerging needs.

There are opportunities in the challenges facing our healthcare system. We know how to address the social determinants of health that contribute to poor health outcomes and increased costs. Our partnerships with hospitals, insurers and other providers attest to our commitment of integrated care.

My faith in this agency's future is rooted in all that Elder Services has accomplished over the past 43 years. We have a proven ability to work in partnership with others, to be innovative, to anticipate, learn, adapt and respond to whatever challenges may lie ahead. This annual report offers us all a reminder of our collective strengths and the power of our mission in action.

The best is yet to come!

Sincerely, Joan Hatem-Ray Joan Hatem-Roy

Chief Executive Officer

# COME

# MESSAGE FROM ROSEANN ROBILLARD

Board President, Elder Services

Last year there were many occasions that allowed the Board of Directors, our Advisory Council, staff and community partners to recognize and celebrate the departing Executive Director, Rosanne DiStefano, for her accomplishments and decades of service.

This year marks a new beginning for Elder Services as Joan Hatem-Roy, our new Chief Executive Officer, begins to chart the course for the agency's future. The search committee conducted a nation-wide search for the best candidates and worked hard to define the role and qualifications. It became clear that Joan was best qualified to lead the agency and move its mission forward.

Joan's vision has already engaged and excited the Board about many of the new challenges

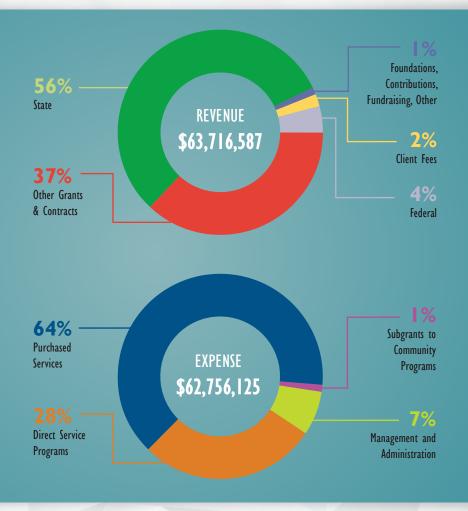
and opportunities that lie ahead. We remain fully confident that the strengths, talents and passion of our staff will keep Elder Services at the forefront to lead and succeed at the local, state and national levels.

This Annual Report highlights the important role played by Elder Services, its dedicated staff and committed partners in demonstrating our network's value, expertise and capacity for innovation.

The future looks bright!

Sincerely,

eann Kolillard Roseann Robillard **Board President** 



**FY 2017 FINANCIALS** 7/1/2016 - 6/30/2017

# Sources of Revenue

#### Administration on Community Living MA Senior Medicare Patrol Program

#### **CHART** Funding

Anna Jaques Hospital Lawrence General Hospital

#### **Department of Public Health**

Falls Prevention Program Suicide Prevention

#### **Executive Office of Elder Affairs**

Aging and Disabilities Resource Consortium Client Assessment and Eligibility Community Choice Congregate Housing Enhanced Community Options Programs Financial Resource Program Home Care Long Term Care Options Counseling

#### Nutrition

Protective Services Savvy Caregiver SHINE (Serving Health Insurance Needs of Everyone) Program Supportive Housing (Amesbury/Billerica/ Chelmsford/Methuen/Tewksbury/Westford) Sustainable Systems Program Title III of Older Americans Act Veteran's Independence Plus Program

#### Foundations

Harvard Pilgrim Health Care Foundation N4A Hartford National Council on Aging Tufts Health Plan Foundation

## Housing Authority - Supportive Services

Amesbury • Billerica • Chelmsford Methuen • Tewksbury

#### Housing Urban Development Elder Housing Initiatives

North Village, Chelmsford Village at Mystery Springs, Westford Villa at Meadow View, Tewksbury

#### **MassHealth**

Element Care Group Adult Foster Care Personal Care Attendant Money Follows the Person

Massachusetts Rehab Commission Brain Injury Program

#### **Senior Care Options Programs**

Commonwealth Care Alliance Fallon Community Health Plan - Navicare Senior Whole Health Tufts Health Plan United Healthcare Community Plan

## **Programs**

Aging and Disability Resource Consortium **Care Transitions Program Community Choice Program** Congregate Housing **Consumer Directed Care** Elder Brown Bag Program **Enhanced Community Options Program** EnhanceWellness Program Family Caregiver Support Program **Financial Resource Program** Frail Elder Waiver Group Adult Foster Care Healthy Living Center of Excellence Healthy IDEAS Home & Community-Based Waiver Long Term Care Ombudsman Program Massachusetts Senior Medicare Patrol Program **One Care Plan Options Counseling Programs** Personal Care Attendant Program of All-inclusive Care for the Elderly Senior Care Options Programs **SHINE** Program Supportive Housing Veterans Direct Program **Volunteer Programs** 

