



MAPPING YOUR PARTNERSHIP ASSETS: FOOD 911 EMERGENCY SERVICES PARTNERSHIP

September 15, 2020



**The National
Resource Center on
Nutrition & Aging**

**WELCOME &
INTRODUCTION**

SUMMER 2020 VIRTUAL LEARNING SERIES

The Power of Partnerships to Drive Senior Nutrition COVID-19 Response and Recovery

Part 1: Potent Partnerships in the Age of COVID-19

- August 31, 2020

Part 2: Mapping Your Partnerships Assets

- September 10, 15, 16 and 17, 2020
 - Restaurants ✓
 - Emergency Services
 - Technology
 - Food Systems

Visit: <https://nutritionandaging.org/virtual-summer-series-2020/>



VISION FOR THIS WEBINAR SERIES

- *Gain Insight:*
 - Into an example of a partnership – learn from their partnership story to glean ideas, and get inspired about possible partnerships of your own
- *Consider Your Assets:*
 - Spend some time thinking about your local partnership assets that can be engaged to seed a new collaboration or expand an existing initiative
- *Share Your Map, Learn From Peers, Stay Connected:*
 - Log on to NRCNAengage after the webinar to share, learn and carry on the conversation!



CONNECT WITH YOUR PEERS VIA NRCNAengage

NRCNAengage is an online venue for senior nutrition program staff across the country to connect, share and network with your peers!



The screenshot shows the NRCNAengage website interface. On the left is a navigation menu with links for Home, Discovery, Members, About, Topics, Professions, Teams, and Chat. The main content area features a search bar and several article cards: 'Standardized Recipe Swap', 'Training Talk', 'Business', 'New Local Nutrition Directors', 'General Resources', and 'Food Safety on the Go'. A large red starburst graphic is overlaid on the right side of the page, containing the text: 'Signing up is easy! Visit www.nrcna.mn.co and click 'Invite'!'.

POLL #1

What reasons has your organization entered into strategic partnerships in the past / at present? Select all that apply.

- To target new audiences?
- To increase the range of services offered?
- To save on administrative costs?
- To increase credibility?

Other reasons? Please let us know in the chat box!



Mapping Your Partnership Assets Food 911.... Now: SixtyPLUS

Leah Bunck, MSW
Assistant Director Nutrition
Programs
LifeCare Alliance

Who is LifeCare Alliance?

Mission Statement

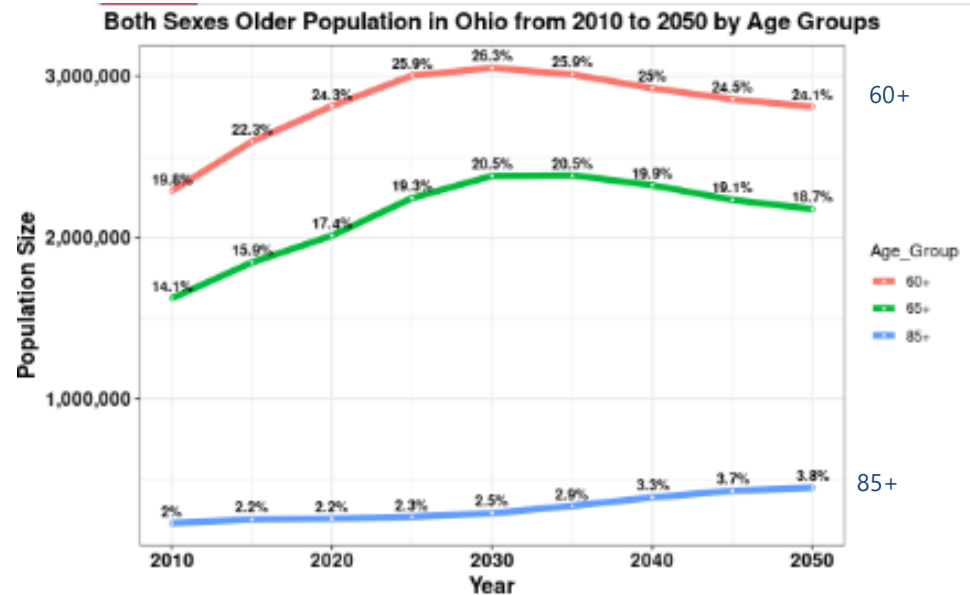
LifeCare Alliance leads our community in identifying and delivering health and nutrition services to meet the community's changing needs.

