

*Delivering solutions in the IL field for over 37 years*



**Independent Living Research Utilization**

This training is presented by the New Community Opportunities Center, a national training and technical assistance project of ILRU, Independent Living Research Utilization. Support for development of this presentation was provided by the U.S. Department of Education, Rehabilitation Services Administration under grant number H400B100003. No official endorsement of the Department of Education should be inferred. Permission is granted for duplication of any portion of this slide presentation, providing that the following credit is given to the project: Developed as part of the New Community Opportunities Center at ILRU.



# Expanding Your CIL's Capacity Through Technology and Fees-for-Service.

JUNE 10, 2015

PRESENTED BY, ELI GELARDIN





# quickmatch

Personal care  
match made easy.

**We match people of all ages and all types of disabilities with personal assistants to promote Independent Living.**

- ▶ Define the concept and benefits of using technology to provide IL services.
- ▶ Develop an effective strategy for broadening IL services to include individuals that have not previously used IL services (business plan).
- ▶ Identify various tactics to remain competitive with private home-health companies while retaining the IL philosophy in service provision (outreach marketing).
- ▶ Describe QuickMatch.org, a technology-driven website created by a CIL that matches up an individual with a personal assistant.

# MCIL History.



- ▶ Marin Center for Independent Living (MCIL) is a CIL in the San Francisco Bay Area.
- ▶ MCIL is the second smallest CIL in California, if you go by federal funding.
- ▶ We serve approximately 800 individuals each year.
- ▶ Our county has the highest rate of baby boomers in the state.

*(Over the next 10 years, our senior population is expected to double in size.)*

- ▶ As a result, we have seen an increased demand for home and community based services.
- ▶ There has also been a significant increase in competition offering services.
- ▶ In order to meet the needs of our community as well as stay competitive we have had to be innovative.
- ▶ One of those innovations is QuickMatch.org, our online Personal Assistant Registry which started out as a great idea, became a program, and is now quickly becoming tool for an expanded network of CILs providing PAS services across the country.

# MCIL's PAS Program.

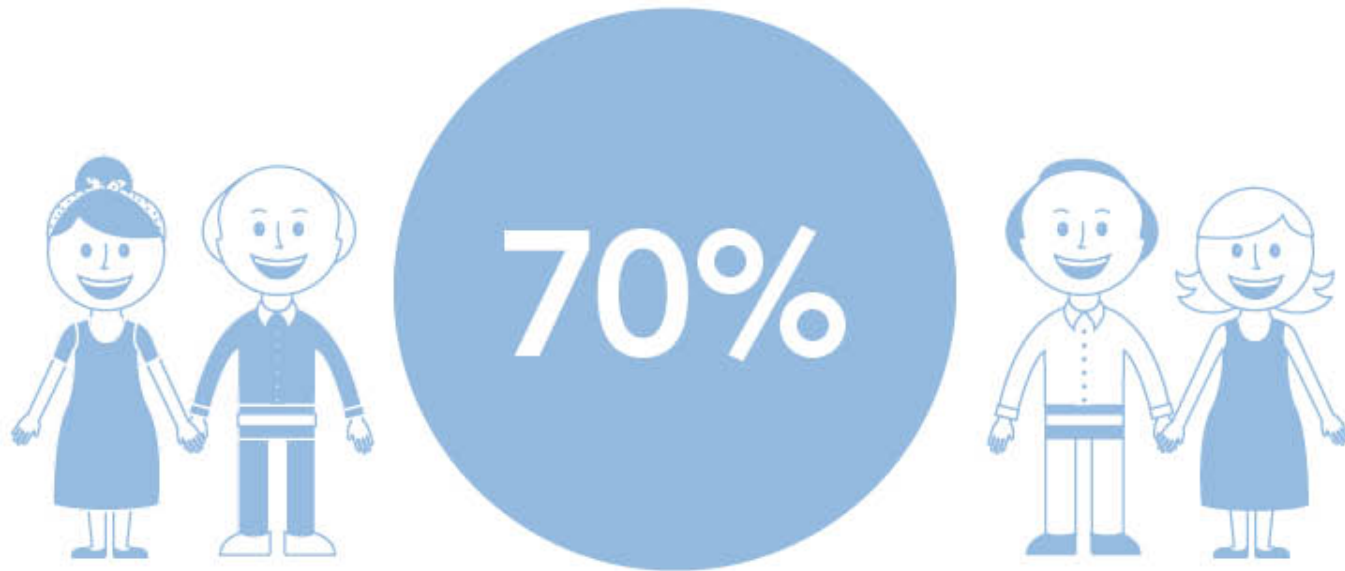
Since 1979, Marin Center for Independent Living has run a personal assistant registry to assist our consumers in finding affordable and experienced caregivers.





