Early Learnings from AddnAide
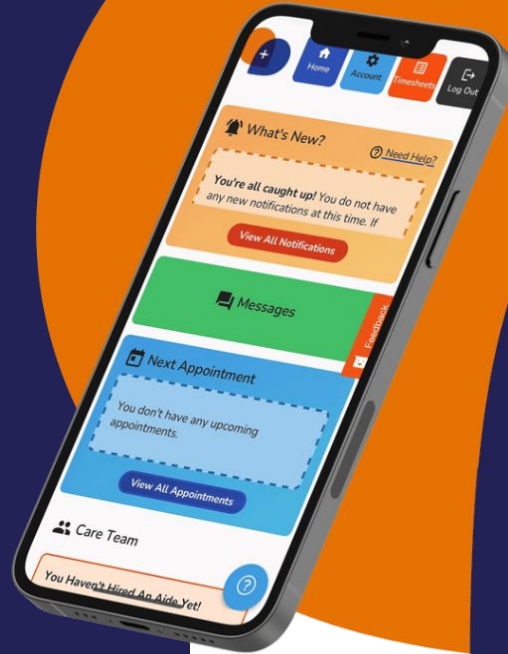
Addressing the Home Health Care Crisis through Innovation

COA

AddnAide

developed by

home 52

WHO WE ARE

COA — Council on Aging

- Non-profit organization founded in 1971

- Area Agency on Aging since 1974

- Serving older adults, people with disabilities and caregivers in Butler, Clermont, Clinton, Hamilton and Warren counties

- Funded through federal, state and local sources

home52 — YOUR HEALTH. YOU'RE HOME.

- home52 is a non-profit subsidiary of Council on Aging

- Leveraging more than 50 years of experience, COA and home52 are experts at helping individuals, families and caregivers manage complex medical and long-term care needs

- home52 offers flexible services and payment structures that align with Council on Aging's mission to help individuals remain independent in their homes

THE ELDERLY SERVICES PROGRAM (ESP)

Age 60+

Need help with certain activities of daily living

No income qualification, but some clients may have a co-payment

Supplements – does not replace – care already provided by family

Payor of last resort: clients must be ineligible for services through any other source/payer

Available in: Butler, Clinton, Hamilton and Warren counties
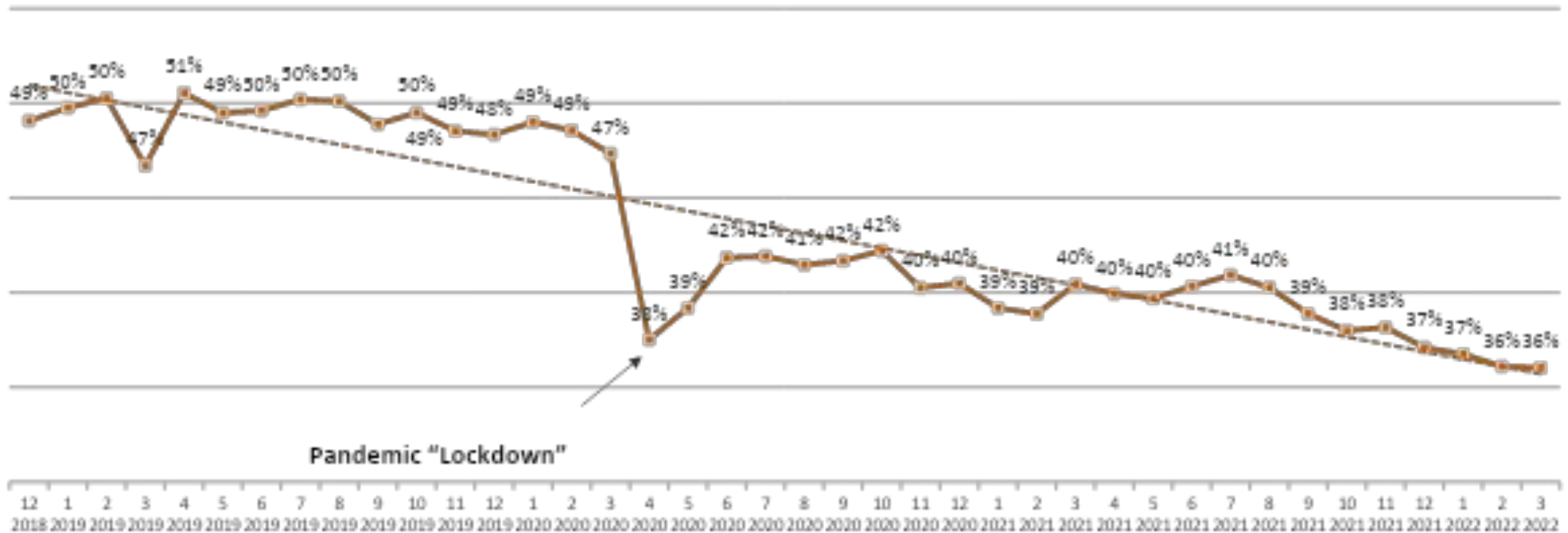
Home Care Staffing Crisis in SW Ohio

