



Boston Senior Home Care

FY2013 Annual Report

Annual Report – Fiscal Year Ending June 30, 2013



This year Boston Senior Home Care (BSHC) celebrates its 39th year. Although BSHC is a far different agency than was established in 1974, its mission remains the same: *To ensure that culturally diverse elders and others, particularly those of limited means, can remain in their homes or other supportive settings with dignity and independence.* In 1974, there were very few programs available for consumers and home delivered meals were of primary importance. Back then, BSHC was a somewhat insular organization that focused only on the narrow needs of a certain subset of elders and had few community ties. Now, in 2013, our programs are both basic and complex, addressing the needs of people with disabilities as well as elders.

Today, we also pride ourselves on developing community relationships and expanding our role from supportive services to care transition services as well as chronic disease management and wellness programs. We strive to establish professional relationships in hospitals and physician practices as well as to expand our role in neighborhood community centers. This year, BSHC entered into contracts with *One Care* organizations. These are newly approved entities that administer programs that address the needs of people under 65, who are dually eligible for both Medicaid and Medicare. Most of the recipients are either physically disabled or affected by behavioral health issues. With our Personal Care Attendant, Adult Foster Care, and Group Adult Foster Care programs, we feel uniquely prepared to provide services to this cohort. This is a new venture for BSHC, but we look forward to the opportunity to serve new clients and explore new territories.

Reported below is the status of both existing and newly initiated programs.

Senior Care Options (SCOs) – This all-inclusive program for dually eligible (Medicaid/Medicare) elders who are 65 or older grew by 15% in the past year, from **2,569** to **2,949** clients. BSHC has contracts with four different SCOs (Senior Whole Health, Commonwealth Care Alliance, UnitedHealth, and NaviCare) and growth occurred in each of these programs. The SCO provides the services and program oversight for clients and BSHC provides the geriatric support services coordination. Together we have served thousands of elders and prevented many from unnecessary institutional placements, with even further growth projected for the year ahead.

One Care – This is a new health care option for Massachusetts adults, age 21-64, who are eligible for both MassHealth and Medicare (dually eligible). Self-enrollment into One Care began on October 1, 2013. Auto-enrollments will be phased in during 2014. The One Care target population includes non-elderly adults with physical disabilities, developmental disabilities, serious mental illness, and substance abuse disorders. One Care combines funding from MassHealth and Medicare in an integrated managed-care system. The goal of One Care is to provide higher quality care for dually eligible adults under age 65 at a lower cost than MassHealth and Medicare provide separately. Three plans will be available: Commonwealth Care Alliance, Fallon Total Care and Network Health. Fallon Total Care is not currently available in the Boston Area. BSHC has contracted with all plans to provide Long-Term Support Coordination for the One Care population.

The Personal Care Attendant Program (PCA) – This MassHealth program helps people with long-term disabilities of any age to live at home by providing funds to hire personal care attendants. The PCA Program is a participant-directed program. This means that the individual with the disability is the employer. This is different from more traditional home health care programs in which an agency provides the worker. The PCA Program is designed to give individuals with disabilities control over how their own personal care needs are met. We are slated for incremental growth in this newly launched program.

Options Counseling – This state-funded program provides pre-admission information and counseling for those seeking long-term care services and includes an assessment of community-based service options. A person seeking care in a long-term care facility on a private-pay basis is also offered pre-admission counseling. This service is now in heavy demand across the continuum of care and we could easily utilize an additional three or four positions; however, we are only funded for one position at this time. BSHC and Mass Home Care continue to lobby for additional positions. This year alone we provided services to over 165 individuals needing help with long-term services and supports.

The Family Caregiver Support Program (FCSP) of Boston – This program offers caregivers assistance and support to ease the strain and reduce the challenges of caregiving. Caring for a loved one can often be difficult and frustrating. We recognize the potential emotional, physical and financial strain of caregiving, as well as its rewards. Our FCSP empowers caregivers by providing information, education, support, and services that enhance quality of life. This program is available to caregivers providing care for family or friends who are 60 years of age or older, or individuals of any age with Alzheimer’s Disease and Related Disorders (ADRD). Caregivers who reside in the City of Boston or who are providing care for a Boston resident are eligible for our services. This year, we served over 300 caregivers across all neighborhoods in Boston.

