

Dorothy Surphlis and Pat Calvelli  
are members at our Eastside  
Resource Center.



## 2016-2017 Annual Report



# Documented Results

There's nothing I like better than documented results — especially when those results prove that we're making a difference.

In the case of our Community Care Connections service, we're proving that our interventions are reducing hospitalizations and ED visits for older adults. As compared to 180 days before our involvement and 180 days after our involvement, 72% of patients had reduced ED visits and 65% of patients had fewer hospitalizations. You can learn more on the next page.

I'm also pleased that Lifespan is steadily growing to meet the age wave. In 2011, we interacted with about 25,000 older adults and caregivers. By 2016, that number grew to just over 32,000. Through new grants, we've hired additional staff, but in all honesty, Lifespan could not assist 32,000 people without our corps of almost 300 dedicated volunteers.

We recently asked them why they volunteer, what they get from volunteering and how they believe they help. You will find their quotes throughout this document. One stood out to me. Judith Laing, a volunteer in our Ombudsman service said, "When what I do makes others feel good, I feel good."

Our volunteers serve in professional roles because we believe in utilizing their experience and talents. They advocate for nursing home residents. They help people understand Medicare. They lead fall prevention workshops and Living Healthy workshops. They visit older adults in their homes to help with financial tasks. They provide respite for caregivers. They say they get as much as they give, but we thank them for extending our reach by taking it on!



*Ann Marie Cook*

Ann Marie Cook



# Spotlight on RESULTS!

A vast wall that existed between medical providers caring for older adults and services like Lifespan's has a few more dents thanks to our Community Care Connections service.

**Background:** In 2015, we received New York State funding to test integrating Lifespan's services for older adults with medical care. Why? Because medical care is just one factor that impacts their health. Other factors include their ability to take the right medications, their supports at home, their access to transportation and their ability to understand medical instructions.

**How?** We embedded our social workers in five physician practices in Monroe, Ontario and Livingston counties, and we hired LPN nurses to help medically complex older adults navigate their care — at the medical location and at home.

## Our Goals

- Prove that integrating community-based aging services with medical systems of care positively affects cost, quality and patient satisfaction.
- Reduce inappropriate hospitalizations and ED use.
- Determine which community-based aging services make a difference in health outcomes.
- Evaluate physician response to integration of Lifespan's services.
- Reduce family caregiver stress.

**Our efforts are getting results!** As evaluated by the New York Academy of Medicine:

We are successfully reducing ED visits and hospitalizations.

- 72% of patients had fewer ED visits.\*
- 65% of patients had fewer hospitalizations.\*

\*As compared to 180 days pre-service and at least 180 days of participation.

*"We were referred by my mother's doctor's office, and we were so surprised to hear that a social worker was there to help us. We don't know where we would be now if we had not been referred. She educated us about our mother's diagnosis — which no one else had done. She impacted us tremendously, and we will forever be grateful for her. All doctors should have social workers."*

Family member

*"My patients benefit from the Lifespan care navigator who identifies their obstacles at home with medications and compliance issues. She provides us with greater insight into barriers to better health by assessing patients in their home environments. One change I would suggest is to have more navigators!"*

Kipling Goh, MD,  
Canandaigua Medical Group

**ROI:** What about the return on investment?

The New York Academy of Medicine states, "The ROI estimates for the program are likely to be between \$2.27 and \$4.58 per dollar spent." **That translates to \$3.2 million in cost avoidance for 500 patients.** The Academy further states, "In sum, the Community Care Connections program generates substantial savings and has a high return on investment."





## Our Year in Review

### We Tore It Apart, Put It Back Together and Kept on Working!

After 16 years at our 1900 S. Clinton location, it was time for a renovation. We needed additional space for new staff and to hold workshops for greater numbers of older adults and caregivers. We added 2,000 square feet of conference room space, tore down walls, re-carpeted, repainted, and purchased remanufactured office furniture. The result is Lifespan 2.0 at our main office. The renovation was phased so that through four months of destruction and construction, we kept on working. A shout-out to the DiMarco Group, DeskSet and Merkel Donahue for their efforts. We love our updated space!