- Home care staffing challenges existed before the pandemic

- Pandemic exacerbated issues in this area
  - During pandemic, many clients chose to suspend services
  - Market disruption drove aides away from this line of work

- Current situation: home care utilization has declined to 36%.
  - 2,775 clients have been identified as needing home care assistance (this number combines clients in need of service and those receiving care)
  - 25% or 685 are going with out care because of staffing shortages
  - For those who do find care, the average wait time is 85 days and growing

% of clients Receiving HCA 2018 - 2022

Home Care Staffing Crisis in SW Ohio
continued

The Crisis Visualized

What is Consumer Directed Care?

Consumer Directed Care (CDC) is a service option in Council on Aging's Elderly Services Program (ESP) that gives clients more flexibility and control over their care. Similar programs are referred to as "self-directed care."

- The client becomes the employer and hires their own caregiver (employee)

- The employee can be a friend, neighbor or family member of the client, but cannot be the spouse of the client

- If a client is unable to act as an employer, they may elect to have an authorized representative who can act on their behalf as the employer

- An employee must be age 18 or older and undergo a criminal background check

- Most clients who use CDC need assistance with general home making tasks that don't require the specialized training of a home health aide

The goal of the CDC service option is to provide more independence and increase client satisfaction, while using ESP resources more effectively.

In recent years, COA has been using CDC as a tool to help alleviate the impact of the home health aide shortage.

Barriers to Care Options

In the traditional CDC (Self-Directed Care) model, the client bears the responsibility for finding and hiring someone to provide their care. Usually, the client hires someone from their social/familial network. This leaves clients with no family/social support at a disadvantage.

Most ESP clients who are currently waiting for homecare assistance service do not have friends, family or other acquaintances they can hire as an aide.
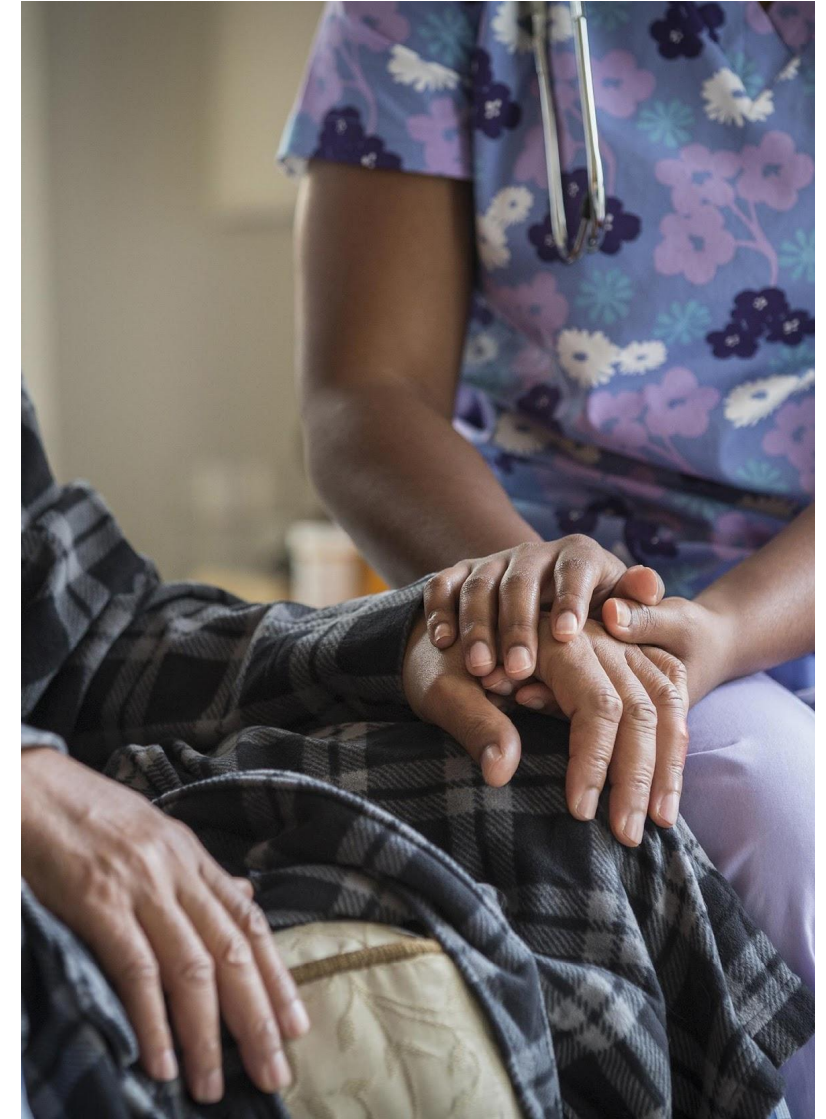
What is AddnAide?