**Chore Services Clinical Assessment & Eligibility** Companionship **Crisis** Intervention Habilitation Therapy Home Delivered & Congregate Meals Home Health Services Homemaker Services Information and Referral Medication Dispensing Systems Minority Outreach Money Management/Representative Payee Service Nutritional Assessment Personal Care Services Personal Emergency Response Systems **Protective Services Resident Services Coordination Respite** Care Short Term Respite Beds Supportive Home Care Aide Wanderer Locator Systems

## Services

Adaptive Housing/Durable Medical Equipment Adult Day Health Care (Medical, Social, Dementia) Care Management Programs and Services

# 2016 Annual Meeting Highlights

## Vision, Leadership, Service Award

The Board of Directors was pleased to present the 2016 Vision, Leadership and Service Award to Rosanne DiStefano, Elder Services' former Executive Director. During her tenure, Elder Services became known as a leader on the local, state, and national level on behalf of older adults and persons with disabilities. Her visionary leadership inspired hundreds of staff from many disciplines and created a work environment that fostered creativity and passion as well as productivity. She focused the agency's mission on quality programs and pursued innovative responses to the diverse needs of the 10,000 consumers the agency serves daily. On many fronts, Rosanne was a catalyst for new and creative ideas. Her willingness to invest in evidence-based health programs helped to spark our early collaboration in the health care arena, most notably with Hebrew SeniorLife. That partnership culminated in the creation of the Healthy Living Center of Excellence – which now promotes the integration of evidence-based programs with communitybased health care at the state and national levels. Her sense of mission reflected her professional experience in aging and her personal experience as a caregiver. A tireless advocate and a strong role model, she never lost her connection to the consumer, her passion for elders, her caring for those less fortunate or her commitment to addressing social ills. The Board of Directors trusted her ability as a leader, her character and her drive for excellence. Congratulations, Rosanne, for your lifetime of achievement.





(I-r) Justin Jordan, Elder Services, ReloTrans - Christine Cowden, Frank Peditto, Marcie Gallagher, Elder Services – Renee Baker, Sheila Hewitt, Mayerley Astacio

## **Community Spirit Award**

Frank Peditto and his team at ReloTrans in Newburyport received the 2016 *Community Spirit Award*. This award celebrates an individual or group who embodies the concept of service to elders or has demonstrated an ongoing commitment to elders. For nearly three years, Frank and his staff have supported the Elder Brown Bag Program as corporate volunteers. They help coordinate the packing and delivery of 760 bags of food each month for the Haverhill Brown Bag site at the Pentucket Lake Elementary School. Frank sees this initiative as a "win-win" for his team and for Elder Services. We receive the extra help needed to run this incredibly valuable community program and his staff receives the personal satisfaction of helping serve elders in need. It's important to Frank to foster a culture of value and respect among ReloTrans team members and within the local community. Congratulations to Frank and his team who stand as a model of civic responsibility with a sincere commitment to support older adults.

"My motto is, keep it simple, find the right community partners and the team will do the rest. And in doing so, you will be rewarded both as a business owner and a human being" ~Frank Peditto

# **A NEW BEGINNING**

A strong foundation, pioneering spirit, and visionary leadership enable Elder Services to move forward confidently to help shape the future.

State House Advocacy Day with Senator Barabara L'Italien

Compared to the national averages for Area Agencies on Aging, Elder Services' growth reflects our expanding role at the state and national level.

# AVERAGE WORKFORCE Volunteers Full-time Staff Part-time Staff AAA 149 44 17 Elder 300+ 245 71

AVERAGE BUDGET

\$60.54 million \$10.1 million AAA Elder

Services

Elder Services has the size, scope and expertise to contribute to best practices, policy change and system transformation at the national level.

# SNAPSHOT OF ELDER SERVICES AT NATIONAL LEVEL

Key leadership staff serve as expert consultants on the Aging and Disability Business Institute, led by n4a and funded by ACL, John A. Hartford, SCAN Foundation and others, in order to advance the business acumen of the Area Agency on Aging network.

Elder Services and the National Council on Aging co-lead the Network Development Learning Collaborative. The Healthy Living Center of Excellence serves as a best practice model that helped 10 other states develop a comprehensive network of community-based provider organizations able to contract with health care entities.

# ENHANCING PARTNERSHIPS TO SERVE DIVERSE COMMUNITIES

Elder Services staff are being trained in Disability Awareness and Cultural Competence by our ADRC partner, the Northeast Independent Living Program. We co-hosted a Legislative Forum on Health Disparities and access issues faced by older adults and people with disabilities.

Our Minority Outreach helps diverse communities and populations connect to and access our services and programs. Team members engage with the Hispanic community in Lawrence as well as Lowell's Cambodian community and their population of Portuguese speakers.

