

STRATEGIC PLAN 2016-2019



The key to care.

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IDAHO NO WRONG DOOR STRATEGIC PLAN 2016-2019

The key to care.

Executive Summary

Idaho's Aging and Disability Resource Center (ADRC) provides Idahoans the opportunity to access an array of public and private long-term care services and supports (LTSS), through single access points. LTSS information can be accessed through Idaho 211 Careline, Senior Health Insurance Benefits Advisors (SHIBA), Area Agencies on Aging (AAA's), Centers for Independent Living (CIL's) and the Live Better Idaho website.

In 2014, the Administration for Community Living (ACL), in collaboration with Centers for Medicare and Medicaid Services (CMS) and the Veterans Health Administration (VHA), awarded the Idaho Commission on Aging (ICOA) a planning grant to develop and implement a single statewide No Wrong Door System (NWD System). Key functions of the NWD System are Governance and Administration, Public Outreach and Links to Key Referral Sources, Person Centered Counseling and Streamlined Access to Public Programs. The intent is to make it easier for people of all ages, abilities and income levels to learn about and access the services they may need.

NWD STAKEHOLDER ENGAGEMENT

Numerous Idaho organizations that work in aging, disability, health, behavioral health, advocacy and more participated in the NWD strategic planning process.

Stakeholder engagement featured the following activities:

- Participating in the statewide LTSS needs assessment
- Developing the NWD mission and vision
- Providing feedback on the marketing plan and materials
- Participating in workshops of the full stakeholder group to inform and review plan material



- Participating in subcommittees to develop action plans for each of the functional planning elements:
 - Governance and Administration
 - Public Outreach and Links to Key Referral Sources
 - Person Centered Counseling
 - Streamlined Access to Public Programs
- Reviewing content of the draft plan
- Participating in a final meeting of the full stakeholder group to review the draft, approve content, and ratify the final product

NWD NEEDS ASSESSMENT FINDINGS AND OPPORTUNITIES

ICOA conducted a NWD Needs Assessment to identify the strengths, weaknesses and barriers in the aging and disability network in Idaho. The Assessment identified potential solutions to implement a NWD long-term care information and referral system. The Assessment was utilized during stakeholder meetings to develop the NWD goals and activities.

Idaho's needs assessment process featured the following two components:

- Feedback from twenty-six agency directors and managers working in the existing ADRC system and their partner organizations
- 12,963 paper surveys were distributed at senior centers and at the centers for independent living. 2,605 completed surveys were then collected from caregivers, seniors 60 and older and people with a disability under the age of 60.

The following key findings emerged:

- There is no shortage of LTSS information.
- Senior Centers are important to many elderly Idahoans.
- Organizations operate in silos.
- ADRC is an unfinished product.
- The pressure on the long-term care system will continue to grow.
- Change is happening and presents opportunities.
- Streamlining access to care requires collaboration and innovation.
- Technology is an important resource in the LTSS arena.
- Family caregivers must be included.
- Public outreach is important to agencies and organizations.
- People are open and interested.

PURSuing IDAHO'S NWD SYSTEM

Idaho's stakeholders are committed to strengthening the LTSS single access points by coordinating LTSS referrals through the Idaho 211 Careline, SHIBA, AAA's, CIL's and the Live Better Idaho website. Person Centered Counseling (PCC) will be provided through programs

such as Idaho Home Choice, CIL's, Veterans Home and Community Based Services, Medicaid and Older Americans Act (OAA) services. The ICOA and its partners will pursue additional grant opportunities and state and local funding as available to fully implement a NWD System.

THE NWD STRUCTURE

The NWD Collaborative will be established to oversee and direct Idaho's NWD System. The NWD Collaborative features a NWD Leadership Committee, which functions as a governing body for the group, and four NWD Subcommittees, responsible for implementing the functional components of the plan.

The NWD Leadership Committee will be composed of the following members:

- Idaho Commission on Aging, also functioning as the lead agency
- Idaho Council on Developmental Disabilities
- State Independent Living Council
- Division of Medicaid
- Division of Public Health
- Division of Behavioral Health

NWD Collaborative subcommittees are designed to implement the following NWD functions. The subcommittees will be composed of one NWD Leadership Committee member and other key stakeholders to implement the goals and activities.

- Public Outreach and Links to Key Referral Sources
- Person Centered Counseling
- Streamlined Access to Public Programs
- Quality Assurance

MISSION

The Mission of the Idaho NWD System is to empower people to make long-term care decisions by providing reliable resource information and person centered counseling through a network of community organizations.