### Care Coordination for Excellus Beneficiaries with Diabetes

Excellus awarded Lifespan a three-year contract to help older adults with diabetes navigate health care systems. We ensure patients understand medical instructions and have transportation to appointments. We also meet patients at appointments and report to family members when appropriate. Patients optionally attend our evidence-based Living Healthy with Diabetes workshop. Our goal is to decrease emergency room visits and avoidable hospitalizations. This is a three-year contract with 130 participants.

### Boomers AA Meeting Added at Lifespan

The Boomers at Noon AA meeting fills a gap in support for this specific population. Boomers were born between 1946 and 1964, and the leading edge of this generation is turning 71 this year.

## Awards



Art Mason, LMSW, director of our Elder Abuse Prevention program received the **Revolutionary Award** for his work to eradicate all forms of violence against those most vulnerable. The award recognizes professionals who demonstrate exemplary vision, leadership and determination while working in fields related to intimate partner, family, and sexual violence prevention.

Art also was named **Human Services Social Worker of the Year** by the Federation of Social Workers, Local 381.

Our Healthcare Coordination service won the **Bank of America Impact Award** and a \$10,000 cash prize. The award is presented to a program that demonstrated measurable, positive results, and it is presented by the *Rochester Business Journal* and the United Way of Greater Rochester Inc.

## A New Transportation Option: Vets Driving Vets

Lifespan's Give-a-Lift program recruits volunteer drivers and works to launch new volunteer-based transportation options. We helped launch Vets Driving Vets. Nearly 100 rides a month were provided in the first few months of operation. This is a partnership with the Monroe County Veterans Service Agency in administering the PFC Dwyer grant, and in cooperation with CompeerCORPS which oversees its day-to-day operation.

## Helping Residents Move Out of Nursing Homes

A Lifespan transition care coordinator is based at Monroe Community Hospital to help residents connect with services and supports that enable them to move to a lower level of care. A transition to a lower level of care saves money while providing care in a less restrictive setting. This service is funded by the New York State Balancing Incentive Program.

## A New Office in Corning

To improve access to our Alzheimer's caregiver services in the southern tier counties, we opened an office in the Corning YMCA.

## Training UR Medicine Students and Physicians

Medical students and physicians from the University of Rochester spend days at Lifespan learning about the

needs of older adults and about our services for older adults and caregivers. We mentored two fourth-year medical students from the UR School of Medicine and Dentistry in the completion of required Community Health Improvement projects. Through the UR Hoekelman Center, we welcomed Family Medicine and Family Medicine/Pediatric residents each month, and provided training for UR Geriatric Fellows about elder abuse and geriatric addictions.

## Geographic Expansion for Enhanced Multidisciplinary Teams (EMDTs)

In EMDTs, professionals from multiple disciplines collaborate to investigate and intervene in cases of financial exploitation of older adults. We have teams working in seven upstate counties, and with funding from NYS, Lifespan is coordinating the expansion of EMDTs to 13 more counties. EMDTs have helped victims recoup more than \$700,000 in restitution.

## Expanding the Role of the New York State Caregiving & Respite Coalition

As part of our work managing the New York State Caregiving & Respite Coalition, we became a certified trainer for REST (Respite Education & Support Tool). In this role, we are training staff from older adult service providers and faith-based organizations across NYS to train others to be REST Companions™ who provide respite for caregivers.

↙ We welcomed 19 new  
volunteer Ombudsmen.



# They take it on!



A few of our 300 volunteers.

