

# USAging

**Collaborating on Caregiving—  
MCO Partnerships That Help  
AAAs Support Caregivers**

# Speakers



**Terrie Hottle**  
Director, SDOH,  
Life Services,  
CareSource



**Chris Fagerstrom**  
Senior VP, Home &  
Community Based  
Services, Direction  
Home Akron Canton  
Area Agency on Aging  
& Disabilities



**Michael  
Eidsaune**  
CEO,  
Caregiving.com



**Deb Stone-Walls**  
Chief, Programs  
and Services,  
USAging

**Today's Session  
is generously sponsored by**



An infographic with a white background and blue and purple accents. It features five statistics arranged in two rows. The top row includes: 21% (1 in 5 Americans provide unpaid care), 100M (increased from 43.5M unpaid caregivers in 2015), and 89% (of unpaid caregivers are caring for a relative). The bottom row includes: 23.7 (Average hours of care provided PER WEEK) and \$7,242 (Average annual out-of-pocket spend). The number 53M is crossed out with a red diagonal line. The background has faint, light blue line art of a chair and a person's profile. A blue and purple gradient bar is at the bottom.

**21%**

1 in 5 Americans provide unpaid care

**100M**

~~53M~~

Increased from 43.5M unpaid caregivers in 2015

**89%**

of unpaid caregivers are caring for a relative

**23.7**

Average hours of care provided PER WEEK

**\$7,242**

Average annual out-of-pocket spend

# The Problem



## **PROBLEM**

Family Caregivers are not being supported or meaningfully engaged in the healthcare conversation. Leading to confusion, lack of training, dissatisfaction with their health system, and avoidable negative outcome drivers.

## **CHALLENGES**

Family caregivers are difficult to reach, they have high variability of need, they are gatekeepers to the patient, they distrust healthcare providers, and they have high expectations for digital experience.

## **NEGATIVES**

Existing solutions are expensive and offer very limited reach. Family caregivers are confused, untrained, dissatisfied with their loved one's plan, overwhelmed by care responsibility, feeling isolated, and not engaging in existing solutions at scale.



CMS is committed to advancing home and community-based services and other forms of caregiver support across the lifespan to give caregivers the recognition and resources they need and deserve.

**- CHIQUITA BROOKS-LASURE, CMS ADMINISTRATOR**



Our strategy recognizes the critical role family caregivers play in a loved one's life. I know the importance of this first-hand, as someone who cared for my late father and navigated the challenges associated with caregiving.

**-XAVIER BECERRA, HHS SECRETARY**

### New Revenue Stream:

Generate consistent revenue from partner organizations adopting our integrated solutions.

### Free Platform Access:

Utilize Caregiving.com's comprehensive caregiving platform at no cost.

### Increased Impact:

Enhance your data collection and reporting capabilities with our advanced platform features.

### Benefit Corporate Partners:

Your presence in the platform becomes an added feature and benefit to corporate partners in your communities.

Connect to important training and support resources for family!



Scan the QR code to access guides, and resources tailored to you. Whether you need practical emotional support, or experience here to assist you every step, we'll help you gain the confidence and ease.

powered by caregiving.com

ElderSource  
start here for help

Caregiver Training

Email: susanpeterson24@gmail.com

Condition: Heart Disease

What condition does your loved one have?

- Broken Bones
- Cancer
- Diabetes
- Heart Disease
- Joint Replacement
- Mental Illness
- Mobility

[Get Resources](#)

powered by caregiving.com

caregiving.com

Search

100 GK

Discover  
My Support  
Collections  
About  
More

SUPPORT PARTNERS  
ElderSource

**Caregiver Training**  
Presented by ElderSource  
Subscribed

Register for our Powerful Tools for Caregivers Classes  
Learn More

Find Your Support System  
Our virtual support group is a safe space.  
Learn More

**Understanding Heart Conditions** [See All](#)

**Heart Conditions 101: Medication Made Easy** 7 min  
Caring for a loved one with a heart condition is both a noble and challenging undertaking.

**Heart Conditions 101: Demystifying Heart Conditions** 5 min  
Caring for a loved one with a heart condition can be a daunting task. It's not just the emotional toll...

**Heart Conditions 101: Treatment Plans & Appointments** 3 min  
Caring for a loved one living with a heart condition requires not only emotional support but also an...

**Providing Support & Care for Heart Health** [See All](#)

**Tailored Activities for Heart Health** 7 min  
As a family caregiver, you hold a pivotal role in the well-being of your loved one living with a heart condition.

