

Our Financial Plan

Our strategies would not be complete without a measured plan for investment in capital and human resources. Where we focus our efforts will determine our success, and we have several areas of investment to move us into a bright future.

Better Together – Shared Regional Services

The Northeast Ohio Coalition of Area Agencies on Aging (NEOCAAA) is comprised of Direction Home Akron Canton, The Western Reserve Area Agency on Aging in Cleveland, and the Area Agency on Aging, 11 Inc. in Youngstown. We have had great success in forming a health insurance “captive” collaboration that allows us to dramatically reduce the administrative costs associated with health insurance, increases the size of our risk pool, and allows us to self-insure a portion of our risk. This has resulted in the members of NEOCAAA realizing a joint savings of over \$1 million since inception versus the cost of purchasing the same coverage in a fully-insured healthcare product.

Along with our success as a collaborative buying group for health insurance, we have reduced redundant administrative costs by sharing the costs of personnel and activities in the functional areas of compliance, culture, quality improvement and training programs. We are working to further align our joint clinical processes to ensure the same high quality service delivery across Northeast Ohio. This investment in clinical integration and consistency is vital. **We will focus on achieving formal NCQA accreditation of our aligned clinical processes to further establish ourselves as a preeminent provider of care management services to all current and potential customers.**

The Joseph L. Ruby Scholarship – Creating Future Leaders

The Joseph L. Ruby scholarship was created by our former President and CEO to invest in our commitment to growing the next generation of leaders. We strongly believe in providing assistance to those bright students whose area of study and career path show an alignment with our mission, vision, values and culture. That commitment led to the establishment of this scholarship endowment at the Akron Community Foundation. We awarded the first Joseph L. Ruby scholarship this year (read more about this in the Agency News). Thanks

to a newly developed University of Akron partnership, we can match funds awarded to students attending that institution, doubling the award. **We will expand the scholarship fund through targeted activities in order to assist the next generation of leaders who choose to work in our field as well as expanding scholarship opportunities with local higher education communities.**

Business Intelligence – Translating Data and Information Technology into Action to Achieve Outcomes

We maintain that investment in technology is vital to our business. Over the past year, we have invested in a Virtual Chief Information Officer (VCIO) function, purchasing strategic guidance on a periodic, as-needed basis. The VCIO is a cost-effective way to gain valuable IT expertise at the “big picture” level and support a strategic game plan that can be implemented by full-time, on-site staff. This new VCIO has served as a sounding board in our implementation of new hardware and software solutions, including Business Intelligence functions and additional enhanced security protocols that are becoming industry standards. We are in the process of obtaining Health Information Trust Alliance certification to create a Common Security Framework (CSF) that is used by all organizations that create, access, store or exchange sensitive and/or regulated data. The CSF includes a prescriptive set of controls that seek to align the requirements of multiple regulations and standards. **This investment in HITRUST certification will ensure all current and potential customers that we meet the stringent standards of data security required when dealing with health information.**

In addition, we will build on this knowledge and guidance to identify and implement technology that will increase productivity and internal and external communications, and help enhance relationships with the communities we serve.



Invest In The Future

At Direction Home Akron Canton, we understand that the senior population in our service area is growing. With it, the need for our services will continue to increase. By planning now, we can meet future needs.

One of the ways Direction Home Akron Canton invests in the future is in the administration of **HOME Choice**. HOME Choice allows residents of nursing homes, residential care facilities and hospitals under Medicaid to return to the community with supportive services from a transitions coordinator who is trained to maneuver the daunting paths that lead from institutional settings back home. We have invested in expanding our HOME Choice program, growing it to include 20 counties in Ohio!

Meet Wendell

One of these individuals we transitioned home was Wendell, a patient at a nursing home recuperating from a severe health crisis. Following his rehabilitation, Wendell wished to return to the community so he could

live as independently as possible. Having been ill and in a facility for so many months, Wendell had no savings to afford a place of his own. Wendell's sister heard about Direction Home Akron Canton and suggested that he call to find out if there was some help available.

Through Direction Home Akron Canton's HOME Choice program, Wendell was able to receive the help he needed. Wendell's Transition Coordinator, Kacinda, helped to find a home that met all of his physical needs, addressed his financial limitations, and provided some initial necessities such as his rollator and hospital bed. Kacinda helped Wendell to apply for the PASSPORT program so that he could continue to receive case management and supportive services. Now that he is home, Wendell is enjoying watching the Cavs play and making new friends in his apartment building.