VISION

The Vision for the NWD System is to enhance resources and promote meaningful long-term care options for Idahoans.

NWD STRATEGIC PLAN GOALS

Work groups generated action plans for each functional element of the plan. The following are the NWD goals Idaho seeks to achieve:



Governance and Administration

Goal #1

- Formalize the NWD Collaborative and partnership structure by establishing by-laws and MOU's.

Goal #2

- Establish and implement a data-informed quality assurance reporting program to quantify the cost-benefit of the program.

Goal #3

- Utilize quality assurance reports to target communities and encourage policy development to meet desired outcomes for the target audience.

Goal #4

- Secure sustainable funding to implement the NWD Strategic Plan strategies.

Public Outreach and Links to Long-Term Care Resources

Goal #1

- Integrate NWD with existing networks and activities.

Goal #2

- Provide consistent messaging among partners and communities.

Goal #3

- Launch a fully functioning website equipped with a system-wide referral tool.





Person Centered Counseling

Goal #1

- Train the current aging and disability workforce to incorporate the NWD PCC model and increase the knowledge of working with a variety of different populations.

Goal #2

- Identify the cost benefits for the consumer, the provider, and the payer to prevent higher level institutional care placement, and present this to decision-makers.

Goal #3

- Establish performance indicators to measure the NWD designated agencies' and the Person Centered Counselors' effectiveness to provide LTSS access, including the individual's opportunity to make informed choices.

Streamlined Access to Public Programs

Goal #1

- Go live with a robust Guided Resource Tool providing assessment, eligibility and referral services.





IDAHO NO WRONG DOOR STRATEGIC PLAN 2016-2019

BACKGROUND

Long-term services and supports (LTSS) are essential resources that enable people to live independently in the setting of their choice. Older adults and people with disabilities may need assistance with cleaning, cooking, bathing, transportation, taking medications and dressing, but the services available to help achieve these tasks are difficult to locate and access.

While a variety of different services and supports may be available in our state and our communities, finding them and connecting with them can be challenging and frustrating. The problem is compounded by the fact that services are offered by different service providers and feature different eligibility requirements.

The American Community Survey (ACS) reports that in 2014, Idaho's population of 1,599,464 people included approximately 212,729 people over age 65, and 102,479 people ages 18-64 with a disability (<https://www.census.gov/programs-surveys/acs/>). In total, 315,208 individuals have or may have a need for services that effectively enable their independence and minimize the cost of care. This number represents approximately 20 percent of Idaho's total population.

In addition, more than 300,000—one (1) out of every four (4) adults in Idaho—assume critical, ongoing care responsibilities for aging parents, siblings, spouses, children or grandchildren with physical or emotional disabilities or chronic illnesses.

In total, 315,208 individuals have or may have a need for services that effectively enable their independence and minimize the cost of care.

As the population grows, the demand for referrals and services will increase. Optimizing our system is essential to connecting individuals to appropriate and effective services that will enable Idahoans to live productively and safely at home and in their communities.

Currently, Idaho's Aging and Disability Resource Center (ADRC) provides Idahoans the opportunity to access an array of public and private long-term care services and supports through single access points. LTSS information can be accessed through the Idaho 211 Careline, Senior Health Insurance Benefits Advisors (SHIBA), Area Agencies on Aging (AAA's), Centers for Independent Living (CIL's) and the Live Better Idaho website.

In 2014, the Administration for Community Living (ACL), in collaboration with Centers for Medicare and Medicaid Services (CMS) and the Veterans Health Administration (VHA), awarded the Idaho Commission on Aging (ICOA) a planning grant to develop and implement a single statewide No Wrong Door System (NWD System). The intent is to make it easier for people of all ages, abilities and income levels to learn about and access the services they may need.

Idaho's No Wrong Door Strategic Plan (NWD Strategic Plan) is the result of that effort. Starting with a comprehensive assessment of the current system, stakeholder engagement throughout the process, and critical conversations about levels of commitment, authority, funding, privacy and implementation, this NWD Strategic Plan presents the collective vision of Idaho stakeholders to build the NWD System.

Stakeholders are particularly enthusiastic about the opportunity this plan affords Idaho. Stakeholders intend to implement the plan within the limitations of available resources. Idaho will continue to seek additional grant funding to provide for full implementation of the NWD Strategic Plan.