## We thank our volunteers!

*"It helps meet my need to feel like I am contributing. Without my assistance, I know there are people who would not be able to deal with some of the complexities in the financial aspect of their lives."*

Randy Terho, a Financial Management volunteer

*"Becoming a volunteer at Lifespan was one of the best decisions I could have made after retiring from nursing. It's been extremely fulfilling, and I see the results of what I do as a volunteer on the faces of those who participant in our programs. It completely makes my day."*

Elaine Fulton, Matter of Balance coach

*"I started volunteering ten years ago when the Part D Prescription Drug plans first came out. I had helped my mother with Medicare, and realized how hard it was for older people to understand. As a retiree, I had extra time so I thought it would be a good place to help other people."*

Norm Thayer, Health Insurance volunteer

*"I volunteer because I think every individual who is able to 'give back' to the community in some way. I enjoy helping people 'right their financial ship,' and I help take away or reduce their angst/fears about their financial stability/future."*

Patti Rehman, Financial Management volunteer

*"I enjoy volunteering because I'm always learning from older adults about the survival values of resilience, fortitude and hope. I also love the atmosphere at Lifespan and the dedication and spunk of its staff members."*

David Day, Matter of Balance coach

Abby Jean Neitz  
Al Schnucker  
Alan Ribble  
Alice Estes  
Alice Weather  
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Allan Wallace  
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Carol Merkey  
Carol Rinaldo  
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Carolyn O'Neil  
Carroll Jones  
Catherine Kiehle  
Charlene Ray  
Charles Bernitt  
Charles Gable  
Charlotte Fico  
Cheryl Bagley  
Christine Diegert  
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Dalton Campbell  
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Darlene Raines  
Dave Cangialosi  
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David Chua  
David Day  
David Ortman  
David Ost  
David Reid  
Dean Clayton  
Deb Kershaw  
Deb Patsos  
Debbie Smith  
Deborah Czerkas  
Dee Sheffield  
Denise Storm  
Derek Cook  
Diane Fields  
Diane Risley  
Diane Wilkinson  
Dianna Leach  
Dianne LaLonde  
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 Donna Carson  
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 Linda Saller  
 Linda Specht  
 Linden Jursted  
 Lisa Cove  
 Lisa Howe  
 Liz Rich  
 Lois Bessette  
 Lois Schenk

*"I worked with older adults for 35 years as a nursing home administrator, and I know one's finances is very important. I'm not only helping her with her finances, I'm also a social connection with the community. I know that makes a difference in her life."*

John Demske, Financial Management volunteer  
 in Genesee County

*"It's rewarding to help people cope with the challenges of life by providing the tools to allow them to cope more effectively. Lifespan is very professional, well organized and an upbeat place to volunteer. I learn as much as I teach, that's pretty cool!"*

Ed Bullard, A Matter of Balance coach

*"I know it makes a difference when people thank me for helping them learn something new that they feel improves their quality of life!"*

Dale Heffer, Matter of Balance coach

*"I volunteer for Lifespan because I enjoy teaching the Matter of Balance class and get so much out of spending time with the participants, watching them learn new strategies for fall prevention, engaging in conversations related to their own experiences."*

Mary Stazie, Matter of Balance coach

*"When you spoke at our Kiwanis meeting, I felt the program was a good match for my time and skills. I think the greatest difference I can make is to bring joy that I am visiting the person and comfort to the family that someone else cares."*

Ann Kelly, Partners in Caring respite volunteer





*“As a retired teacher, I was looking for a low-key way to do something meaningful, without lots of paperwork or meetings. Bob and I go ‘on adventures’ most Fridays. He tells me dozens of times each week how he is thrilled to be ‘out and about.’”*

Pete Weis, Partners in Caring respite volunteer

*“I will get the reward of knowing I made a difference in the lives of the people I’ll serve. I will get to go home with a beaming smile because somebody said thank you to me and I could say you’re welcome, my pleasure.”*

Howard Miller, new Ombudsman, Financial Management and Give-a-Lift volunteer

*“Being a recent widow & retired, I needed a worthwhile purpose in my life. I found it with the Ombudsman program. I’m able to be part of helping residents with life’s problems by interacting with the nursing staff & families. The ongoing support from the staff is remarkable.”*

Alice Estes, Ombudsman volunteer

*“As a retired gerontological nurse, I feel called to use some of my retirement hours doing what I know. Yes, I help others, but also I’m able to keep my mind sharp as I visit with residents and come to their aid when concerns need to be addressed.”*

Dotty Meddaugh, Ombudsman volunteer

*“I have just taken the training, but I hope to feel connected to something bigger than myself and hope to make a difference to someone, one-on-one.”*