About Us

- Located in Columbus, Ohio, LifeCare Alliance was founded in 1898 and currently provides a wide array of services, including home-delivered meals, congregate dining centers, diabetes counseling, homemaker services, and wellness centers.
- LifeCare Alliance delivers hot meals 365 days a year through its home-delivered meal congregate meals programs to over 8,000 consumers annually.
- LifeCare Alliance nutrition programs services five Ohio counties: four rural; one urban/suburban- Champaign, Franklin, Madison, Marion, and Logan
- LifeCare Alliance also has several “social entrepreneurship” ventures, including LA Catering, Corporate Wellness, and Adult Immunizations.

The Situation

- Anticipating the “Silver Tsunami” in Central Ohio
- Deepen partnerships with emergency services, emergency rooms, outpatient rehab, and more
- Reduce healthcare cost and readmissions/calls to 9-1-1



How We Got Here!

- Learned about program in Texas at Meals on Wheels America Conference
- Learned we could bill for RD counseling with our existing staff, had only been using them for OOA counseling
- Starting offering in home diabetes counseling and online referral system
- Lucky to have a former Mayor and State Rep join our staff to provide foot in the door
- Looming LTSS though Medicaid conversations

How We Got Here – Cont.

- Cast a wide net
- Looking for ways to continue partnerships, grow reach, and collect data on interventions
- Awarded an Innovations in Nutrition Programs and Services grant through Administration of Community Living
- Allows us to expand in home services to rural areas

Meet Inez

- 75-year-old female, lives alone, family lives in Maryland
- Diabetes, COPD, High Blood Pressure
- Loves her 2 Chihuahuas and the Price is Right
- Calls 9-1-1 every week because blood sugar spikes.
- Forget to check blood sugar regularly.
- Has a PCP, but often ends up in ER



The Solution - SixtyPLUS

SixtyPLUS bridges the gap between the healthcare and community-based service systems, to ensure the safety and wellbeing of seniors.

Together, we can position our community to meet the growing demand of seniors.

- Through strategic partnerships with first responders, medical professionals, discharge planners, etc., LifeCare Alliance intervenes to provide non-emergency assistance in the home, reducing seniors' reliance on excessive emergency resources.
- A few basic helps in the home — such as meals, wellness checks, or diabetes management — can help seniors to remain safe, independent, and in their own homes, where they want to be!
- Partners will securely share relevant data with LifeCare Alliance to identify senior needs and, over time, measure improvements in both service delivery and client outcomes

Impact for the Client

For Inez:

We all want Inez to improve/maintain her health

LifeCare Interventions:

- In home (or phone) assessment of needs; additional referral made as needed
- Offer him weekly frozen meals, selected with our dietitians to work with his diabetes
- Offer in home diabetes counseling at no cost to him
- Client reports falls in shower- shower chair provided through LifeCare
- Bring pet food to his dogs every other week
- Weekly wellness check- report on blood sugar testing
 - Report back to Fire Department or PCP if client out of compliance

A United Front



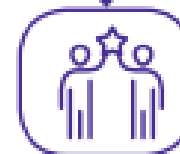
Distressed senior calls 911 for non-emergency help.



Public safety agencies respond, assessing need.



Senior referred to LifeCare Alliance for services.



Long-term case management established.

Evolution of Partners

- **Concierge Practice**
 - ***Benefit for partner:*** Annual fee, best interested of practice to NOT see clients in the office. Wellness checks, can get daily/weekly real-time eyes on patient
 - ***Benefit for LCA:*** easy access to client data and medical records, easy to show health cost savings
- **Practices and Medical Groups**
 - **Small practices and Areas of larger systems (Ohio State Wound Clinic)**
 - ***Benefit for partner:*** goal to have less readmissions and healthier community, have to have community partnerships, CPC+ models, diversifying PCP roles
 - ***Benefit for LCA:*** gain access to client data and medical records, could lead to access to insurance data, working towards LCA being paid directly from partner for service

Evolution of Partners – Cont.