Evidence-Based Programs (EBP) – These programs add value in many ways. First, they can significantly improve the health and well-being of older adults in the community. Second, they can help attract new participants and funders through innovative programming. Third, they can create powerful partnerships with other organizations, including health care providers. We are currently trained in the following Evidence-Based Programs: *Powerful Tools for Caregivers*, *Matter of Balance*, *Care Transitions Intervention*, *Chronic Disease Self-Management*, *Diabetes Disease Self-Management*, *Tai Chi: Moving for Better Balance*, and *Healthy Eating*. This year, BSHC offered *Powerful Tools for Caregivers* classes to any interested caregiver which included BSHC staff as well as caregivers throughout the Commonwealth. Due to the success of this program, we are committed to offering additional Evidence-Based Programs at BSHC because of our prime location in Boston.

Supportive Housing – The Supportive Housing Program was created to support elders and disabled individuals who reside in low-income apartment buildings where there are little or no support services, activities, or even a community meal site. This program provides on-site case management, health and safety checks, and, most importantly, many opportunities for the building residents to socialize with each other and to feel less isolated.

In April, a Supportive Housing pilot project was created at the South Cove apartment complex in Chinatown. Because of the pilot’s success, BSHC received a funding commitment to launch the South Cove Supportive Housing Program in 2014.

Boston ElderINFO (BEI) – FY2013 brought about great positive results for the BEI Program with the following outcomes: 1) hired a full-time, dedicated, director-level manager and created a Resource Specialist position to satisfy the staffing demands of corporate growth; 2) received a 97% satisfaction rate on the consumer Information & Referral surveys that were distributed; and 3) with implementation of a new BEI Manual, an EOE audit was successful with almost 100% audit compliance.

The following are BEI program statistics for FY2013, which represent a 5% increase in BSHC referrals due to new programs (Family Caregiver Support Program and Personal Care Attendant) and extensive outreach efforts.

	2013	2012	Increase
Documented Calls	9,315	7,219	30%
BSHC Referral Total	1,271	1,017	5%
Total BEI Referrals	4,212	4,010	.05%
BSHC Options Counseling (OC) Referrals	65	45	44%
Total BEI OC Referrals	234	152	54%

Client Services Statistics – As always, I recognize the thousands of hours of support services and case management that BSHC’s dedicated staff and vendors provide to our 5,250 clients day in and day out. All of our new initiatives and programs are important and exciting, but it is the basic services that we have provided for 39 years that has kept and will keep elders and others in the community – where they want to be. The following numbers tell the tale of our services.

Clients and Service Statistics	FY2013	FY2012
Monthly Average Clients Served		
Home Care Basic	1,622	1,699
Enhanced Community Options	131	144
Community Choices	320	307
Group Adult Foster Care	142	140
Adult Foster Care	82	75
Senior Care Options (SCOs)	<u>2,949</u>	<u>2,569</u>
Total	5,246	4,934
Service Units		
Adult Day Health hours	3,401	2,363
Boston ElderINFO referrals	4,212	3,924
Case Management hours	102,883	108,112
Grocery deliveries	3,477	3,863
Home-delivered meals	598,215	548,947
Homemaking and personal care hours	466,108	412,784
Laundry loads	19,133	16,339
Taxi, van, and chair car rides	23,900	16,484
Nursing screens	2,037	2,021
Volunteer service hours	3,101	4,004
Total Cost of Client Purchased Services	\$18,420,237	\$16,837,418

Special Thanks – We wish to give special thanks and recognition to Boston Senior Home Care’s generous Corporate Sponsors and Individual Contributors who have supported our mission in many various ways throughout the year!

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Management Information Systems (MIS) – During FY2013, MIS played an important role in the development of software applications to support the launching of new programs such as the Personal Care Attendant Program and designed applications to streamline and support existing programs, such as, the Senior Care Options Programs and Vendor Contract Reporting. These efforts have both led to a more centralized communication system and provided better support to telecommuters by making applications available from both inside and outside the Agency.