- ▶ When our registry started we primarily served individuals who were enrolled in In-Home Support Services (IHSS).
- ▶ With the inception of Public Authorities in the early 2000s, our registry transitioned primarily to private pay.
- ▶ We are currently serving approximately 150 individuals a year on our registry and have approximately 70 active caregivers.
- ▶ The consumer is the employer of record.
- ▶ Caregivers must apply to be on our registry
- ▶ Both consumers and caregivers must go through an extensive screening and interview process.

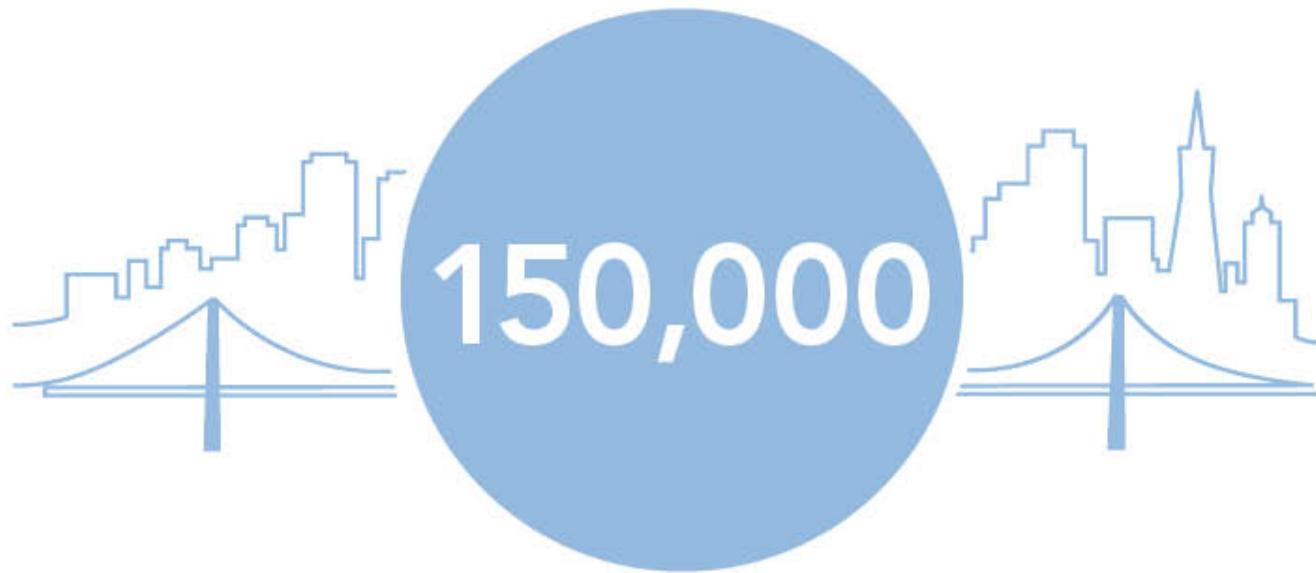
# Emerging Needs.



**70% of adults over the age of 65 will need a caregiver.**

*(Approximately 14% of our country's population is over 65, or roughly 4.4 million Americans.)*

# Emerging Needs.



In the Bay Area alone that accounts for  
over 150,000 seniors.

# Emerging Needs.

\$150,380

\$48,000

\$20,520

- ▶ Skilled Nursing Facility care is about \$150,380 per year.
- ▶ Assisted Living Facility care averages \$48,000 per year.
- ▶ Average cost of private homecare is over \$20,520 annually.

- ▶ My colleague Alice Wong published an excellent article in Disability.gov's blog entitled "Consumer Directed Personal Care as a Human Right."
- ▶ In her article, she describes the cost-effectiveness of personal care versus nursing home care and/or other medical institutions.
- ▶ She also discusses the value of consumer directed personal care programs like In-Home Support Services (IHSS).