- **Cities**

- ***Benefit for partner:*** showcase concern for citizens, not directly partnered with EMS, “Stay UA”, age in place or move to area
- ***Benefit for LCA:*** cultivate relationship with area and potential funding source for various services

- **Specialized Groups**

- **Jewish Family Services**
- **Columbus City Schools Staff-** paid for services, contracted for us to be the provider revenue to agency to expand other programming; \$47,000 in new revenue
- **YMCA** - partnering with this pre-diabetes groups
- **Mount Carmel Diabetes** - focus on prediabetes, can make referrals to each other

Narrowing the Focus

- **Police and Sheriffs**

- New due to COVID partnership
- ***Benefit for partner:*** Reduce non-relevant calls, frequent fliers, provide a deeper long-term service for clients, collect data to show justification for community staff, positive media
- ***Benefit for LCA:*** help with data to showcase LCA benefits with insurance and medical providers, diversify funding, great service to the community, easier way to reach new clients



Narrowing the Focus – Cont.

- **Fire Departments**
 - 4 partnerships a year old, varying referrals
 - 1 new rural town
 - **Benefit for partner:** Reduce unnecessary calls, frequent fliers, provide a deeper long-term service for clients, collect data to show justification for Community Paramedicine staff
 - **Benefit for LCA:** help with data to showcase LCA benefits with insurance and medical providers, great service to the community, easier way to reach new clients
- **Outpatient Rehab (NEW Development!)**
 - **Benefit for partner:** goal to have less readmissions and healthier community, support for successful surgery and recovery
 - **Benefit for LCA:** gain access to client data and medical records, could lead to access to insurance data, working towards LCA being paid directly from partner/insurance agency for service

The “Hidden” Partners

- Researcher and her staff from The Ohio State University
- IT team
 - Creating online referral system
 - Creating online Frailty Scale input page
 - Encryption software for email communications
- Army of Dietitians (\$80-\$174 a visit!)
- Billing Specialist- fight for every dollar!
- Grants team
- Central Intake

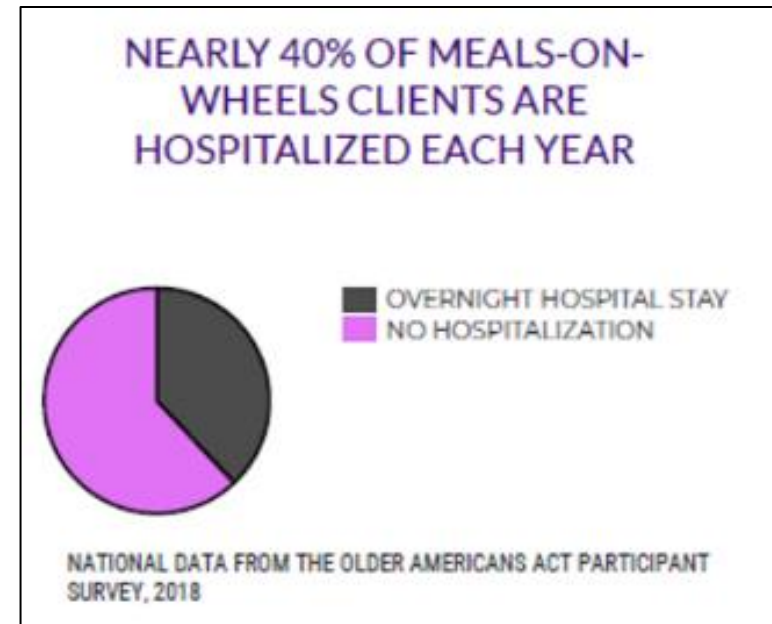


The “Hidden” Partners – Cont.