Marlene Fisher, a new Ombudsman volunteer

*“I volunteer to give back, or to pay it forward, in this case. Unfortunately, this is a nation that has demonstrated a lack of empathy or care for its older citizens. They can sometimes feel invisible and too often forgotten and or neglected. When what I do makes others feel good, I feel good.”*

Judith Laing, Ombudsman volunteer

Loretta Callahan  
 Madeline De Jesus  
 Marc Shiro  
 Margaret Benedetto  
 Margaret Hannon-Holt  
 Margaret Lombart  
 Margaret Spaker  
 Margaret Symington  
 Marge DeMonaco  
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 Mary Ellen Bunting  
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 Marybeth Brockman  
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 Michael Edwards  
 Michael Sadler  
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 Sharon Stevens  
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 Sonia Herriman  
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 Steve Heveron-Smith  
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 Susan Chapman  
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 Timothy Richter  
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 Tom Napoli  
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 Tondelayo Beaulieu  
 Tonie Perry  
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## WOW Award Winner Erin Callahan

At Lifespan, we strive to provide customer service that lives up to our “take it on with Lifespan” brand promise. Each month, staff members nominate each other for a “WOW!” award, and each year we choose one person to receive our annual WOW! Award. For 2016 that person is Erin Callahan in our Nursing Home Transition & Diversion service.

Erin received a distressed call from a son. His mom had developed a horrific pressure sore while living at a nursing home and had to be hospitalized. Though we had closed the case due to Department of Health regulations, Erin guided the son through the Department of Health complaint process, and assisted with advocacy at the hospital. The son wanted to take his mom home, and asked Erin for more help, but circumstances required hospice. Erin assisted him with making phone calls about his options — home hospice or facility-based hospice.

Erin’s supervisor nominated her for our WOW award saying, “Helping a former client’s son navigate end-of-life decisions is what exemplifies Erin’s commitment to everyone she serves. She embraced our ‘take it on’ culture as well as the ‘once a part of the Lifespan fold, always a part of the Lifespan fold’ culture.”



## Our 2017 Celebration of Aging was a zoo!

Our guest speaker, 70-year-old Jack Hanna brought of few of his favorite animals to the Floreano Convention Center on March 30. A record 1,800 people learned about his life and “take it on” attitude. The event raised a record \$297,000.

A very special thank you to the Daisy Marquis Jones Foundation for once again providing a two-to-one match of funds donated at the luncheon.

And, of course, we thank the many, very generous sponsors of the Celebration of Aging.

### 2017 Celebration of Aging Sponsors

**SuperHero Sponsor**  
Hurlbut Care Communities

**Hero Sponsors**  
Excellus  
Five Star Bank  
Laborers’ Local 435 LECET  
Rochester Business Journal

**Role Model Sponsor**  
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Legacy Senior Living Communities  
Rochester Regional Health

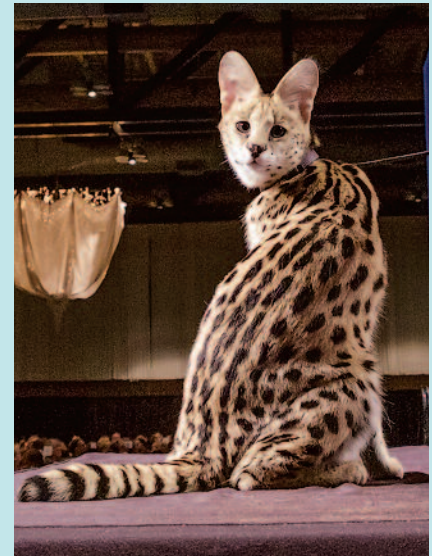
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and Healthcare  
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13WHAM  
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Eli Rudin Second Half Hero Award honorees (left to right) John Matteson, Larry Langdon, Margaret Joynt, Tanya Arena (Carter Catlett Williams Award for Excellence in Aging/Long-term Care Services), Kathy LaBue, L. Edith Parris