NWD STAKEHOLDER ENGAGEMENT

From the development of the grant application through the production of this plan, a diverse range of stakeholders across the state have been engaged in assessing, discussing, informing, studying, problem-solving, guiding, collaborating and generating a consensus around this effort. Table 1 (below) identifies the key stakeholders required by the grant and the Idaho organizations that participated in the NWD planning process.

| ACL Required Stakeholders | Idaho Participating Organizations |
|---|---|
| Older Adults | Idaho Commission on Aging and Area Agencies on Aging I, II, III, IV, V and VI |
| Individuals with disabilities across the lifespan | State Independent Living Council, Living Independent Network Corporation, Disability Action Center, and Living Independently for Everyone |
| Advocates | Idaho Legal Aid Services |
| Area Agencies on Aging | Area Agencies on Aging I, II, III, IV, V and VI |
| Centers for Independent Living | Living Independent Network Corporation, Disability Action Center, and Living Independently for Everyone |
| Local Medicaid agencies | Department of Health and Welfare Division of Medicaid |
| Local organizations that serve or represent the interests of individuals with physical disabilities | State Independent Living Council, Living Independent Network Corporation, Disability Action Center, and Living Independently for Everyone |
| Local organizations that serve or represent the interests of individuals with intellectual and developmental disabilities | State Independent Living Council and Idaho Council on Developmental Disabilities |
| Local organizations that serve or represent the interests of individuals with mental/behavioral health needs | Department of Health and Welfare Division of Behavioral Health |
| Veterans Service Organizations | Idaho State Veterans Medical Center |
| Service Providers | Living Independent Network Corporation, Disability Action Center, and Living Independently for Everyone |
| Other relevant public and private entities | AARP Idaho, Senior Health Insurance Benefits Advisors, and Boise State University |

TABLE 1

The first stakeholder engagement meeting was conducted on December 9, 2014, at the Idaho Department of Health and Welfare (IDHW) Division of Medicaid office. That meeting featured an orientation to the grant requirements and timeline, a review and confirmation of the draft mission and vision, and a discussion about how to meaningfully engage stakeholders.

The group identified the following strategies to provide for continuous engagement and feedback:

- Participate in the statewide NWD assessment
- Integrate a Continuous Quality Improvement (CQI) process into the Idaho NWD Strategic Plan to measure stakeholder and consumer experiences

- Convene a full NWD Stakeholder Group where all stakeholders come together at key points in the planning process
- Establish Stakeholder Work Groups to draft the goals and strategies for the functional elements of the plan and to identify metrics by which to measure progress and performance

Meetings of the Full NWD Stakeholder Group occurred early in the process to guide work groups' development of the four NWD components and ratify the draft NWD Strategic Plan. The following image lists the stakeholders that participated on each work group. Each work group met several times to generate the desired outcomes, goals and activities.



Governance and Administration

- IDHW Division of Behavioral Health
- IDHW Division of Medicaid
- IDHW Division of Public Health
- Idaho Commission on Aging
- Idaho Council on Developmental Disabilities
- State Independent Living Council

Public Outreach and Links to Key Referral Sources

- AARP Idaho
- Area Agency on Aging II, North Central Community Action Partnership
- Area Agency on Aging IV, College of Southern Idaho Office on Aging
- Area Agency on Aging V, Southeast Idaho Council of Governments
- Boise VA Medical Center - Behavioral Health
- Idaho 211 Careline
- Idaho Commission on Aging
- Living Independently for Everyone
- Senior Health Insurance Benefit Advisors





Person Centered Counseling

- Area Agency on Aging IV, College of Southern Idaho Office on Aging
- Area Agency on Aging V, Southeast Idaho Council of Governments
- Area Agency on Aging VI, Eastern Idaho Community Action Partnership
- Disability Action Center
- IDHW Division of Behavioral Health
- Idaho Assistive Technology, Center on Disabilities and Human Development
- Idaho Commission on Aging
- Idaho Council on Developmental Disabilities
- State Independent Living Council

Streamlined Access

- IDHW Division of Medicaid
- IDHW Division of Welfare
- Idaho Commission on Aging
- Idaho Legal Aid Services



NWD NEEDS ASSESSMENT

ICOA conducted a NWD Needs Assessment to identify strengths, weaknesses and barriers in the aging and disability network in Idaho. The Assessment identifies points of access and types of information provided. It also identifies potential solutions to implement a NWD long-term care information and resource system. The Assessment was an important and essential resource to the full NWD stakeholder group and specifically to the subcommittees as they developed goals and activities for the functional elements of the plan.