- Funding Sources
 - Older Americans Act
 - Area Agencies on Aging
 - Home Depot
 - City Funds/Private grants/Donors/Foundations
- LCA departments that haven't worked with MOW department before
- Delivery Volunteers/Staff
- Meals-on-Wheels America

One Step at a Time

- Online referral system- save time for everyone
 - Look at the trends for new potential partners
- Hired a Community Health Worker
- COVID support lead to new partnerships
- Diversify outreach tactics
 - Word of Mouth
 - Cold Calls
 - “Cool Kid” buy in
- Taking wisdom from everywhere!
- Frailty Scale with the Ohio State University



Challenges Overcome

- Breaking Down Department Silos and Internal Processes
- Being patient – it took a full year to figure out our ask internal and external
- Meeting people where they are
 - Zoom vs. Phone
 - “Referring my brother”
- Learning the Medical Lingo



Lessons Learned

- Selling our product, more than warm fuzzies
- Healthcare economist
- What we can really provide the partner
 - “I can’t do anything without a call to 9-1-1”
- The Data Ask
- Collecting and Sharing Data- HIPAA
- Be patient!



Contacts



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Nutrition & Aging**

QUESTIONS?

POLL #2

How many of your organizations have current partnerships with emergency services providers?

- Police departments
- Fire departments
- Emergency management services
- Sheriffs offices
- Adult protective services

Other service providers? Please let us know in the chat box!



