



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

# **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 displays the NRCNAengage website. On the left is a dark blue sidebar with the NRCNAengage logo and navigation links: Home, Discovery, Members, About, Topics, Professions, Teams, and Chat. The main content area features a search bar at the top and a grid of six featured articles, each with a thumbnail image and a title: 'Standardized Recipe Swap', 'Training Talks', 'Business', 'New Local Nutrition Directors', 'General Resources', and 'Food Safety on the Go'. A large, jagged red starburst is superimposed over the right side of the page, containing the text: 'Signing up is easy! Visit [www.nrcna.mn.co](http://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.

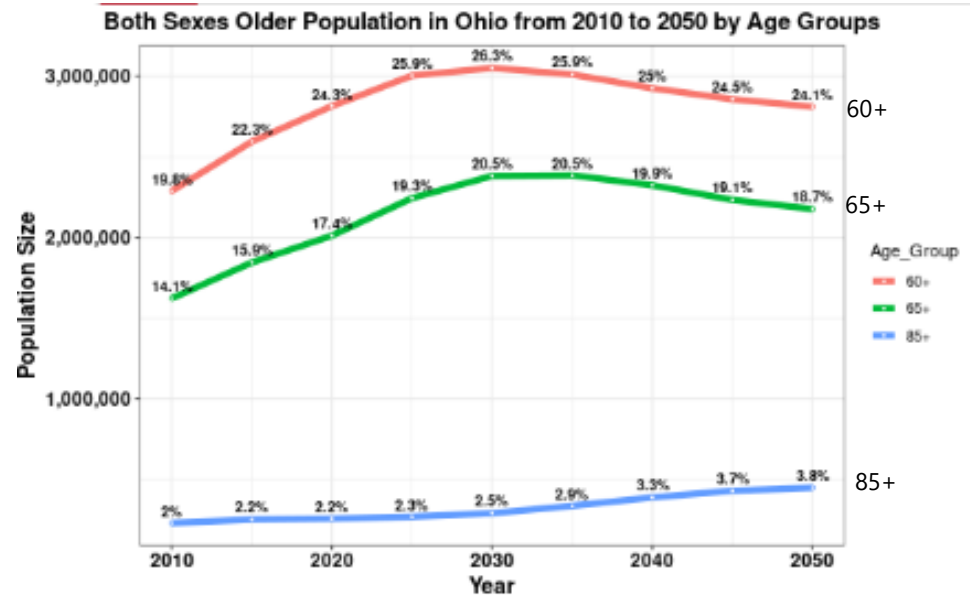
## **About Us**

- 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



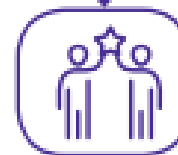
Distressed senior calls 911 for non-emergency help.



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

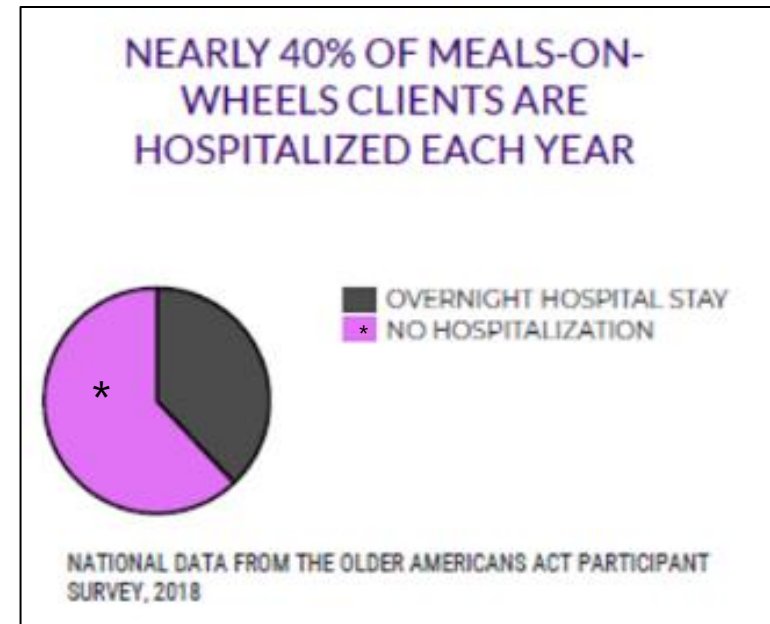


# The “Hidden” Partners – Cont.

- 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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**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!*