- ▶ Unfortunately, there is still a gap in services for many people with disabilities, as not everyone has access to government care programs.
- ▶ To qualify for programs like In-Home Support Services, an individual must meet Medicaid eligibility criteria.
- ▶ Additionally, the cost of private home care is rising. According to Genworth Financial Inc., the median cost of private home health services is \$20 an hour with a 5 year annual growth rate of 1.32% each year.



# Questions & Answers

# Key Questions?

- ▶ How can our CIL leverage new technology to expand services?
- ▶ How can we compete in an increasingly aggressive home and community based services environment?
- ▶ What are the opportunities out there to developing new fee for service models for Personal Assistant Services?
- ▶ Most importantly, how do we meet the emerging personal care needs of individuals who do not qualify for Medicaid, but do not have the resources to hire a private home health company?

**So now where should we start?**



# For MCIL, We Started with QuickMatch.org!

QuickMatch.org is a new delivery model for providing IL Services, bringing the best of “high-tech” online caregiver matching web based software through our CIL’s “high-touch” Personal Assistant Services program.



# What is QuickMatch?

- ▶ QuickMatch.org was launched in 2010 for MCIL's own internal registry.
- ▶ Word spread and other community based organizations began calling to sign up.
- ▶ MCIL recognized that QuickMatch.org was more than just a web application but an entirely new model for providing home care.
- ▶ QuickMatch.org is now a network in six organizations in California and one organization in Missouri and we are continuing to grow.

# Why We Chose to Put PAS Services Online?



**Address emerging needs!**



**Remain competitive in an increasingly aggressive home and community based services marketplace!**



**We (CILs) have the secret sauce!**

- ▶ Years ago my predecessor, Bob Roberts, recognized the advantages of providing a virtual registry.
- ▶ Finding PA is not always easy, especially if there is a last minute cancelation.
- ▶ Often individuals were needing PA support after hours.  
*(Before 9am or after 5pm)*
- ▶ Many adult children who are supporting their older parents do not live in the area.



## Over the last 10 years we have seen a significant increase in competition for private pay PAS services.

- ▶ Many private home health businesses have entered the market each claiming to provide affordable and high quality homecare.
- ▶ Many of these organizations have also claimed some of the independent living brand: "personal choice", "patient centered", and "promoting independence and dignity" are all phrases that have become universally applied.
- ▶ These private home health businesses have also been aggressively recruiting at hospitals, assisted living facilities and nursing homes.

# Ingredients to the secret sauce.

- ▶ Knowledgeable staff who promote the social model of disability and draw from their own experience as individuals with disabilities.
- ▶ Highly trained and skilled caregivers who are know how to work under consumer direction.
- ▶ Affordability, the consumer is the employer of record and the personal assistant works directly for them. There is no middle man taking a percentage of the hourly rate.
- ▶ Consumer choice, the consumer is the employer of record. They hire and manage providers based on their own needs.
- ▶ We have the technology with QuickMatch.org to be competitive.



# What additional advantages do we (CILs) have over private home health entities?

- ▶ We have staff who understand the community and how to build a care registry on that reflects the unique social, cultural, and economic needs of their consumers.
- ▶ CILs are non-profits and therefore provide an affordable model, consumer focused model for homecare.
- ▶ CILs provide additional services such as home modifications, assistive technology, independent living skills training, and housing referrals.
- ▶ CILs can bring greater socio-economic balance for caregivers, as well. It provides an entry point into the workforce for caregivers who can receive job training and earn a better wage without seeing her income diluted through the overhead costs of a for-profit home health agency.
- ▶ Most importantly, we are trusted resources in the community. We have been providing services for decades and can leverage our reputations to promote our new/innovative services.

# Why does working with a local CIL over a private home health agency matter?

Let's meet 70 year old Magdalena.







# Questions & Answers

The image features a large number of small, orange and white goldfish swimming in various directions against a white background. In the center of the image, there is a single, larger clownfish with orange and white stripes, swimming towards the right. The text is centered in the middle of the image, overlaid on the white background.