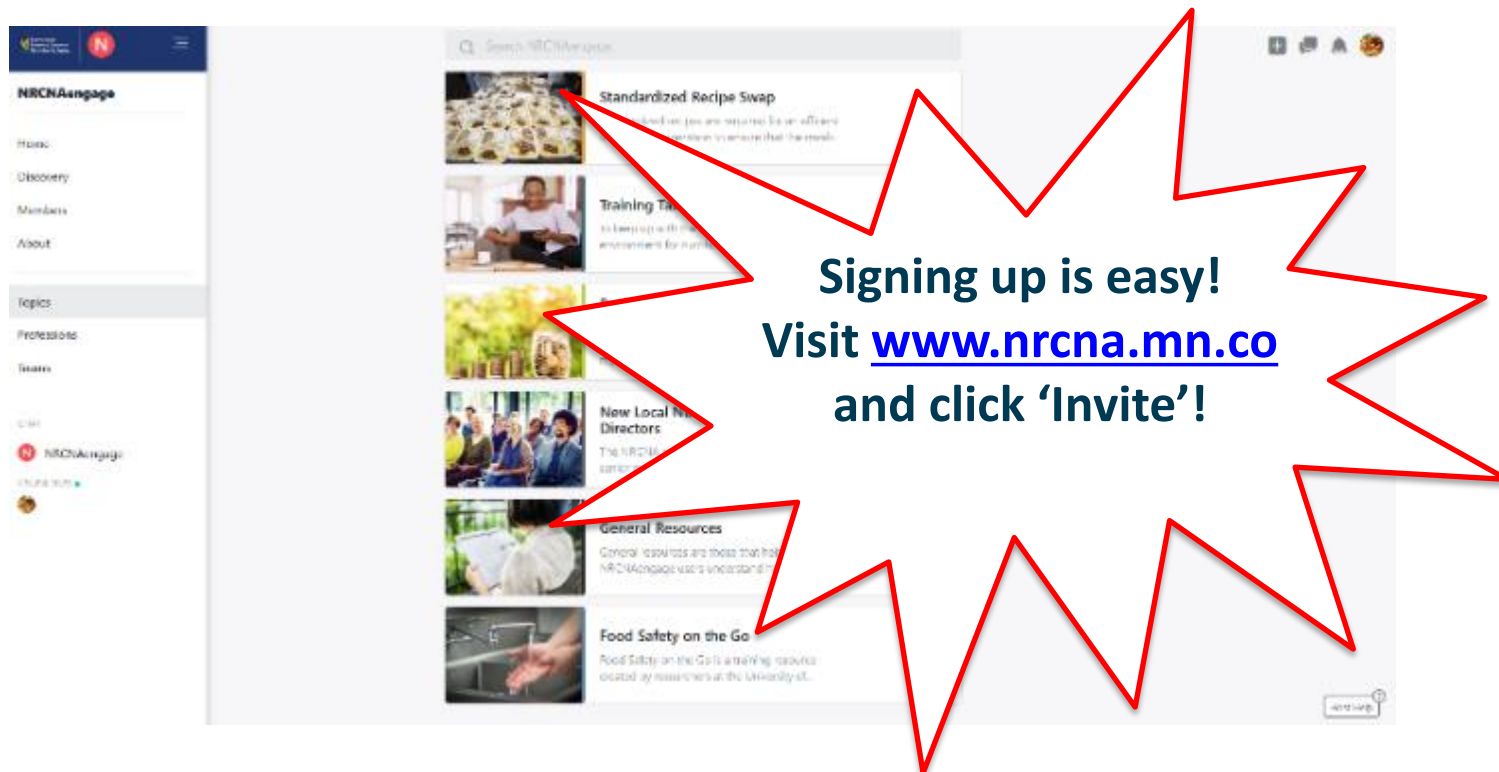


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LIVE ASSET MAPPING

NEXT STEPS

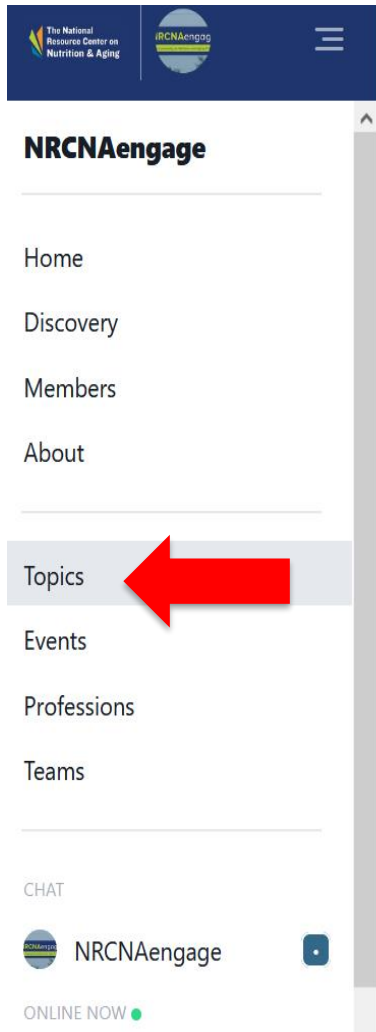
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FINDING THE INVENTIVE PARTNERSHIPS THREAD



The National Resource Center on Nutrition & Aging | NRCNAengage


- Home
- Discovery
- Members
- About
- Topics**
- Events
- Professions
- Teams

CHAT


NRCNAengage

ONLINE NOW


Search NRCNAengage




Offering value-added nutrition services for older adults like Medical Nutrition Services - ...



Emergency Preparedness/COVID-19
A forum for sharing what is working in your community at the local, regional or state...



Human to Human Social Connection
A discussion thread to share ideas and opportunities to support the social...



Inventive Partnerships
A opportunity to discuss and share examples of inventive and innovative partnerships...

63%



Visit www.nrcna.mn.co to join the conversation.



SHARE YOUR MAP, CONNECT WITH PEERS

TOPIC

Inventive Partnerships

A opportunity to discuss and share examples of inventive and innovative partnerships between senior nutrition programs and a diversity of community-

Manage +

Search this Topic

63%

1 11

NRCNA engage

+ Share what's on your mind...

SHOWING EVERYTHING SORTED BY LAST ACTIVITY

TUE 15 SEP, 2:00 PM
Mapping Your Partnership Assets – Food 911 – Emergency Services Partnership
Sammi Heffron • Inventive Partn...

WED 16 SEP, 2:00 PM
Mapping Your Partnership Assets – Food Forest Mobile App Partnership
Sammi Heffron • Inventive Partn...

Sample Restaurant Partnership Map

Home
Discovery
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Topics
Events
Professions
Teams

CHAT
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Visit www.nrcna.mn.co to join the conversation.



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**THANK YOU
SEE YOU ON NRCNAengage**