A complete copy of the Assessment can be found at the following link: <https://aging.idaho.gov/Documents/Final%20ADRC%20No%20Wrong%20Door%20Report.pdf>

Idaho's needs assessment process featured the following two components:

- Feedback from twenty-six agency directors and managers working in the existing ADRC system and their partner organizations
- 12,963 paper surveys were distributed at senior centers and at the centers for independent living. 2,605 completed surveys were then collected from caregivers, seniors 60 and older and people with a disability under the age of 60.

The Assessment provided robust, essential information about Idaho's current system. The Assessment also made recommendations for a number of key elements that would be important and necessary to implement a NWD System in Idaho. The Stakeholders took the Assessment recommendations and addressed them with strategies listed in the following referenced section of the NWD State Plan.



| ASSESSMENT RECOMMENDATIONS | NWD STRATEGIC PLAN: REFERENCE LOCATION |
|--|---|
| A clear, well organized plan of action developed by stakeholders and championed by leadership, that contains specific objectives, timelines and responsibilities | NWD Strategic Plan 2016-2019 |
| Multi-faceted, collaborative outreach efforts that utilize a wide range of strategies and methods to reach seniors and people with disabilities | NWD Communication and Marketing Plan Public Outreach Goals #1, 2 & 3 |
| Widely recognized phone number/website that people can access 24/7 and that is not limited to low-income or free provider information | Idaho Careline 211 Public Outreach Goal #3 |
| A coordinated, well maintained, comprehensive database that is sharable | Streamlined Access Goal #1 |
| A triage approach that prioritizes inquiries for level of information or supports needed and directs people to the appropriate service | Streamlined Access Goal #1 |
| Case management/care coordination navigation system for those who need that level of assistance | Person Centered Counseling Goal #1 |
| Training for care coordinators in person centered counseling to help individuals understand their options and develop a self-directed supports plan, as needed | Person Centered Counseling Goal #1 |
| Recognition of the key role of informal caregivers and development of strategies to include them in system reforms | Public Outreach Goal #1 Person Centered Counseling Goal #2 Streamlined Access Goal #1 |
| Linkages, including information sharing, among the long-term services systems and providers and the evolving primary care system at both the state and regional levels | Public Outreach Goal #1 |
| Linkages, including information sharing, between the long-term services systems and providers and the behavioral health care system, with an emphasis on dementia and Alzheimer's care | Public Outreach Goal #1 |
| Shared oversight of and responsibility for the system by key stakeholder agencies, perhaps with administrative coordination via an independent "convener" | Governance and Administration Goal #1 |
| Methodology for continuous quality improvement that is effective and not onerous to implement | Governance and Administration Goal #3 Person Centered Counseling Goal #3 |
| Recognition that systems change requires a shared vision, common goals, and a commitment of time and resources | Governance and Administration Goal #4 |

TABLE 2

NWD STRUCTURE

NWD Collaborative

The NWD Collaborative refers to the full group of stakeholders who will be involved in the management and implementation of Idaho's NWD Strategic Plan and in the development of Idaho's NWD System. The NWD Collaborative features two essential components: the NWD Leadership Committee and NWD Subcommittees.

NWD Leadership Committee

The NWD Leadership Committee functions as the NWD Collaborative's governance body. The NWD Leadership Committee will convene through a Memoranda of Understanding (MOU) that describes each organization's commitment to the implementation of the NWD Strategic Plan. The MOU will identify stakeholders' roles and responsibilities and corresponding supports for the NWD Lead Agency—the Idaho Commission on Aging (ICOA).

The NWD Leadership Committee will oversee and coordinate the implementation of the NWD Strategic Plan across state agencies. It is responsible for overseeing and/or conducting the following activities:

- Monitoring the implementation of the NWD Strategic Plan
- Making recommendations to entities on key aspects of the NWD System design, development, financing and ongoing administration
- Seeking out public resources to support NWD System functions
- Establishing MOU's
- Leveraging Medicaid funds and other resources to match NWD activities

The diagram below depicts the NWD Collaborative's organizational structure.



NWD Subcommittees

The NWD Collaborative will feature the following three subcommittees to implement the specific components of the NWD Strategic Plan:

- Public Outreach and Links to Key Referral Sources
- Person Centered Counseling
- Streamlined Access to Public Programs

There is an additional subcommittee focused exclusively on Quality Assurance (QA).

Subcommittees are responsible for implementing their respective sections of the NWD Strategic Plan, monitoring performance specific to their sections, reporting status, successes and issues to the NWD Leadership Committee, and identifying and addressing barriers to implementation. At least one NWD Leadership Committee member will participate in each subcommittee. The subcommittees will otherwise be composed of stakeholders essential to implementation and/or keenly interested in its success.

