



Presenter:

Director of DRCOG Area Agency on Aging

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Thank you for this opportunity!

April 16, 2014

Denver, Colorado

## Delivering **superior service** to our clients!



Repayment



Collective Values

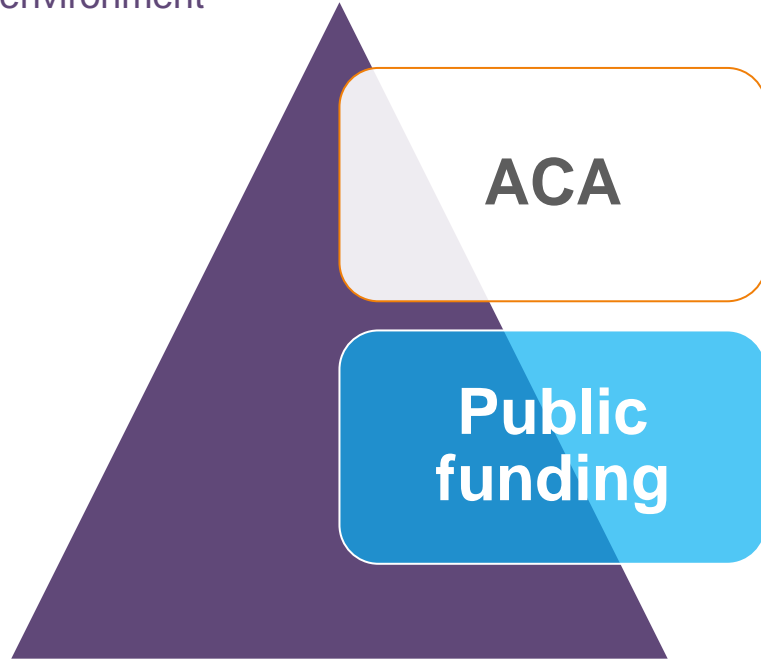


Service is Joy



# AAAs' FUTURE OUTLOOK

External factors created new operating environment



- No appetite to increase funds OR scale back/eliminate programs
- Cost trajectory of health care
- Supreme Court decision
- Expensive, unacceptable hospital readmissions

The guidance from Washington:  
Diversify, Partner, Focus



The time has come to be entrepreneurial

Putting our efforts where we have the best opportunities, knowhow and human capital.



# NARROWING OUR FOCUS & ADDING SERVICES

We're building on our core services and **partnering with health plans, hospitals, and others** to improve the quality of care, create better access to services and diversifying the DRCOG AAA's revenue sources.

✓ **ADVOCACY**  
National opinion & change leader

✓ **HOSPITAL READMISSION**  
4.5% with DRCOG vs. 20% hospital average

✓ **SINGLE POINT OF ENTRY**  
Access & empowerment

✓ **OMBUDSMAN**  
Direct service to residents

✓ **REFUGEE ASSISTANCE**  
New revenue source

✓ **FUNDING**  
Focused on greatest needs  
Incredibly influential at Capital

✓ **CASE MANAGEMENT**  
New direct service  
Spread wider net, close gaps

**More can be achieved going together than by going alone**

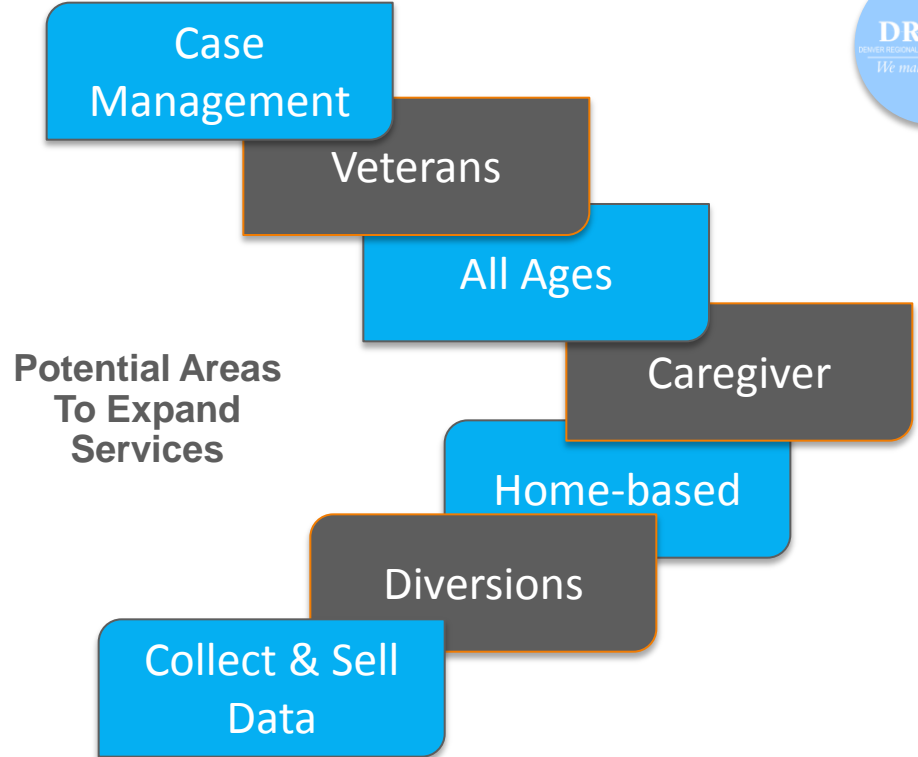
## Capitalizing on our KSAs Competitive advantage