AddnAide is an enhancement of ESP's Consumer Directed Care (CDC) Service.

AddnAide is an App that aims to:

- Streamline management of CDC service and increase efficiency.

- Create a fully-connected care team.

- Attract new individuals to provide home help.

- Provide services to older adults who would otherwise go without.

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Who uses AddnAide?

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

- **No income qualification**, but some care recipients may have a co-payment

- **Supplements** – does not replace – care already provided by family

- **Payor of last resort:** care recipients must be ineligible for services through any other source/payer

- **Available in:** Hamilton and Warren counties

Employer

An authorized representative or the individual themselves taking on the duties of an employer to manage the care provided through CDC.

- The employer may be care recipient themselves.

- OR the care recipient may designate someone to act as the employer on their behalf.
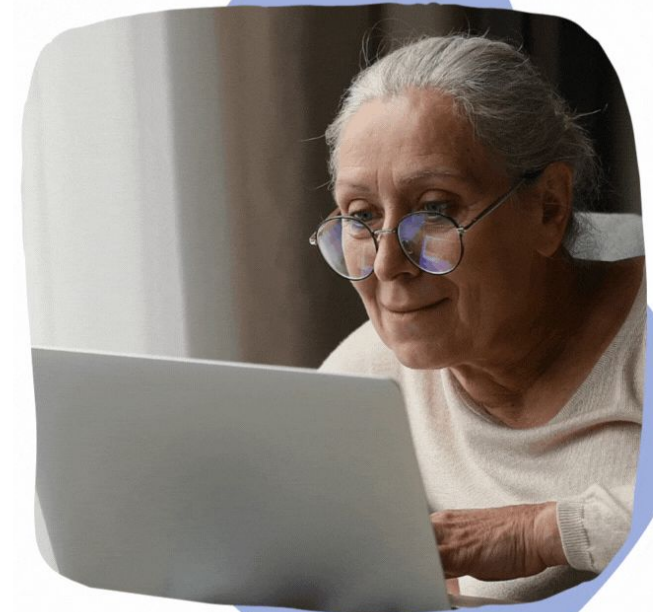
Who can provide care in AddnAide?

- Anyone 18 or older can register via AddnAide. Interested participants must pass a background check, but no prior experience or training is required.

- AddnAide is for Individuals who enjoy helping others (particularly older adults), have at least a few hours available each week, and want to control their own schedule and choose the type of care tasks they provide.

- AddnAide is for:
  - **People with prior caregiving experience.** Someone who has caregiving skills to share. Some who may have been a caregiver for an older parent, grandparent or friend. AddnAide allows them to earn extra money, set their own schedule and learn valuable skills on their own terms.