**How do we market ourselves when we are going up against the big business of private home health agencies?**

# Build Your Brand.

- ▶ **Networking:** Whether it's a chamber of commerce mixer or a job fair, promote your services.
- ▶ **Community Forums:** CILs are trusted community resources. Hold forums on topics like Aging in Place and Youth Transitions.
- ▶ **Strategic Partnerships:** The competition is out in force at local hospitals and nursing homes. Participate and build local coalitions around aging and disability service providers such as ADRCs.
- ▶ **Business Planning:** Hire professional expertise to navigate through the a new service arena, conduct market research, return on investment studies, and seek professional advice before launching a new business venture. Build a plan.

# What are the opportunities out there for developing new fee for service models for Personal Assistant Services?

Through the Affordable Care Act we have seen opportunities develop through Money Follows the Person such as Aging and Disability Resource Centers, Manage Care Plan partnerships, and the expansion of Financial Management Systems (FMS).

# Potential Revenues for PAS Services Include...

- ▶ Contracting with Managed Care Plans
- ▶ Charging Subscriptions/annual fees
- ▶ Soliciting grant funding/philanthropic giving
- ▶ Training
- ▶ Developing Financial Management Systems (FMS)

# Contracting with Managed Care Plans.

Several of our QuickMatch.org partners have memorandums of understanding (MOUs) and/or contracts with their local health plans to provide home and community based services to plan members. This could encompass nursing home transitions, options counseling, or utilizing Money Follows the Persons dollars to install ramps and other home modifications.

They are utilizing QuickMatch.org as part of a menu of HCBS services to offer to the health plans and the consumers to facilitate nursing home transitions, and diversion activities to keep people remaining living independently in their own homes.

# Charging Subscriptions and Annual Fees.

MCIL charges an annual fee for the use of QuickMatch.org for our clients (the CILs). This service fee is reinvested back into the website for further expansion.

Similarly, many QM partners have explored charging a nominal fee on a sliding scale to their private pay consumers for utilizing their QM website.

Consider the significant value a consumer/family as well as personal assistants get from going directly through QuickMatch versus a private home health agency, there is a significant savings and incentive to go through a QM partner.

# Soliciting Grant Funding and Philanthropic Giving.

When MCIL began offering QM to our community word spread about our innovation.

We started having conversations with local foundations who were interested in investing in best practices and innovations.

Over the span of five years we leveraged QM to secure several grants to further build our PAS registry and develop the QM website.





# Training.

Some of our QM partners provide trainings for both care providers and consumers. These trainings may be offered for free but they may also may be purchased a la carte by the consumer or the care provider.

Additionally, QM is exploring partnerships with online training resources so that consumers and providers can get their training through the website.

# Developing Financial Management Systems (FMS).

As a QuickMatch network, we have begun to explore the opportunities of connecting our online registry with Financial Management Systems that handle the payroll and accounting duties for consumers and providers.

While still in the exploratory phase, the opportunity is there for CILs to generate payroll revenue for through the online registries.

# How Does QuickMatch.org Work?



# Summary and Lessons Learned.

- ▶ When developing new programs of fee for services, start with assessing the community need.
- ▶ Innovation is necessary to compete in a growing home and community based services industry.
- ▶ With a little effort and planning CILs can compete with private home health agencies.
- ▶ It's not the size of the dog in the fight, it's the size of the fight in the dog.



# Where Is This All Going?

- ▶ We are looking for partner organizations (CILs, SILCs, public policy organizations and foundations) to help us broaden our network locally, regionally, and nationally.
- ▶ We believe that accessing high quality/affordable healthcare should not be a privilege but a right of every American.





# Questions & Answers

# quickmatch

Try the LIVE Demo...  
[QuickMatch.org/Demo](http://QuickMatch.org/Demo)



# Contact

Eli Gelardin – [eli@quickmatch.org](mailto:eli@quickmatch.org)



# Evaluation

Please click the link below to complete an evaluation of this program:

<http://www.surveygizmo.com/s3/2134493/NCO-Webinar-Evaluation-June-10-2015>

# New Community Opportunities Attribution

This training is presented by the New Community Opportunities Center, a national training and technical assistance project of ILRU, Independent Living Research Utilization. Support for development of this presentation was provided by the U.S. Department of Education, Rehabilitation Services Administration under grant number H400B100003. No official endorsement of the Department of Education should be inferred. Permission is granted for duplication of any portion of this slide presentation, providing that the following credit is given to the project:  
Developed as part of the New Community Opportunities Center at ILRU.