All subcommittees will inform the QA Subcommittee, which is composed of the NWD Leadership Committee members. External QA organizations will also be encouraged as resources allow.

NWD STRATEGIC PLAN GOALS AND ACTION ITEMS

In generating Idaho's NWD Strategic Plan, Idaho stakeholders intentionally used the planning grant template and Idaho's NWD Needs Assessment to inform their discussion. The NWD Strategic Plan includes goals and activities, as well as initiatives to develop metrics to gauge the effectiveness of the system and how the system impact's users' lives.

It is important to note that many elements within all functions are inextricably linked, and that some efforts, such as plan performance, have a direct relationship between functional area metrics, performance measurements, and effective plan implementation.

The NWD Strategic Plan goals and implementation activities follow and are categorized by the following NWD functions: Governance and Administration, Public Outreach and Links to Key Referrals, Person Centered Counseling, and Streamlined Access to Public Programs. The comprehensive version of the goals, actions and schedule reflected below is included as Attachment A.





Governance & Administration

Idaho's NWD Collaborative features:

- A NWD Leadership Committee to oversee implementation and serve as the hub for coordination and collaboration on the macro scale.
- A series of subcommittees to implement, monitor and report on the progress of the functional elements of the plan.

Collectively the NWD will gather its respective metrics to inform plan performance, leveraging successes and making adjustments as appropriate.

Goal #1 - Structure

Formalize the NWD Collaborative and partnership structure by establishing by-laws and MOU's.

Implementation Activities:

- Confirm the name of the NWD Collaborative
- Secure the commitment of the Lead Agency
- Complete an MOU among all members of the NWD Leadership Committee
- Generate by-laws, describing how the group functions and articulating subcommittee structure and membership
- Generate subcommittee charters
- Establish MOU's between AAA's and CIL's (information sharing, communication, confidentiality)
- Establish an electronic communication tool to facilitate timely information-sharing among the members of the Collaborative
- Conduct quarterly meetings to implement plan

Goal #2 - Plan Performance

Establish and implement a data-informed quality assurance reporting program to quantify the cost-benefit of the program.

Implementation Activities:

- Generate desired outcomes for target populations and link to performance measures
- Identify where and how to collect data by partners to inform desired outcomes
- Refine existing data collection among partners
- Collect baseline data
- Generate performance measures
- Conduct regular data collection
- Produce annual reports

Goal #3 - Quality Assurance

Utilize quality assurance reports to target communities and encourage policy development to meet desired outcomes for the target audience.

Implementation Activities:

- Develop policies based on quality assurance reports
- Establish an outreach plan to present quality assurance reports and results to leadership and/or the state legislature

Goal #4 - Sustainability

Secure sustainable funding to implement the NWD Strategic Plan strategies.

Implementation Activities:

- Pursue grants
- Pursue private funding sources
- Pursue state funding





Public Outreach & Links to Key Referral Sources

Idaho's NWD System warrants a public outreach program that efficiently and effectively refers individuals to appropriate services featuring the following characteristics:

- The shared responsibility of existing and potential partners as appropriate to their respective roles and missions and integral to their existing activities. Participating organizations present a unified, consistent message and provide efficient, effective and meaningful services.
- Person and family centered and accessible, using warm, friendly, clear, respectful language that is culturally sensitive and responds to multiple languages.
- An effective and accessible array of outreach and education strategies, innovative and traditional, to most effectively and measurably resonate with a wide variety of audiences.

Goal #1

Integrate NWD with existing networks and activities.

Implementation Activities:

- Intersect with the Live Better Website
- Integrate NWD in AAA's and CIL's
- Intersect with efforts of Regional Collaboratives
- Integrate with Patient Centered Medical Homes
- Integrate with Idaho Caregiver Alliance
- Identify additional opportunities to integrate with caregivers, providers and clients

Goal #2

Provide consistent messaging among partners and communities.

Implementation Activities:

- Establish a shared outreach process and responsibility among the partnership community
- Identify all outreach partners and secure their commitment
- Establish a shared message and education process to support individual outreach efforts
- Translate NWD information into Spanish and collaborate with stakeholders to conduct outreach to limited English speakers
- Collaborate with NWD stakeholders and identify best methods to distribute NWD LTSS information to the Native American population

Goal #3

Launch a fully functioning website equipped with a system-wide referral tool.