  - **College students 18 or older who want to earn money while gaining valuable hands-on experience.** Students enrolled in a course of study related to healthcare, social work, sociology, gerontology or public health may be ideal candidates. Non-traditional students who need flexible schedules, such as parents who can work during the day while their children are in school, can also consider AddnAide as an option for flexible, additional income and experiential work.

  - **People who are driven to serve their community or work with older adults.** Individuals who are fueled by giving back or meeting a societal need can fulfill their passion for helping while earning some extra income on their own schedule.

A job that pays
more than money

Need a job that works around your class schedule? Hundreds of older adults in Greater Cincinnati need help with chores, meal prep and other in-home tasks. AddnAide app, powered by Council on ...ging, makes it easy to be matched with seniors who need your help.

AddnAide

Developed by home52,
a subsidiary of Council on Aging

Visit home52.org/addnaide
to learn more, sign up and
start making a difference.

How does AddnAide Work?

AddnAide Workflows

Onboarding

Signing Up for and into the app.

Creating your profile.

You're Welcome to AddnAide.

Matching

Finding Home Help

Connecting to Current Helpers

Offering Job

Connecting to Service

Connecting to FMS

Paperwork and Screening

Care Plan/Service Management

Scheduling Service

CDC Service

Clocking In/Out

Reviewing Service

Approving/Rejecting Time Entry

Generating Payment

Ending Service

Termination of Service

Ending Employment Relationships

How home52 is enhancing CDC

- **Eliminating 1:1**
  - In today's consumer-directed service model, older adults have one home helper, who they recruited and hired, providing their homemaking and personal care services.
  - The app will enhance this service model, allowing home helpers to have more than one client (if they choose) and clients to have more than one home helper.

- **Streamlining Paperwork**
  - Today, when ESP clients elect to use CDC as a service, they are faced with a lot of employer-related paperwork that must be completed correctly in order to start their services. This process can sometimes take up to 6 months if mistakes happen along the way.
  - In the app, much of the paperwork process is digitized to promote timely and error-free submissions.

- **Building a path from traditional HCA**
  - Today, ESP has no training requirements for aides in the consumer-directed service model.
  - This model will likely not change, given it affords a low point of entry for potential home helpers and doesn't burden the client with additional requirements to manage.
  - However, for home helpers who want to grow and advance in their careers, the app will provide on-demand training and professional development opportunities.

Eliminating 1:1: Matching

In traditional CDC, The Employer is required to identify their own employee. For many older adults, it is increasingly difficult to rely on their community for this level of support.
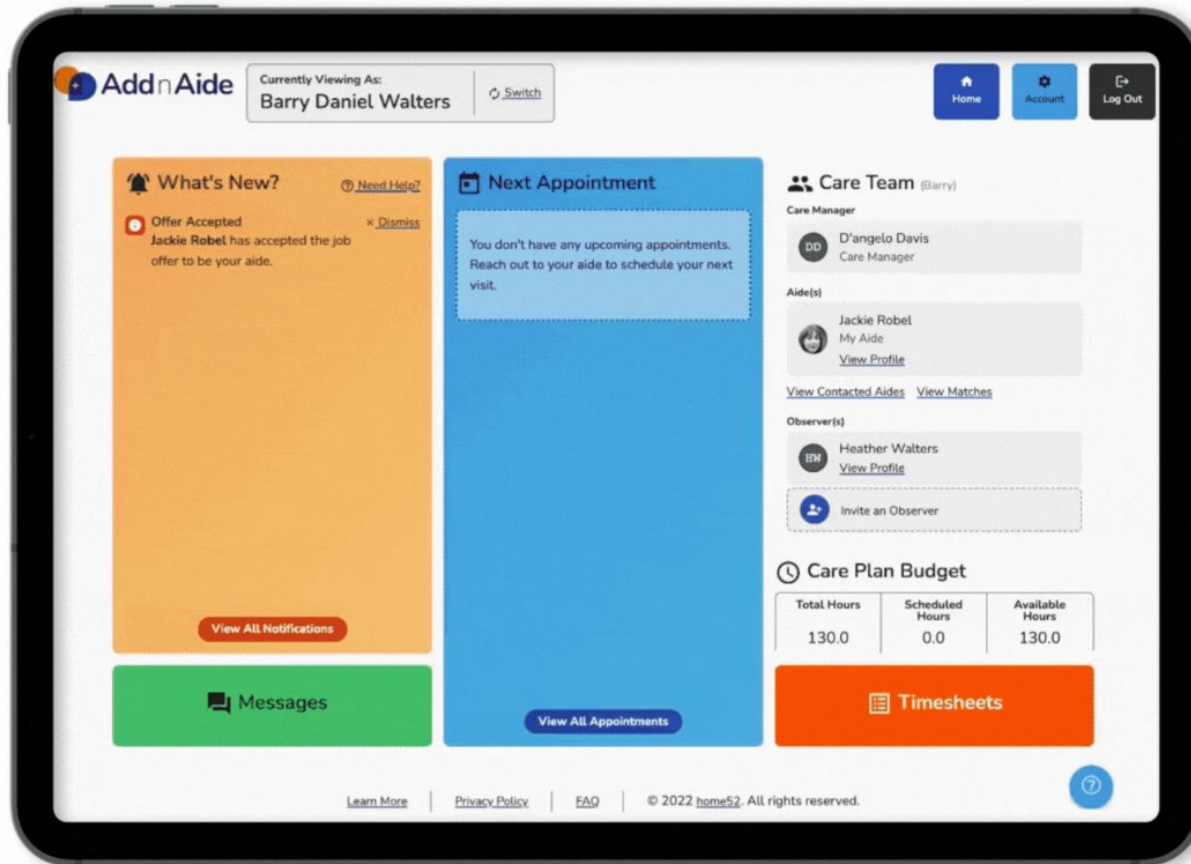
AddnAide allows those seeking help to find individuals able to provide help by showing a list of willing participants by:

- Proximity

- Ability

- Willingness
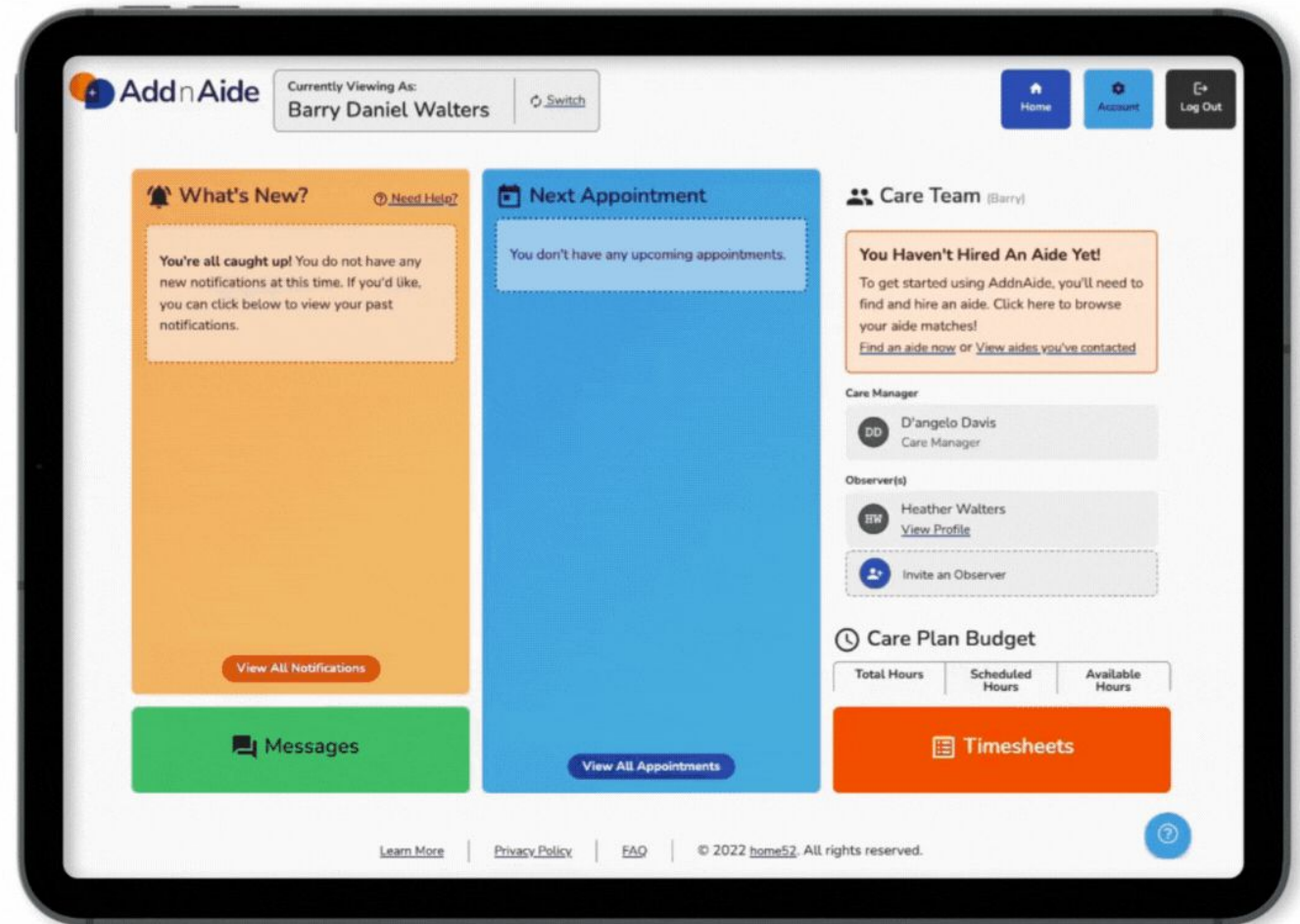
Streamlining Paperwork: Accurate Payments and Scheduling Control

