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Monthly I&R/A Liaison Teleconference
Thursday, August 4, 2011
11:30 am ET

Meeting Notes

Attendees

Kelsey Walter introduced herself, today's discussion topic "***The New Enhanced Eldercare Locator – Improving the Connection to Local Aging Resource***" and the guest speakers:

- Mark Fetterhoff, Marketing Outreach Specialist for the Eldercare Locator, National Association of Area Agencies on Aging (n4a)
- Glennae Frazier, Eldercare Locator Call Center Supervisor, National Association of Area Agencies on (n4a)
- Sharon Lynn, Director, Fairfax Area Agency on Aging

SUAs and AAAs represented on the call included 25 states.

NASUAD Updates

Ms. Walter provided the following updates from NASUAD:

- The National HCBS Conference is September 11-14 in Washington, DC and registration is available on our website at www.nasuad.org.
 - At the conference, NASUAD's I&R Support Center will offer a day long I&R/A Intensive Training on Monday, September 12 from 8:30am -5:00pm. The session is designed to provide a concentrated review of the key competencies needed for certification as an aging I&R/A specialist (CIRS-A). The training is free, but you must register in advance to attend. More details are available on the HCBS portion of the NASUAD website.
 - In addition to the training, we are also offering an opportunity to take the CIRS-A exam, however, if you are interested in the exam, you must complete and send in the application before August 10. Details about registering for the exam is at www.nasuad.org.

She invited the callers to contact her directly at kwalter@nasuad.org with any questions.

The New Enhanced Eldercare Locator -presentation by Mark Fetterhoff and Glennae Frazier

Mr. Fetterhoff provided background information and an overview of the new enhanced services of the Eldercare Locator, which is a public service of the Administration on Aging, administered by the Association of Area Agencies on Aging (n4a).

He also discussed:

- The call center (1-800-677-1116) was established in 1991, and the website (www.eldercare.gov) in 2001.
- Based on AoA's vision, the Locator was transformed from a call-routing system to a state-of-the-art, person-centered call center
- New Enhanced Eldercare Locator Call Center was launched October 18, 2010, and features include:
 - Information specialists & eldercare counselors
 - Person-centered services
 - Extended hours (9amET – 8pmET) and bilingual English/Spanish staff who have access to translators for other languages
 - Web chat option- acknowledging that more people are using the internet
 - Educate and prepare callers, on expectations for local aging resources
 - Expanded distribution of resources, additional expertise available , wide variety of brochures and fact sheets for our callers

As part of the enhancement, we added additional expertise from partner organizations:

- National Center on Senior Transportation (NCST): provides transportation options, older driver safety, caregiver transportation tips, prepare and connect caller to local resources
- Family Caregiver Alliance: provides help with caregiver burnout, behavior management, prepare caller for connection with local AAA/TitleVI/ADRC
- Benefits Check-up: provides help with general information on SSI, Medicaid, SNAP/food stamps eligibility, direct caller to appropriate local office, and provide fact sheets to them

Mr. Fetterhoff discussed the use of social media tools to help older adults stay connected, and highlighted the Eldercare Locator on Facebook at www.facebook.com/eldercarelocator, where there are updates posted throughout the day.

Ms. Frazier, the Eldercare Locator Call Center Supervisor (n4a), presented information about the kinds of calls received, how calls are triaged, additional resources and education provided and the transferring of callers to local agencies and service providers.

She discussed the Call Center, which has received 174,201 calls-to-date and of those, 10,000 Spanish callers. Specifically, she stated that of the callers:

- 75% are female
- 73% are older adults seeking services
- 45% referred by government agency
- Besides seeking general information about services, they are calling about :
 - Seeking transportation options
 - Caregiving resources
 - Financial assistance

With regards to triaging calls, the information specialist determines the appropriate protocol for the call, through the Benefits Check-up, and by reframing the question to ensure that they understand the caller. The information specialist also:

- Assists callers in understanding what resources are available at the local level.
- Explains there may be different eligibility requirements, such as age and income for some programs.
- Explains that some programs might have different names in different areas.

- Tells them to ask questions when they get connected, such as:
 - Cost of service?
 - What information is needed to apply?
 - Is there a waiting list?
 - Are there any alternatives if they are not qualified and need immediate assistance?

In connecting callers, they provide them information about local AAA/Title VI/ADRC or other service provider number, also:

- Website information about the agency, which is important to keep updated
 - Provide a warm transfer, by staying on the line and introducing the caller

Sharon Lynn, the Director of the Fairfax Area Agency on Aging, presented on the caller's experience at the local level. She discussed the types of services that the Eldercare Locator provides in Fairfax County, and that her AAA is part of the local government.

She discussed her agency, specifically:

- The Aging Caregiver Resource Line, which is:
 - Staffed with 8 social workers , 3 of whom speak Spanish, and are able to access translators for any other language when needed
 - Receives more than 1,000 calls per month
- It is the official ADRC as well as being trained to take APS calls on adult abuse and exploitation
 - Database system allows us to make referrals to other county agencies as well.
 - If person is interested in linking to county services, we can discuss eligibility.
- Housed in the office:
 - Nutrition services, with linkages to Meals on Wheels, and congregate meals
 - SHIP Program, with workers and trained volunteers who can address Medicare Part-D
 - Ombudsman Program
 - Volunteer unit that works with and trains other volunteers
 - Caregiver program that provides help with respite care
- The agency can connect callers with:
 - Transportation options
 - Housing options
 - Nonprofit connections with:
 - Legal services
 - Shepherd Centers, which are faith-based groups providing educational activities for members and volunteer drivers to take people to doctor appointments, grocery shopping, etc.

Ms. Lynn concluded by stating that Fairfax County serves a very diverse community, and her agency is involved with Korean and Vietnamese community organizations, as well as others that represent the population.

Q & A

Q- Are you finding that callers are arriving at the I&R center more informed since the Eldercare Locator has been in operation?

A- Ms. Lynn: We haven't been able to get this information in the past, but we have started asking people where they heard about us, and have begun to track it.

Q- How does the Eldercare Locator determine when to do a warm transfer?

A- Ms. Frazier: If the caller has difficulty understanding what the information specialist is saying and reframing does not clarify what the caller's needs are, then that is when we determine to do a warm transfer to try to get the caller the services that they need.

Closing

Ms. Walter thanked Mark Fetterhoff, Glennae Frazier and Sharon Lynn for participating on the call.

She also provided information about the next meeting, which would be **Thursday, September 1, 2011 at 11:30 am ET:**

- The call in information is as follows: 888-346-3659; Participant Pass code: 39660.