**Recognizing Heart Conditions in Women** 5 min  
It's essential to recognize that heart conditions can present differently in women compared to the stereotypical symptoms often associated with men.

**Heart-Healthy Cooking for Caregivers** 3 min  
When you're a family caregiver for a loved one living with a heart condition, every aspect of their care becomes your concern.

**Related Medical Procedures** [See All](#)

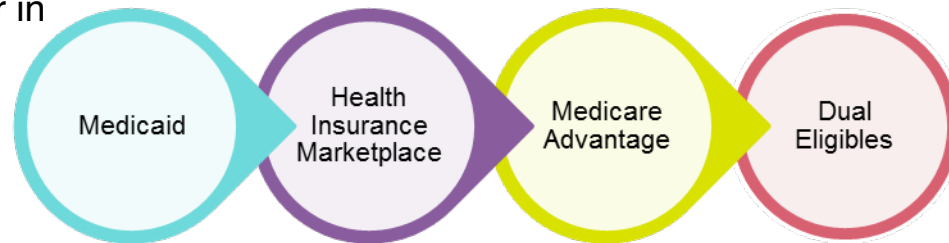


# *Our* MISSION

*To make a lasting difference in our members' lives by improving their health and well-being.*

## CARESOURCE

- A nonprofit health plan and national leader in Managed Care
- 35-year history of serving low-income populations across multiple states and insurance products
- Currently serving members in Ohio, Indiana, Kentucky, Georgia, Michigan, West Virginia, North Carolina, Arkansas, and Mississippi in 2025.
- 5,000+ employees located across 40+ states



**2M+**  
members





*CareSource believes the healthier the caregiver is (physically, emotionally, and mentally), the healthier their loved will be*

## How to partner with Health Plans

- Medicaid Managed Care Organizations (MCOs) and commercial health plans may have the ability to fund agency partnerships, programs, and pilots to demonstrate better outcomes for their members and in-turn reduce cost
- MCOs are particularly interested in programming that:
  - reduces unnecessary ED utilization and in patient stays
  - delays or defers institutionalization
  - improves medication adherence
- Funding from the MCOs could come from a required community investment fund
  - Some states require all MCOs to give a percentage of their profits back into the community for investment



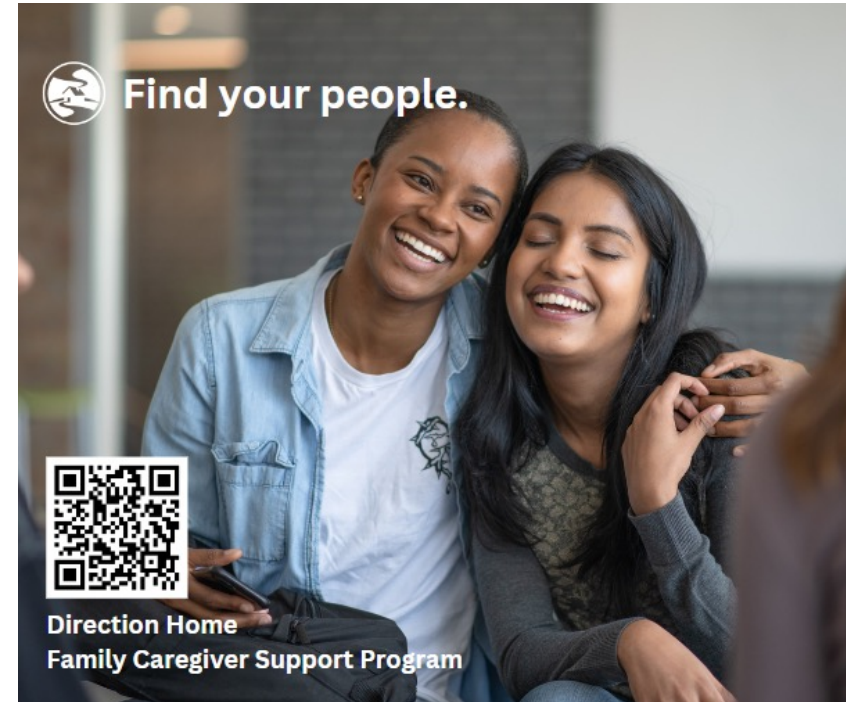
# AAA Overview

- **We provide choices for people to live independently in the place they want to call home**
- **Most requested services include transportation, meals, personal care, homemaking, emergency response system, supportive housing and more**
- Who we help annually
  - 12,500+ callers with I&A
  - 11,000+ Medicare patients avoid hospital readmission
  - 10,000+ people assessed in the community
  - 7,500+ members care managed through Home & Community Based Services
  - 2,300+ professional continuing education attendees