In traditional CDC, time and hours are tracked manually through paper timesheets.

Through AddnAide, Employers and Employees can

- Manage their schedules in real time

- Set and adjust appointments for service

- Clock-in and Clock-out at the service time while also capturing geographic data and information for payment
  - Allowing the funder, ESP, to better track funding authorizations and ensure payments occur timely and accurately

Building a Path: Collaboration and Oversight

In traditional CDC, the program relies on the case manager, employer, outside caregivers, and aides to do a great deal of communication and tracking. This is a challenge because it happens through a variety of different methods.

AddnAide creates a centralized location for communication, collaboration and oversight.

- System enhancements:
  - adding the observer role
  - In app communication between aide/ employer/caregiver and case manager
  - Passive notification and oversight to assist case manger in ensuring care is being received
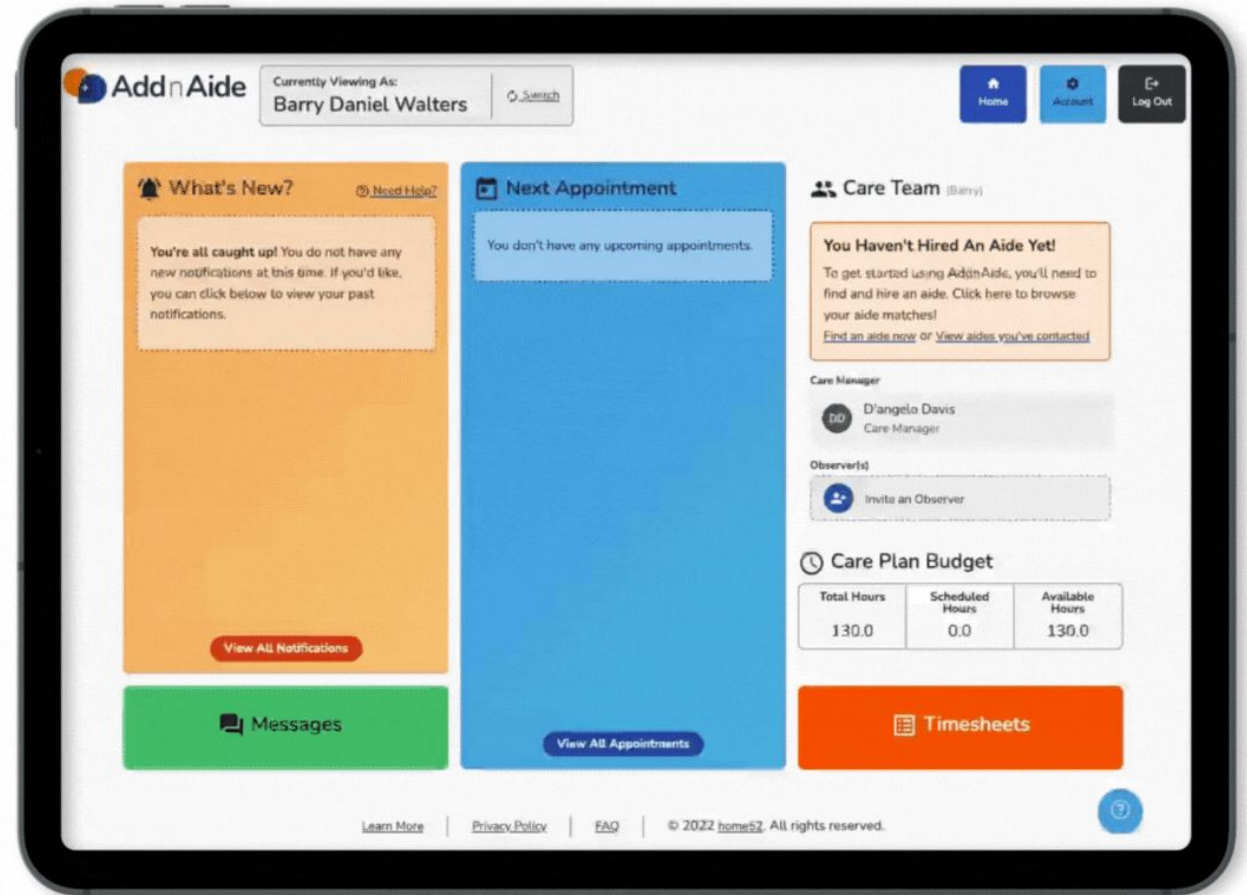
How do people find AddnAide?