**Foundation/Corporate Support for Program**

**Funder**

- Alzheimer's Association
- Daisy Marquis Jones Foundation
- Davenport-Hatch Foundation
- Deblinger Family Foundation
- Episcopal SeniorLife Communities
- Excellus BlueCross BlueShield
- Helen L. Morris Foundation
- Jewish Senior Life
- MVP Healthcare
- The NYS Bar Foundation
- Regional Primary Care Network
- Rochester Area Community Foundation;
- Dolores and Philip Neivert Ages & Stages Fund
- Rochester Area Community Foundation;
- Fox-Knoeferl Family Fund
- Kilian J. & Caroline F. Schmitt Foundation
- St. John's
- The Summers Foundation

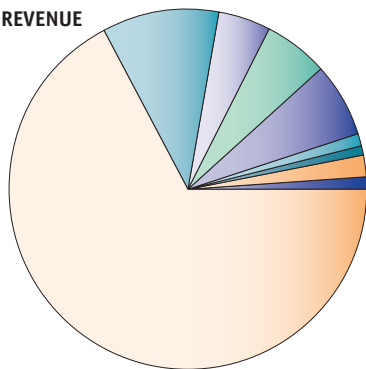
**Program**

- African-American Caregiver Supports
- Renovation/Building Fund
- Renovation/Building Fund
- Caregiver Respite
- Information & Inspiration
- Healthcare coordination
- Caregiver Respite
- Information & Inspiration
- Powerful Tools for Caregiver
- Financial Services/Guardianship
- Home Modification
- Aging Alliance
- Healthcare Coordination
- Renovation/Building Fund
- Information & Inspiration
- Direct Client Support

# Financials

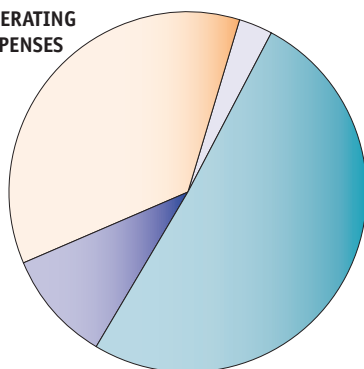
April 1, 2016 through March 31, 2017

## REVENUE



Government Grants	\$7,205,083
Non-Government Grants	1,154,997
Donations/In-kind	471,693
Fee Income	617,322
United Way	734,639
Interest Income	14,373
Portfolio Income	26,957
Bridge to the Future Released	66,519
Fulfilling the Promise Released	19,744
Misc. Income	90
<b>Total Revenue</b>	<b>\$10,311,417</b>

## OPERATING EXPENSES

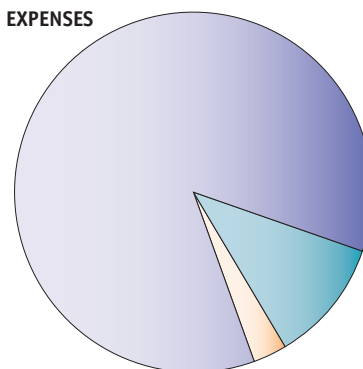


Salaries	\$5,232,044
Fringes Benefits	1,025,784
Operating	3,673,749
Rent	296,397
<b>Total Expenses</b>	<b>\$10,227,974</b>

Excess (Deficiency) of Support and Revenue over Expenses before Equity in Earnings of Eldersource and Future Care Planning \$ 83,443

Total Assets	\$6,525,661
Total Liabilities	\$1,598,607
Unrestricted Net Assets	\$4,927,054