### Strategic Planning

Assessing how we serve seniors in the future and identifying partner needs.

*Areas we're best suited for and where partners have need:*

- **Information and assistance**
- **Options counseling**
- **Case management**
- **Transitioning back into community**
- **Ombudsman**
- **Advocacy**



Changing client base: Baby Boomers, disabled persons, Hispanics and Latinos  
Similar but different needs and expectations

# New Operating Environment

Expanding our skills



**Business acumen – they didn't teach this at the College of Social Work!**

**EXPERTISE NEED:** STAFF &  
ADVISORY COMMITTEE

- HEALTH PLANS
- C-LEVEL PROFESSIONALS
- MEDICAL PERSONNEL
- ACCOUNTANTS



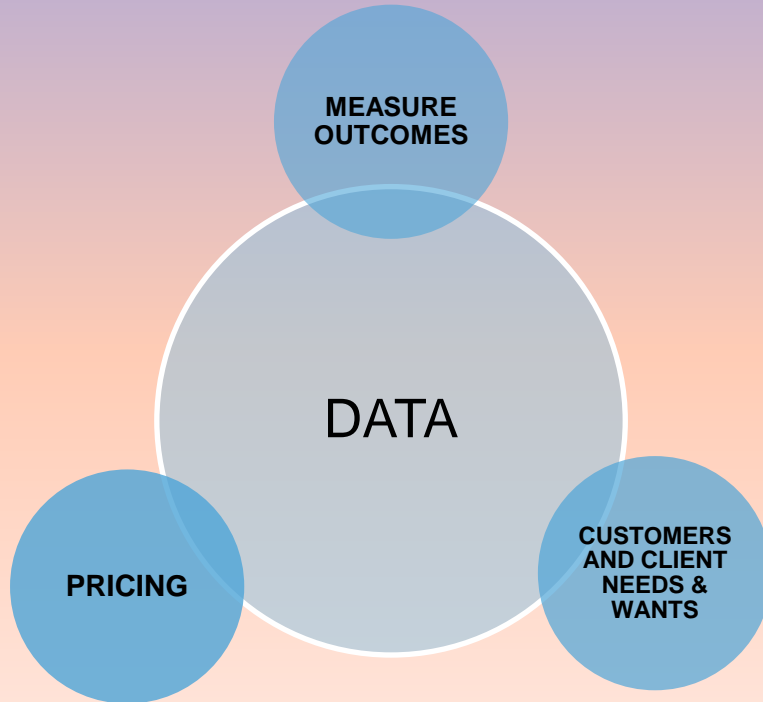
THINK THE WAY **OUR PARTNERS**  
**THINK:**

1. LEARN TO SELL
2. MEASURE OUTCOMES
3. GATHER, ANALYZE DATA



# Data is the new currency

Experience is the backbone; data is the muscle!



## Turning data into information

Consumer diversity  
Demonstrate change  
Proofing  
Pricing  
Cost benefit  
Create niche



# OUR SHARED VALUES

*what makes it happen !*



Inspired by their lifetime contributions from which we benefit, we are partnering in new ways, fine-tuning our skill set, integrating services, and diversifying funding sources to deliver superior care to those we serve.