COA Care Management

Currently, only clients enrolled in the Elderly Services Program can use AddnAide. These clients are hand picked by their care managers as someone who is able manage the responsibilities of the CDC service and the AddnAide app.

Marketing

Launched a robust, multi-faceted marketing campaign with the goal of generating app downloads and registrations from candidates able to serve older adults in specific geographic areas. **Attract new people to this critical workforce.**

The marketing campaign officially launched on July 15 with ads on Facebook/Instagram, the Google ad network (display) and Google search.

Later components included print, digital and social advertising campaigns through African-American newspapers and on college campuses and student newspapers.

Technology

The app is available in the Apple App Store and the Google Play Sore for download. It is also available through any web browser at addnaide.home52.org.

Marketing Wins

- The 1st match in AddnAide was a product of marketing

- We're expanding the workforce – exposing new people to this issue who want to help

- About 69% of Aide response to "How'd you hear about us?" was from Facebook, website traffic, and online advertisement. This will only increase as we expand the marketing campaign in Hamilton and Warren Counties
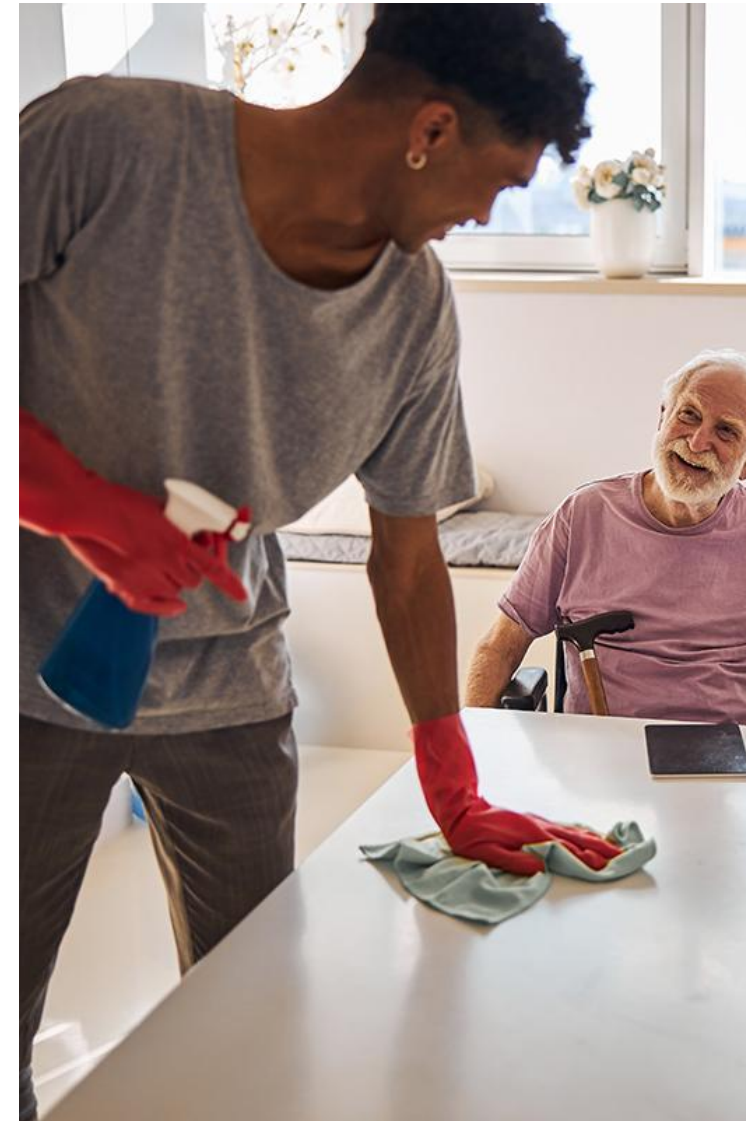
192 Caregivers