MIS was instrumental in providing training and support to staff during the upgrade of the client database, SAMS, also known as Harmony for Aging, SAMS 3. The MIS Manager participated in the Mass Home Care Ad Hoc Technology Committee providing knowledge and expertise on new technologies that may assist clients and caregivers live more independently in the community. Last, but not least, was the successful research and implementation of a new telephone system with *Voice Over Internet Protocol* technology (*also known as VoIP*), which is designed with telecommuting capabilities taking the Agency to a new level in communications and collaboration.

Office Resources – The agency client and staff numbers are still expanding and the CFO negotiated and secured office space on the 2nd floor of 89 South Street at a great discount saving the Agency more than \$50,000 over the course of the 2½-year lease. We now have BSHC offices on three different floors of the Non-Profit Center building.

Human Resources (HR) – In FY2013, 25 additional employees were hired. In order to keep up with this growth and meet the changing demands related to compliance and healthcare reform, a full-time Benefits Professional was also hired. Boston Senior Home Care is a dynamic organization with employee counts that have more than doubled in just six years, reflecting a remarkable corporate growth in spite of a sluggish economy.

HR also successfully launched a Mentoring Program for new employees. We participated in the annual employee satisfaction survey through the *Boston Globe* with a high number of employee participants. Each year we improve from the prior year and we are hoping for additional improvements for next year.

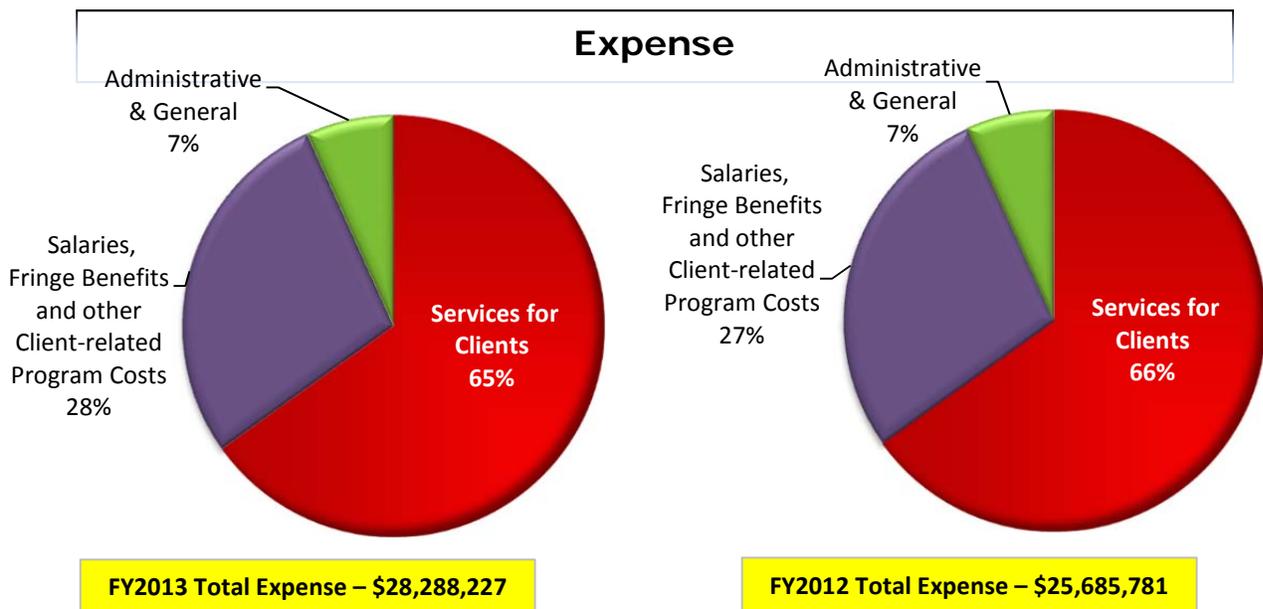
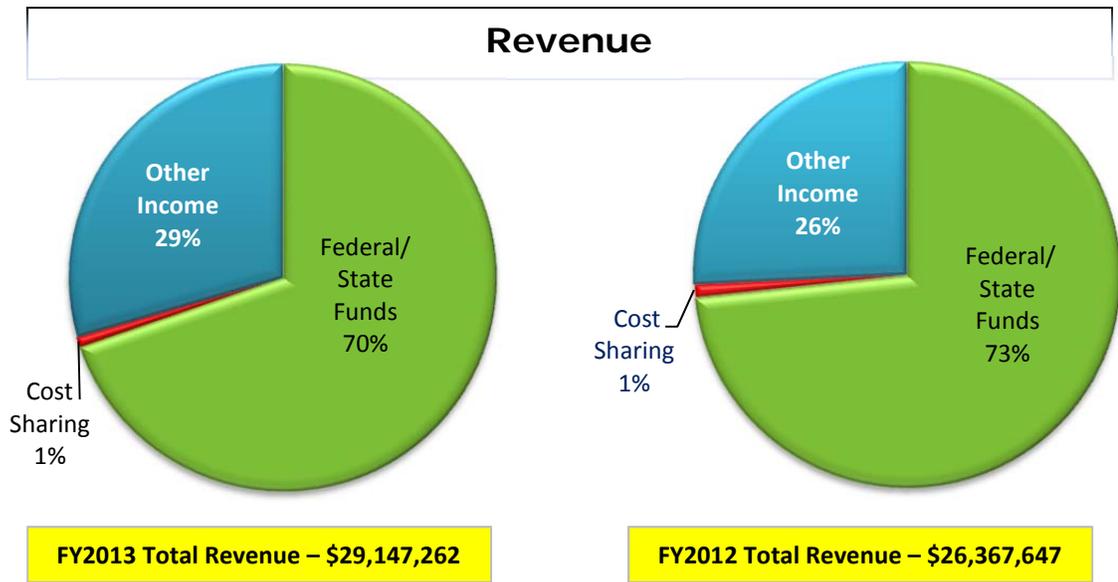
Fundraising – BSHC hosted its Annual Celebration and Fundraiser on Wednesday, November 7, 2012, at the elegant and historic Fairmont Copley Plaza, Boston. Our goal for the event was to raise \$100,000 to increase the number of Supportive Housing programs in the City of Boston. Thanks to the overwhelming support and generosity of our friends, sponsors, staff and auction donors, BSHC raised slightly over its \$100,000 target! These funds allowed BSHC to develop one new Supportive Housing program this year. We are very grateful to all those who made BSHC's Annual Celebration and Fundraiser a huge success.