Our Healthy Living Center of Excellence offers programs in six languages. A partnership with the Harvard Pilgrim Health Care Foundation expanded programs for low-income, non-Englishspeaking elders, e.g., Healthy Eating for Successful Living programs for Chinese-speaking older adults. This work was recognized with an Achievement Award from n4a.

Elder Services embraces diversity in gender and sexual

orientation. Our LGBT Senior Social Connection, in partnership with the Merrimac Council on Aging, provides older adults a positive, trusting and supportive environment to share a meal, meet new friends and encourage discussions that explore important issues like fear of discrimination when the need for housing, long-term care or home care issues arise. Investing in workforce development and cross-sector collaboration helps Elder Services respond to emerging needs and expand our role with diverse populations.

> Elder Services was one of the first Area Agencies on Aging in the country approved to bill Medicare for mental health counseling. Four clinicians provide in-home based psychotherapy for individuals who need behavioral health care. This model helps us build our clinical capacity.

Many older adults experience problems related to substance abuse, including opioid dependence and addiction. Elder Services has Certified Addiction Counselors on staff and offers training and education to address this growing need.

The newly established Veterans Partnership is working with community organizations and individuals to increase our collective capacity in order to better support older veterans and their families.

Regionally, Elder Services convenes monthly Elder Network Meetings hosted by community partners. These meetings enable 650 local service professionals to connect and build relationships that can improve services to meet diverse needs. At the State level, Elder Services serves on the Executive Committee of the Massachusetts Healthy Aging Collaborative, supporting local efforts to develop age-friendly communities.

# **COMMUNITY LIVING WITH SERVICES AND SUPPORT**

Efforts to improve community living as we age are increasingly focused on basic needs such as food, housing and social support, as well as support for caregivers and protection for vulnerable elders. Elder Services addresses these important factors directly.



## FOOD

Food insecurity affects too many older adults in the Merrimack Valley.



Our Elder Brown Bag Program serves 648,000

seniors monthly lbs. of food each year

During harvest season, our Elder Community Market Programs in Greater Haverhill served



27,070 lbs. fresh produce



In FY 2016 Elder Services assumed management of the Nutrition Program

clients received congregate meals

430

seniors

clients received home-delivered meals



## HOUSING & SOCIAL CONNECTION

Supportive housing programs offer older adults:

- Affordable housing option
- Access to on-site recreational and educational activities
- Coordination of support and services

These efforts encourage residents to develop strong social connections among neighbors to promote a sense of community. Supportive housing programs are offered in Amesbury, Billerica, Chelmsford, Methuen and Tewksbury.

# **PROTECTING ELDERS**

Our Protective Services staff responds to the largest volume of abuse and neglect reports in the state; averaging more than 250 reports a month in 2016. Vulnerable older adults may experience homelessness, abuse or neglect, self-neglect due to behavioral health issues, and/or financial exploitation – high risk situations that present increasing challenges to living in the community.



## SUPPORT FOR CAREGIVERS

Caregivers are critical partners in long-term care. Our Family Caregiver Support Program expands its outreach in several ways:

- - An interactive Caregiver Portal and Blog on the agency website.
- Outreach events that engage Latino, Cambodian and male caregivers.
- Our Music & Memory Program and Memory Cafés help many who are dealing with a loved one's dementia.



Sponsors help us support grandparents in the role of parent raising their grandchildren.

The Healthy Living Center of Excellence offered the evidence-based Savvy Caregiver Program for caregivers faced with the challenges of caring for someone with Alzheimer's by hosting 16 workshops for 180 participants at 11 sites.

# HEALTH CARE AND COMMUNITY INTEGRATION

Elder Services promotes the value of aging networks by sharing best practices for healthcare integration with Area Agencies on Aging in Massachusetts and around the nation.

Elder Services is recognized nationally as a leader in the aging field for our successful integration with health care. Our evidence-based programs, care coordination and transition services have clearly defined benefits for better patient care. Our services are recognized and valued by local hospitals, Senior Care Options programs, and Accountable Care Organizations.

Our Healthy Living Center of Excellence's evidence-based programs address social determinants of health and help consumers learn to take an active role in their healthcare. These programs improve the quality of care and outcomes for adults with chronic health conditions. Statewide, more than 5,000 participants completed workshops in 2016.

Elder Services actively promotes sustainable case management, care transitions and evidence-based programs as members of the Trailblazers Learning Collaborative at the national level. Key staff also served on the evidence-based Leadership Council, helping community-based organizations implement and sustain evidence-based programs.

Elder Services convened the Northeast Community Collaborative (NCC), a group of community partners representing aging, disability, healthcare, and long-term care providers across the Merrimack Valley to improve shared learning and cross-sector collaboration. The NCC continues to add value to our work with Accountable Care Organizations in serving all populations with complex long-term care needs

# VOLUNTEERS, INDIVIDUAL AND BUSINESS CONTRIBUTORS

We make every effort to avoid errors or omissions in listing our valued volunteers and contributors. If your name is misspelled or omitted, please notify us of the error. The contributors listed here reflect gifts received by June 30, 2017.