Implementation Activities:

- Identify a funding source to build a basic website to facilitate effective access to programs
- Identify where the website will be housed and who will be responsible for maintaining it
- Expand the website to be fully functioning in compliance with Federal Acquisition Regulation Section 503 Standards
- Address funding issues by identifying cost/prevention/benefit aspects of the system
- Secure a permanent funding source for building and maintaining the website
- Hire and retain IT support to create a shared application that addresses public system firewalls, new technology and current platforms (Windows/Mac)
- Identify website content (for example, assessment questions, website tools, participating organizations)
- Launch the web-based system with referral information to agency applications
- Implement the NWD Marketing Plan to connect people to the website
- Enhance the website to 1) determine basic eligibility based on logic and distribute to agencies, and 2) provide relevant referrals to other federal partners

In one very small rural southern Idaho community, one couple lived in their house together for 47 years. She was the caregiver. She became ill and needed extensive surgeries and care. During her four-month recuperation in one rehabilitation facility, he was admitted into another to receive the care he needed. They had no children to care for them.

They wanted to go home together, but she could not provide the same level of support she did prior to her illness and surgeries. Through a family contact to the AAA/ADRC, Home Delivered Meals and Homemaker Services were provided to them, allowing them to move back together and live their lives again in their own home.



Person Centered Counseling

Idaho's NWD System will consistently provide accurate information, resources and guidance that is individually responsive. The NWD System offers the expertise of Person Centered Counselors (PCCs), available across the variety of local entry points, to older adults and persons with disabilities.

Through the use of person centered counseling, the NWD System empowers individuals to make informed choices about their long-term service and support options consistent with their personal goals, and to successfully navigate the various organizations, agencies, and other resources that provide services in their communities.

Goal #1

Train the current aging and disability workforce to incorporate the NWD PCC model and increase the knowledge of working with a variety of different populations.

Implementation Activities:

- Establish basic PCC terminology based on the ACL core competencies
- Attend and evaluate national PCC curriculum training and identify a potential curriculum to adopt in Idaho
- Receive stakeholder input on Idaho's NWD PCC curriculum
- Identify consumer PCC gaps in the LTSS system and develop specialized training
- Identify talking points and recruit agencies to incorporate NWD PCC curriculum within their existing processes
- Create visuals to recruit agencies and present the benefits to providing PCC
- Provide NWD PCC training to participating agencies
- Continue to develop the PCC system

Goal #2

Identify the cost benefits for the consumer, the provider, and the payer to prevent higher level institutional care placement, and present this to decision-makers.

Implementation Activities:

- Facilitate discussions with the NWD PCC Subcommittee and identify cost/benefit areas
- Identify data systems to initiate data collection and analyze cost benefit areas
- Include the LTSS institutional cost savings to supporting caregivers
- Develop cost benefit plan and identify venue to present to decision makers
- Present to decision makers to solicit funding for PCC
- Secure funding

Goal #3

Establish performance indicators to measure the NWD designated agencies' and the Person Centered Counselors' effectiveness to provide LTSS access, including the individual's opportunity to make informed choices.

Implementation Activities:

- Solicit input from the NWD PCC Subcommittee on specific outcomes
- Identify the source data, frequency, methods and organizations responsible to collect required PCC data
- Conduct consumer surveys to solicit consumer feedback on their PCC experience
- Establish a process to present performance indicator outcomes to the NWD Leadership Committee and make improvements on the program

A 30-year old man in southern Idaho uses a wheelchair for mobility and is nonverbal. While he had a caregiver for many years, his life situation changed with two incidents: 1) he was in a car accident, and 2) his caregiver suffered a heart attack and was no longer able to care for him.

He desperately wanted to leave the skilled nursing facility where he was staying. He wanted to live on his own, associating with people in the community and securing his optimum quality of life.

Eventually, he found himself a place to live, and with the assistance of LIFE, Inc and the resources collected in the ADRC, he was able to hire his own caregivers. For two years now he has lived alone and interacted effectively in his own community.



Streamlined Access to Public Programs

Idaho's NWD System is intended to be a simple, user-friendly, accessible system that is technologically flexible. Through a common entry point, regardless of where that entry is accessed, the system will efficiently guide individuals and families, based upon their unique needs, to regionally located public resources.