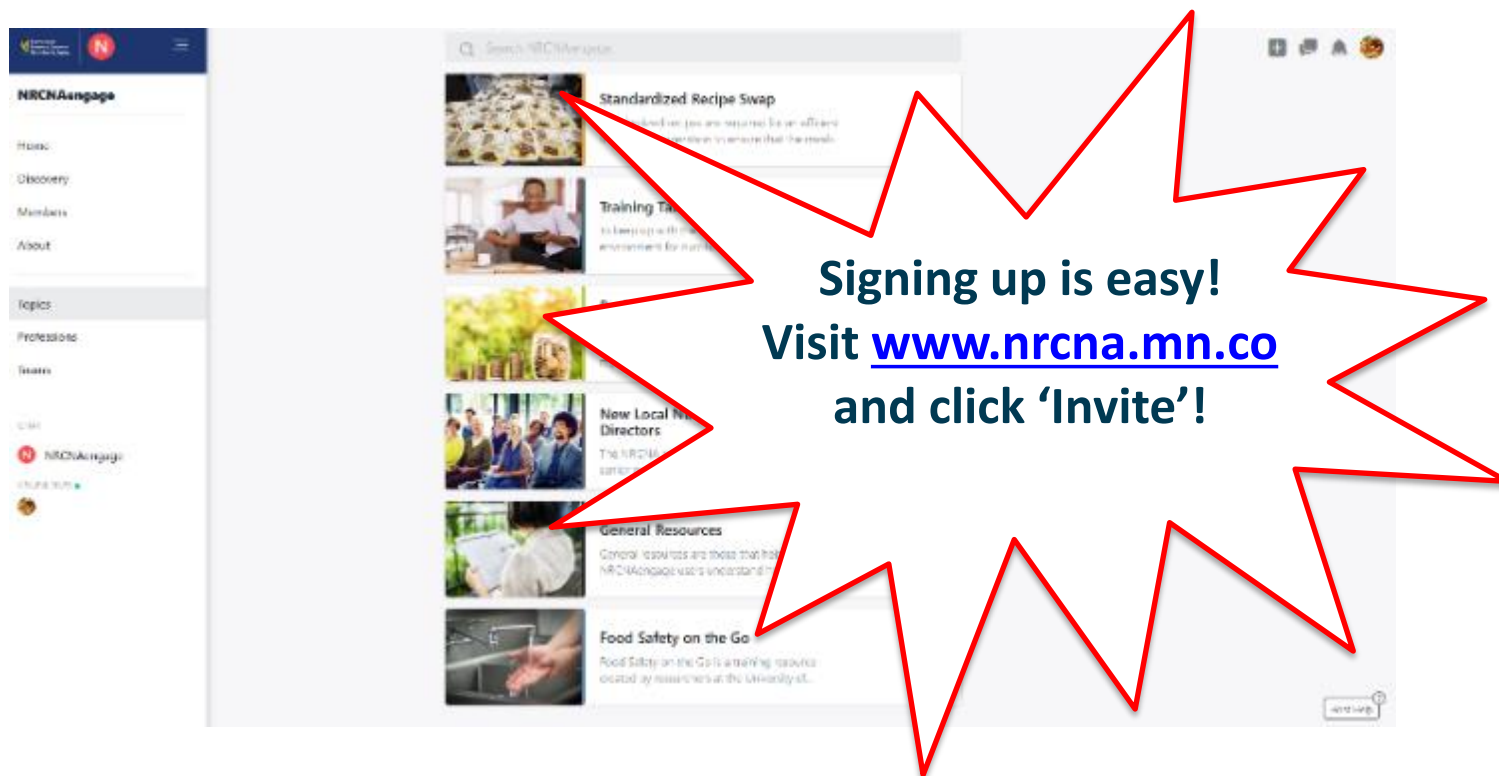


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## **LIVE ASSET MAPPING**




# NEXT STEPS

- *Share Your Map, Learn From Peers, Stay Connected:*
  - Log on to NRCNAengage after the webinar to share, learn and carry on the conversation!







# FINDING THE INVENTIVE PARTNERSHIPS THREAD





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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%  


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# 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-

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+ 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**

SEP 15

Sammi Heffron • Inventive Partn...

WED 16 SEP, 2:00 PM

**Mapping Your Partnership Assets – Food Forest Mobile App Partnership**

SEP 16

Sammi Heffron • Inventive Partn...

**Sample Restaurant Partnership Map**

Visit [www.nrcna.mn.co](http://www.nrcna.mn.co) to join the conversation.





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**THANK YOU**  
**SEE YOU ON NRCNAengage**