Customer Service – BSHC conducted a Customer Service survey which was distributed to over 2,800 consumers. The survey focused on five areas of customer service: **1)** Overall level of customer service; **2)** Care manager responsiveness; **3)** Professionalism of BSHC staff; **4)** Problem solving and complaint resolutions; and **5)** Consumer choice. BSHC's average rating was a high 3.7 (stars) out of 4 in customer service! One of Boston Senior Home Care's main corporate goals is to continually improve in all aspects of customer service.

Fiscal Operations – The FY2013 Fiscal Annual Audit was completed on schedule and the Auditor’s Report expressed an unqualified opinion and there were no findings. The Fiscal Department worked in collaboration with the Direct Service Division to implement billing procedures and processes for the launching of new programs such as the Family Caregiver Support Program, the Personal Care Attendant Program, and the NaviCare SCO Program.

Boston Senior Home Care Financial Results

[For the year ended June 30, 2013 with comparative Totals as of June 30, 2012]



Board of Directors – BSHC is fortunate to have an informed and active Board of Directors. Their advice guides many of the strategic decisions that are so critical to the Agency. I want to recognize Paul Wong for his leadership as President of the Board of Directors, particularly in the long-neglected area of fundraising and development. Working with Paul has been interesting, focused and fun, and I look forward to the new year ahead.

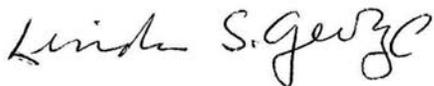
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In closing, many thanks to each of our Board members – our long-standing directors and those new to the Board, as well. You continually support and challenge us, and our work is all the better for your wise counsel.



Linda S. George
BOSTON SENIOR HOME CARE
Executive Director