The Idaho NWD System will:

- Distribute information in easy to understand plain language
- Provide multi-language translation
- Provide a single application and interview to LTSS
- Leverage technology to streamline referrals between organizations
- Link public databases to share resources and referrals
- Provide a comprehensive inventory of resources to consumers and providers
- Link organizations regionally and locally
- Collaborate with organizations to streamline referrals
- Incorporate a sustainability plan to ensure streamlined access to services continue after the grant funds end
- Streamline access to services through Person Centered Counseling

Goal #1

Go live with a robust Guided Resource Tool providing assessment, eligibility and referral services.

Implementation Activities:

- Establish a basic consumer application which can be tagged to existing systems to facilitate effective access to programs
- Add additional questions on agencies' existing applications (which will be linked to an automated method for distributing referrals to other agencies)
- Identify programs that will link to a shared system
- Secure from partners the key questions needed to incorporate into the single application process
- Conduct focus groups of customers, providers, partners and unpaid caregivers
- Generate a formal Person Centered Counseling referral guide process based on the application process and focus group results
- Plan and generate an integrated, shared database and conduct job shadowing, cross training and mentoring
- Identify human resources to perform face-to-face Person Centered Counseling assessments and interviews
- Comply with ADA standards

OVERALL NWD PLAN PERFORMANCE

The NWD Collaborative will assess progress on the NWD goals by monitoring metrics identified for each goal. Performance metrics for each goal include NWD System and LTSS performance, as well as consumer satisfaction measures.

Given that performance in one area is typically inextricably linked to another, the NWD Collaborative QA Subcommittee will focus specifically on plan performance and performance measures. This subcommittee will evaluate, report and recommend course corrections as necessary in response to how effectively stakeholders meet metrics associated with each goal. The QA Subcommittee will also review and aggregate the status and results of quality and performance measure-specific goals in two of the different functional areas, including Governance and Administration Goal #2 and Person Centered Counseling Goal #2.

NWD COMMUNICATION AND MARKETING PLAN

ICOA contracted with Drake Cooper to utilize the NWD Vision and recommend a marketing plan and develop outreach materials. In September 2015, ICOA released the Idaho No Wrong Door Communication and Marketing Plan (NWD Marketing Plan).

The effort produced Idaho's NWD brand and tag line, which is reflected throughout this document. It identifies audiences, messages, methods and materials for reaching throughout Idaho to provide consistent information and effective outreach about the NWD System. It also provides a unifying mantra among stakeholders who are committed to the development and implementation of the system, and who are committed to seeing individuals living their optimum quality of life.

A marketing implementation strategy featuring comprehensive outreach to audiences, including paid media, social media, and other outreach venues are on the table for implementation but contingent on future funding.

The NWD Marketing Plan recommends the following key performance measures to assess outreach and program effectiveness:

- Website traffic and other Google analytic statistics
- Calls to 211 (tracking specifically to seniors and people with disabilities questions)
- Referrals to AAA's
- A post-launch assessment of brand awareness levels (assumes that awareness was minimal prior to launch, budget required)
- Social media statistics (Twitter followers, Facebook likes)
- Customer satisfaction survey (budget required)

With implementation, these indicators will be incorporated into the efforts of the QA Subcommittee to use to measure plan performance.

THE FUTURE

Idaho's stakeholders and providers work hard to serve the growing number of individuals –potentially 20 percent of the state's existing population—who have or may have a need for services that effectively enable their independence and minimize the cost of care. The Idaho ADRC was designed to eliminate silos and build a more coordinated system to meet the growing demand for LTSS services. The proposed NWD System leverages stakeholders' efforts by implementing a structure that will formalize partnerships, improve the sharing of referrals, standardize person centered counseling and hold partners to high quality standards.



The key to care.

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Attachment A Strategic Action Plan

