

# **Climbing the Heights to Sustainability through Dynamic Partnerships**

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# Presenters

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# Learning Objectives

- Examine goals, resources, and possibilities of atypical coalitions for successful growth.
- Learn what worked and what hasn't worked in multiple states, each state having its own unique personality.
- Learn and share ideas about strategies for sustainability and avoiding the pitfalls that negatively impact growth.

# Relevance

Need for respite, emergency and direct care workers is growing dramatically:

- Population aging: By 2050, 40 percent of people age 65 will survive to age 90
- More people living at home and in communities of their choice
- Direct care jobs estimated to grow by 50% between 2008 and 2018
- Aging caregivers
- Fewer workers

# Who is Rewarding Work?

- Non profit corporation founded in 2004
- Rewarding Work Resources created and manages the online matching services registry, [RewardingWork.org](http://RewardingWork.org)
- [RewardingWork.org](http://RewardingWork.org) currently operates in eight states
- [RewardingWork](http://RewardingWork.org) created and operates registries for respite, PCAs, and families supporting people with developmental disabilities

# Challenges to growth and sustainability

- Lack of continuing sources of funding
- Political disruptions
- Changes in partner leadership
- Engaging diverse partnerships

# Case Studies: State A

- Location: Northeast
- Population: 6.5 million people
- Age range and population:
  - Across the lifespan, across the state -urban, suburban, and rural
- Current activity:
  - 7,500 active workers and 2,500 active consumer/subscribers

# Case Studies: State B

- Location: Northeast
- Population: 626,000
- Age range and population:
  - Across the lifespan, across the state - mostly rural
- Current activity:
  - 320 active workers and 450 active consumer/subscribers



# Case Studies: State C

- Location: Southwest
- Population: 6.5 million people
- Age range and population:
  - Across the lifespan, across the state – urban/suburban capital; rest mostly rural
- Current activity:
  - 180 active workers and 100 active consumer/subscribers

# Thoughts to remember!

Just because you build it,  
doesn't mean they will come!

# Ensuring sustainability through partnerships

- Planning/strategy
- Leadership
- Budget
- Immediate funding sources
- Long-term funding sources

# Ensuring sustainability through partnerships II

- Identify audiences
- Collaboration (beyond the usual suspects)
- Outreach
- Infrastructure

# Budget items

- Building the website/registry. It's only the first step!
- Management
- Promotional materials
- Continuing outreach
- Customer Support

# Funding of project

- Development costs
- Launching the project
- Ongoing operational costs

**Need funding for 2-years minimum!**

# Funding Sources

- Federal grant
- Respite coalition
- State funding
  - Legislature
  - Specific Departments (DDS, Medicaid, Elder Affairs)
  - Combination of above
- Grants
- Agencies & organizations
- Other

# Identify audiences - I

- People with disabilities (Medicaid and/or Medicare)
- Family members
- Active PCAs (CNAs, Respite workers)
- Other potential workers



# Identify audiences - II

- Private pay individuals and families
- Agencies and organizations
  - Non-profit (Respite, Elders, ILCs, DD)
  - Non-profit (Specific condition: cancer, MS, Parkinson's, etc.)
  - Private (home care)

# Collaborators I

- Who will work with you?
- Who will fund you?

# Collaborators II

- Respite coalition
- State Medicaid agency
- Managed care companies/accountable care organizations
- Natural collaborators: VA, DD, Elder

# The Home Care Aide Council & Foundation

The Home Care Aide Council, founded in 1967, is committed to enhancing quality of care throughout the home care industry by focusing on the advancement of the home care aide workforce

# HCAC - Services Offered:

- Working with industry partners to establish standards of best practice
- **Providing education and training tools to home care agencies throughout Massachusetts**
  - Training Programs
  - Regional Meetings for Home Care Supervisors and Trainers
  - General Information
- **Advocacy**

# HCAC - Partnerships and Collaborations

- Driven by the vision that ‘together we can go farther’
- Look to establish and foster both expected and non-traditional partnerships
  - Find mutual or overlapping goals to make relationships mutually beneficial
  - Support our partners through:
    - Expertise and knowledge
    - Manpower (staff time)
    - Pushing/Advocating for their causes

# HCAC – Partnership with Rewarding Work

- Similar goals/missions
  - Support elders, people with disabilities to remain at home
  - Overlapping workforces
- Unique expertise
  - PCA workforce versus home care aide workforce
  - Online presence, direct contact with consumers vs. high level industry standards/advocacy, training of the workforce

# HCAC – Partnership with Rewarding Work

- **Collaboration Potential**
  - Link workforces, increase reach
  - Enhance online presence for HCAC, expand database to include HCAs
  - Bring in training opportunities for Rewarding Work users
  - Improve caregiving options for all



# New trends – new solutions

- Discovering new partners: why collaborate?
- Respite and self-direction work together
- Some states start with respite, expand to include self-direction
- Other states start with self-direction, expand to include respite

# No wrong door

- Creating a resource that provides a clear path for families
- Creating a resource that provides a clear path for individuals
- Creating a resource for government agencies
- Web-based registry offers choices and opportunities

# Lessons learned

- What works
- What did not work

# Looking to future

- Sustainability and growth
- Self-direction and respite
- Managed care
- No wrong door
- Finding complementary and multiple funding sources

# Continuing success

As state policies and priorities change, and new resources become available, organizations must be nimble and flexible.