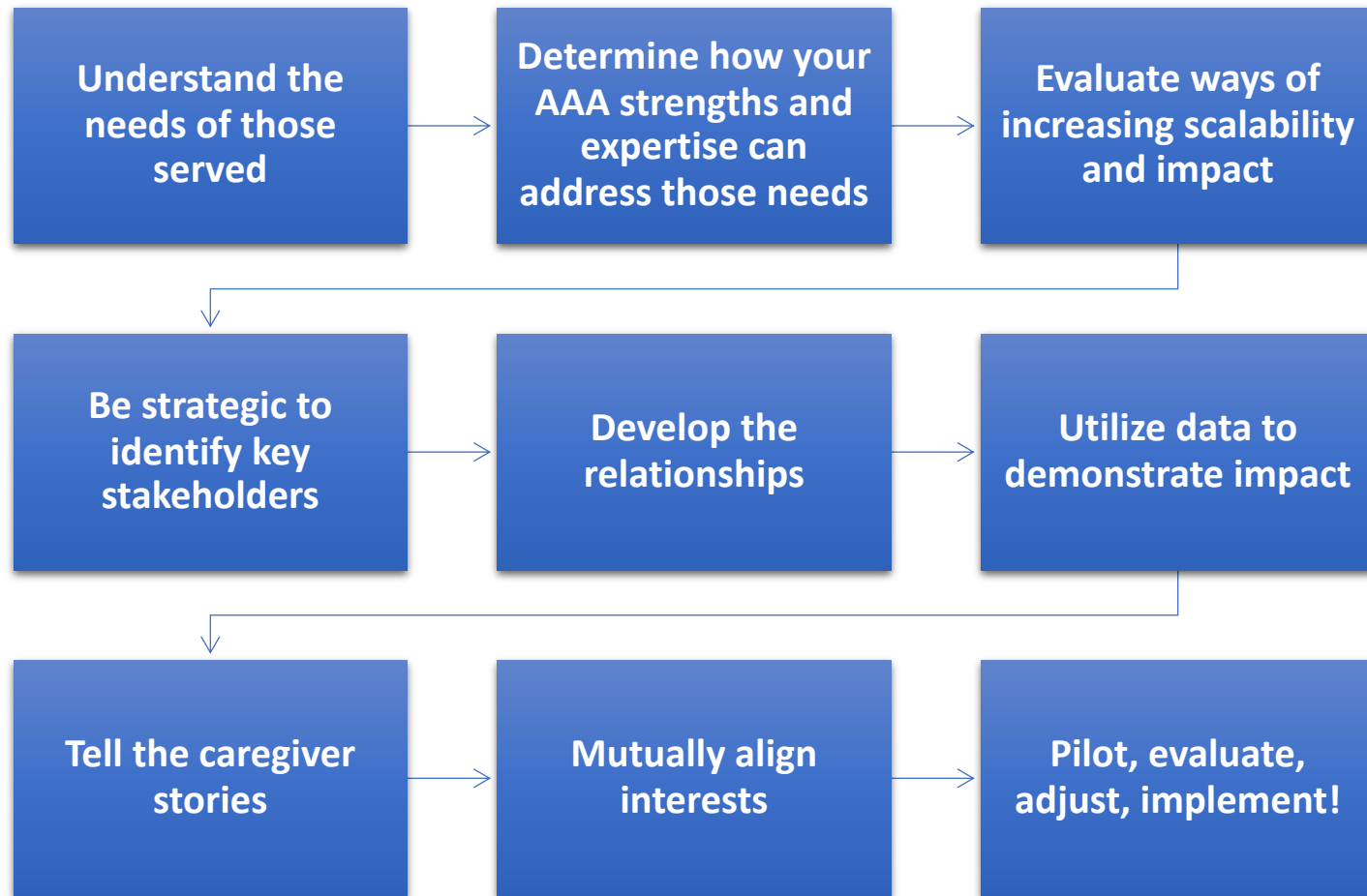


# Caregiver Support Highlights

- Virtual support groups
- 1:1 caregiver consultations
- Utilization of evidence-based program & documentation platform
- In-person caregiver education and support events
- Caregiver respite
- Successful collaborations
  - Outpatient medical facilities, attorney groups, libraries, adult day centers, local businesses & more
- Evolving health plan partnerships
  - Leveraged CCH success to develop caregiver screening tool
- Our Family Caregiver Consultants have their dedicated followers!



# AAA Opportunities



**Thank you to our sponsor!**

