Workshop Objectives

- Iowa Area Agencies on Aging
- Why Innovate?
- Transforming Core Strengths Into Opportunities
- Building Strategic Alliances
- Creating a Roadmap of Ideas for the Journey
- Questions and Answers
Iowa Area Agencies on Aging
Iowa Area Agencies on Aging: Mission

To facilitate a coordinated, value-based and cost-effective system that connects clients and community organizations who are focused on individuals’ health and independence.
Iowa Area Agencies on Aging: Stakeholders

- Clients (Urban and Rural) – Aging, Individuals Living with Disabilities, Caregivers
- Community Partners
- Healthcare Providers/Managers
Iowa Area Agencies on Aging: Transforming Care for the Future

Mission: To facilitate a coordinated, value-based and cost-effective system that connects clients and community organizations who focus on individuals’ health and independence.

Who We Are and Who We Serve

Founded in 1973, the Iowa Area Agencies on Aging are a steward of local, state and federal funds. Programs focus on delivering a comprehensive, coordinated and cost-effective system of long-term living and community support services that help individuals maintain health and independence in their homes and communities.

We serve clients throughout Iowa in both urban and rural areas. Most commonly, our stakeholders include those who are:

- Aging
- Living with Disabilities
- Caregivers
- Community Partners
- Healthcare Providers/Managers

Evidence-Based Programs

- Center for Aging and Disability Education and Research – Assessment, Aging in Place, Independent Living
- Powerful Tools for Caregivers – Caregiver Training and Support
- Better Choices/Better Health – Chronic Disease Self-Management
- Care Transitions/Dr. Eric Coleman
- Falls Prevention – Matter of Balance / Stepping On
- Healthy IDEAS (Identifying Depression, Empowering Activities for Seniors)
- Advanced Directives
- Food Security
- Elder Mediation
- LifeLong Links – Expert Information and Decision Making Staff (Information and Referral Specialists, Options Counselors)
- Aging in Place – Care Support Coordinators and Family Caregiver Specialists
- Nutrition Management

Where We Serve

Within our six regions and offices in 15 cities, we have over 400 employees and serve clients in all of Iowa’s 99 counties. Our staff has more than 6,000 combined years of professional experience in our core program areas.

How We Serve

We meet the needs of Iowans who are aging, living with disabilities, and caregiving by:

- Providing expert information to foster effective decision-making
- Offering cost-effective care services and monitoring to support “Aging in Place”
- Designing plans for caregiver success and best outcomes
- Coordinating and managing nutrition programs
- Conducting professional development training and certification for community partners
- Being an advocate for our clients

Overall Services

- LifeLong Links – Toll-free Call Center and Website (Aging and Disability Resource Center)
- Multi-Entry/No Wrong Door Support
- 24/7 Client Access
- Options Planning
- Transitions Planning and Support
- Caregiver Planning and Support
- Care Support Services
- Care Coordination/Care Transitions
- 10,000 Provider Services Relationships
- Integrated Services Software and Processes
- Centralized Resource Database

www.lifelonglinks.org
866-468-7887
Iowa Association of Area Agencies on Aging

Connects Iowans to the Right Agency in Their Respective Area

866-468-7887
Why Innovate?
Situation Analysis – Societal Trends
Information from American Library Association
(http://www.ala.org/transforminglibraries/future/trends)
Situation Analysis – U.S.

- Growth in the number and proportion of older adults in the U.S. is unprecedented in our nation’s history.
- By 2050, it is anticipated that Americans aged 65 or older will number nearly 89 million people; double of those in 2010.
- Aging population has implications for every facet of our society.

Figure 1. U.S. population aged 65 years or older and diversity, 2010–2050

Source: U.S. Census Bureau, 2008.
Situation Analysis – Societal Trends

• Life Expectancy Increasing
  • Scientific advances, improved public health and sanitation, better access to health care, and increased education
  • Risen an average of three months with each passing year in the 20th Century
  • Current life expectancy of 79 years and a potential life expectancy of 88 years by 2050
  • Typical American now spends 22% of their life in retirement versus 17% in 1940
Situation Analysis – Iowa

Blue Counties – 20% or more age 65 and over
Situation Analysis – Iowa

2040

Blue Counties – 20% or more age 65 and over

Iowa Association of Area Agencies on Aging
These Times Are Changing...The AAA’s

• Population – Aging, Workforce, Family
• Demand – Increasing
• Funding – Reducing, Shifting
• Competition – New Players
Transforming Core Strengths Into Opportunities
What Do the AAA’s Traditionally Do?
What Do the AAA’s REALLY Do?

The Strengths…of the SWOT…
What Do the AAA’s REALLY Do?

• Expert information
• Increase independence
• Coordinate resources
• Educate
• Advocate
• Save money
• Solve problems
• Find solutions
Iowa Area Agencies on Aging: Meeting the Needs

• Providing expert information to foster effective decision-making
• Offering cost-effective care services and monitoring to support “Aging in Place”
• Designing plans for caregiver success and best outcomes
• Coordinating and managing nutrition programs
• Conducting professional development training and certification for community partners
• Being an advocate for our clients
Building Strategic Alliances
Building Strategic Alliances

• What are the problems to solve?
• Who is trying to solve the problems?
• What other organizations exist in the community?
• What are the organizations doing in the community?
• What societal trends are most prevalent where you are?
• What relationships do you have that are not partners today?
Building Strategic Alliances

• Ask: What problems are you trying to solve?
• Ask: What are you working on?
• Ask: What are you developing?
• Ask: What’s costing you the most time and money?
• Ask: What’s the top two things you’d like to improve?
• Ask: Where do you see your next biggest opportunities?
• Ask: What keeps you up at night?
Building Strategic Alliances: Who/What Needs Help?

- Medicaid
- Medicare
- Managed Care Organizations
- Health Insurers
- Hospitals/Health Systems
- ACOs
- Physicians
Building Strategic Alliances: Who/What Needs Help?

- Governmental Entities
- Product Distributors
- Employers
- Financial Institutions
- Educational Institutions
- Other Nonprofit Organizations
- Private Consumers
- Niches
Create a Roadmap of Ideas
Brainstorm for Ideas

• Make a list
• Ask for ideas
• Get input
• Think of other industries, sectors, organizations
• Involve the team
Impact/Effort Matrix

- Quick Win / Low Hanging Fruit
- Strategy / Requires Planning
- Forget it
- Thankless Task / Think About
Use Some Discipline:

1. Research
2. Review
3. Plan
4. Pilot
5. Review
6. Incremental Rollout
7. Standardize
8. Replicate the Innovation in Other Places
Innovation Takes Courage

• Don’t get stuck in denial
• Take some risks
• Be a leader – make things happen
• Learn how to create a business plan
• Best practice – spend 20% of time on innovation
• Get going
Questions and Answers