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2018-2019

Metric to Assess Progress:
Collaborative secures fiduciary capability

| Action Item | Responsible Committee | 1Q | 2Q | 3Q | 4Q | 1Q | 2Q | 3Q | 4Q | 1Q | 2Q | 3Q | 4Q |
|---|--------------------------|----|----|----|----|----|----|----|----|----|----|----|----|
| a) Confirm the name of the NWD Collaborative | Full Stakeholder Group | X | | | | | | | | | | | |
| b) Secure the commitment of the Lead Agency | Lead Agency | X | | | | | | | | | | | |
| c) Complete an MOU among all members of the NWD | Leadership | | X | | | | | | | | | | |
| d) Generate by-laws, describing how the group functions and articulating subcommittee structure and membership | Leadership | | | X | | | | | | | | | |
| e) Generate subcommittee charters | Leadership | | | X | | | | | | | | | |
| f) Establish MOU's between AAA's and CIL's (information sharing, communication, confidentiality) | Leadership, AAA's, CIL's | | | | X | | | | | | | | |
| g) Establish an electronic communication tool to facilitate timely information among the members of the Collaborative (including state administered programs that provide LTSS) | Leadership | | | X | | | | | | | | | |
| h) Conduct quarterly meetings to implement plan | Leadership | | | X | X | X | X | X | X | X | X | X | X |
| | | | | | | | | | | | | | |
| a) Generate desired outcomes for target populations and link to performance measures | Quality Assurance | | | X | | | | | | | | | |
| b) Identify where and how data to collect data by partners to inform desired outcomes | Quality Assurance | | | | X | | | | | | | | |
| c) Refine existing data collection among partners | Quality Assurance | | | | | X | | | | | | | |
| d) Collect baseline data | Quality Assurance and | | | | | | | X | | | | | |
| e) Generate performance measures | Leadership | | | | | | | | X | | | | |
| f) Conduct regular data collection | Quality Assurance and | | | | | | | | X | | | | |
| g) Generate annual reports | Leadership, Lead Agency | | | | | | | | | | | X | |
| | | | | | | | | | | | | | |
| a) Develop policies based on quality assurance reports | Quality Assurance | | | | | | | | | | | X | |
| b) Establish an outreach plan to present quality assurance reports and results to leadership and/or the state legislature | Quality Assurance | | | | | | | | | X | | | |
| | | | | | | | | | | | | | |
| a) Pursue grants | Leadership | | x | | | | | | | | | | |
| b) Pursue private funding sources | Leadership | | | | | X | | | | | X | | |
| a) Pursue state funding | Leadership | | | | | | | | | | | X | |
| | | | | | | | | | | | | | |



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2018-2019

| Action Item | Responsible Committee | 1Q | 2Q | 3Q | 4Q | 1Q | 2Q | 3Q | 4Q | 1Q | 2Q | 3Q | 4Q |
|---|------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|
| a) Establish basic PCC terminology based on the ACL core competencies | Person Centered Counseling | | X | | | | | | | | | | |
| b) Attend and evaluate national PCC curriculum training and identify a potential curriculum to adopt in Idaho | Lead Agency | X | | | | | | | | | | | |
| c) Receive stakeholder input on Idaho's NWD PCC curriculum | Lead Agency and Stakeholders | | | X | | | | | | | | | |
| d) Identify consumer PCC gaps in the LTSS system and develop specialized training | Person Centered Counseling | | | X | | | | | | | | | |
| e) Identify talking points and recruit agencies to incorporate NWD PCC curriculum within their existing processes | Person Centered Counseling | | | | | X | | | | | | | |
| f) Create visuals to recruit agencies and present the benefits to providing PCC (include PowerPoint and Video Scribe illustration) | Marketing Company | | | | | | X | | | | | | |
| g) Provide NWD PCC training to participating agencies | Lead Agency | | | | | | | X | | | | | |
| h) Continue to develop the PCC system | Lead Agency | | | | | | | | | | X | | |
| | | | | | | | | | | | | | |
| a) Facilitate discussions with NWD PCC Subcommittee and identify cost benefit areas | Person Centered Counseling | | X | | | | | | | | | | |
| b) Identify data systems to initiate data collection and analyze cost benefit areas | Person Centered Counseling | | X | | | | | | | | | | |
| c) Include the LTSS institutional cost savings to supporting caregivers | Lead Agency | | | | X | | | | | | | | |
| d) Develop cost benefit plan and identify venue to present to decision-makers | Lead Agency | | | | X | | | | | | | | |
| e) Present to decision-makers to solicit funding for PCC | Lead Agency | | | | | | X | | | | | | |
| f) Secure funding | Lead Agency | | | | | | | | | | X | | |
| | | | | | | | | | | | | | |
| a) Solicit input from the NWD PCC Subcommittee on specific outcomes | Person Centered Counseling | | X | | | | | | | | | | |
| b) Identify the source data, frequency, methods and organizations responsible to collect required PCC data | Person Centered Counseling | | | | X | | | | | | | | |
| c) Conduct consumer surveys to solicit consumer feedback on their PCC experience | Lead Agency | | | | | X | | | | | | | |
| d) Establish a process to present performance indicator outcomes to the NWD Leadership Committee and make improvements on the program | Lead Agency | | | | | | | | X | | | | |
| | | | | | | | | | | | | | |



2018-2019

Metrics to Assess Progress:
One shared application tool

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