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Lana Durocher

"Volunteering is the ultimate exercise in democracy. When you volunteer, you vote every day about the kind of community you want to live in" ~Author Unknown Lance Adie Laura Darling Lawrence Dubois Leslie Ellery Lillian Colby Linda Maxwell Linda Murphy Lisa Graham Lori Hart Lucy Sprague-Frederikson Luisana Paez-Espinal Luz Rodriguez Luz Rosado Lydia Bertolino Lynn Murphy Lynne Stanton Marcella Gallagher Marcia Miller Margie Rothschild Maria Consoli Maria Fina Maria Pimentel Marilyn Luther Marion Bergman Marissa McNally Mark Sullivan Mark Sakakeeny Mark Waksmonski Marla Snyder Mary Bessey Mary Burrell Mary Kay Browne

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-800-892-08

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> NILLEAN BARREN FA

"I could not live alone without the wonderful help I receive. I am 90 years old, wheelchair bound and very grateful to have the best help from Elder Services" ~Rita V.

# CONTRIBUTORS

We would like to extend our heartfelt thanks to the following individuals and organizations for their generous and thoughtful support.

#### Individuals

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My mother reached the age of 100 +3 months while living in her own apartment. She received services for light housekeeping and food shopping because I lived in Florida caring for my husband who was very ill. When he passed, I returned home to help with her care and we both had services. So you can see what a god-send you were to my mother and me. Thank you for what you do each day.  $\sim$ Theresa S

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BREAKFAST EXCHANGE CLUB OF GREATER HAVERHILL

TOTHE Elder Services -

Assest

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Trinity EMS Tufts Health Plan Foundation United Healthcare Community Plan Veterans Northeast Outreach Center, Visiting Angels Wingate at Andover Wingate at Haverhill Xzito Creative Solutions LLC Your Top Street Food Chef

### In-Kind

5 Wits Patriot Place ABC Home Healthcare Academy Liquor Align Credit Union Amesbury Golf & CC Ansaphone, Inc. Applebee's Athens Pizza Atrium at Drum Hill Aviv Centers for Living Barking Dog Ale House Bethany Community Services Blaire House of Tewksbury Borrelli's Italian Deli Boston Duck Tours

Bradford Café Bradford Country Club **Brightview Senior Living** Butcher Boy Market Cedar View Rehab & Healthcare Center Chelmsford Housing Authority/Choice Circle Home, Inc. Country Center for Health & Rehab D'Youville Life & Wellness Community Eggie's Family Diner Evviva Cucina Restaurant Westford Fallon Community Health Plan Far Corners Golf Club Flatbread Company Fox Ridge Golf Club Golf & Ski Warehouse Groveland Dinner Haverhill Crossings Hawaiian Isle Hawthorne Hotel Home Instead Senior Care Indian Ridge Country Club Joe Fish Seafood Restaurant John and Nancy McKenna John F Kennedy Library & Museun Lanam Club of Andover Legal Sea Foods Lenzi's Life Care Center of the Merrimack Valley Maine State Music Theatre Maplewood Center Mary Immaculate/Restorative Center Mt. Washington Valley

"I have a wonderful relationship with my care manager and received excellent service from all staff and providers" ~Eileen L.

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Nippo Lake Golf Club North Shore Music Theatre Orzo Ristorante Ould Newbury Golf Club Peabody Essex Museum Penacook Place, Inc. **Plimoth Plantation** Red Sox Baseball Rochester Country Club Senior Whole Health Shadi's Restaurant Shaws Market Shawsheen Lucheonette Staples Advantage Stop & Shop T Bones The 99 Restaurant The Butterfly Place The Cheesecake Factory The Chicken Connection The Grande Mexico The Lasting Room The Loft The Longhorn The Preservation Society of Newport County The Residence at Salem Woods The Seacoast Repertory Theatre The Sports Museum at New Balance The Whittier Pavilion Town and Country Health Care Center **USS** Constitution Museum YMCA of Andover/North Andover

The partnership between Lawrence General Hospital and Elder Services of the Merrimack Valley has been the most successful partnership of the program. The success is a result of mutual respect and engagement. The [Care Transitions Coaches] at Elder Services are considered a part of the core CHART team. They attend operational meetings, interdisciplinary care meetings and constantly communicate with the social workers and registered nurses. While a contracted service, Elder Services is not viewed as an outside entity, which has led to successful collaboration and implementation of the partnership.

 $\sim$  Nicole Garabedian, Director of Integrated Care Lawrence General Hospital





Choices for a life-long journey

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