(Aides) have signed up on AddnAide

208 ESP Care Recipients

(ESP Clients) have AddnAide Accounts

P.S.A. There is a care shortage!

"…It wasn't until I saw the ad that I even knew this was a problem." – Caregiver from AddnAide

Remove the barriers

Goal: to ensure that client's receive safe care

Most of the clients who have been identified in the app need assistance with cleaning, laundry, shopping and meal prep

- Minimizing requirements to attract a larger potential work force (focusing on age and ability to pass a background check)
  - Potential workers who are qualified, but may not have considered this type of work before
  - Collaborating with Mercy Neighborhood Ministries to bring digital training options that integrate with the app to provide growth opportunities for aides
    - In alignment with ODA guidance for training
    - Employment specific skills
    - Soft skills
      - Cultural awareness
      - Safety

The Digital Divide Today

- **2 out of 3** adults 65 and over now use the Internet;
- The percentage of people age 65+ using at least one social media site grew from **7%** in 2010 to **37%** in 2018;

- **Older adults are the fastest growing group of Facebook users**, with the use rate among those 65+ increasing from **18% to 32% from 2011 to 2018**;

- Smartphone ownership among 65+ adults increased from **18% to 42%** from 2013 to 2017;

- Roughly **75 percent of Internet users** age 65 and over go online every day.

Src: Older Adults and Technology: Moving Beyond the Stereotypes - Stanford Center on Longevity

Digital Landscape of the older adult in AddnAide

- The Spectrum
  - Our users range from "super techy" to "novel users"

- Providing the right support
  - Communicating safety
  - Educating users continually
  - Tech Support

The future of AddnAide

What's Next?

Expanding At Home

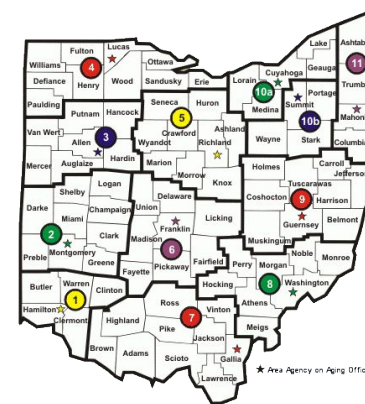Piloting at home

Expanding to the region

Expanding for additional opportunities

Partnership

- Making space for others
  - We're interested in partnering to bring reliable care to those who need it.

  - For more information reach out to addnaide@home52.org or visit https://home52.org/addnaide/learn-more.

In 2021, Council on Aging submitted a proposal through U.S. Senator Sherrod Brown's office to received congressionally-directed federal funding to support the development and implementation of AddnAide. With Sen. Brown's support, our request was approved. Thank you, Sen. Brown!

Special Thanks!