## EXPENSES

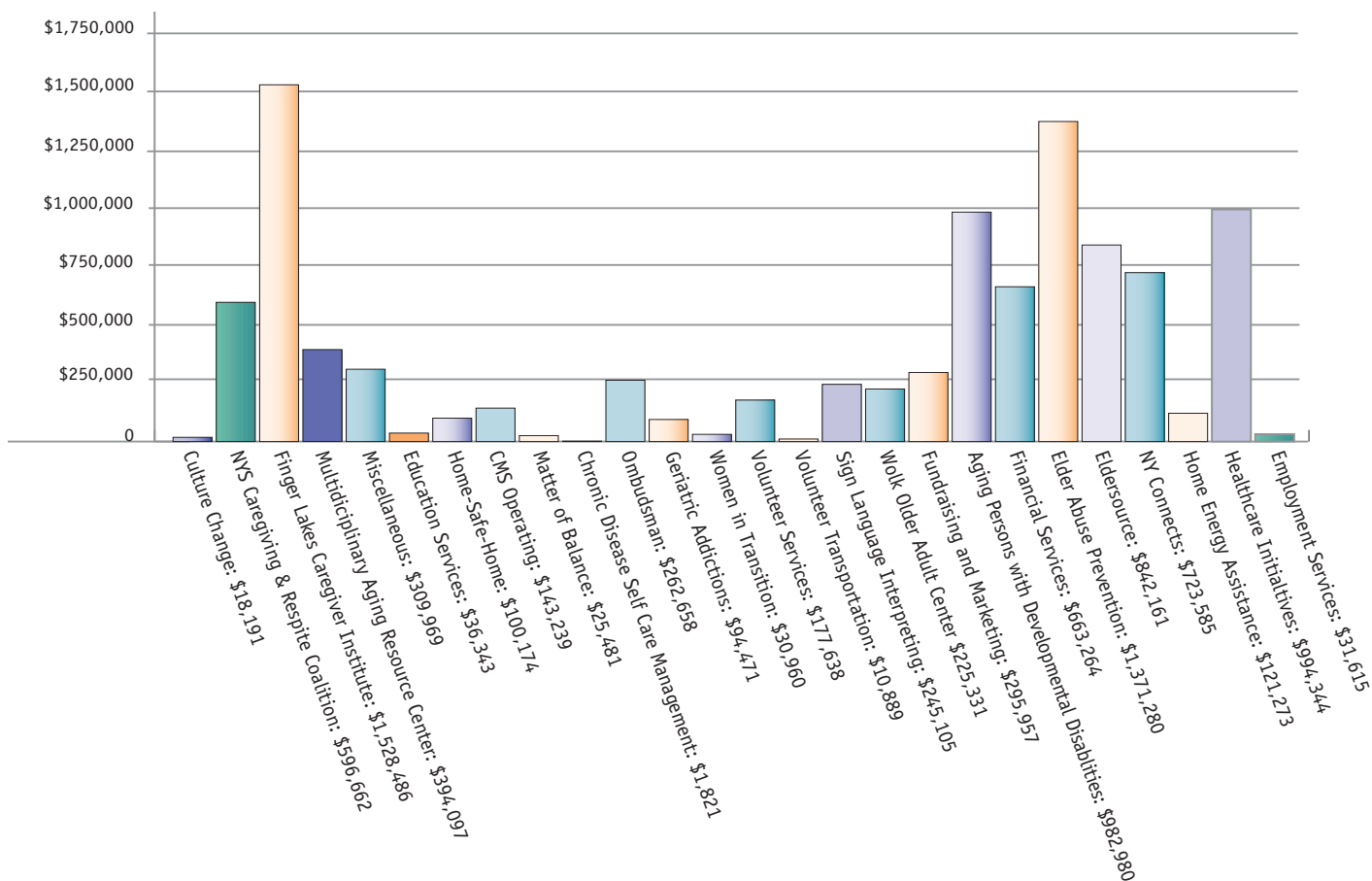


Program Services	\$8,810,190
Management and General	1,121,827
Fundraising	295,957
<b>Total Expenses</b>	<b>\$10,227,974</b>

Please Note: These numbers are unaudited and do not reflect Future Care Planning.

## EXPENSES BY SERVICE

Total Expenses by Service \$10,227,974



# 2016-17 Annual Donors

## Eli Rudin Founder's Society

AVANGRID Foundation & RG&E  
The Estate of Patrick Aquilina  
Catherine Carlson\*  
G. Thomas & Barbara Clark\*  
Daisy Marquis Jones Foundation  
John DiMarco, Sr.  
Five Star Bank\*  
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*Lifespan's Circle of Life Society members include anyone who has made known they have made a bequest to Lifespan through their Will or Trust OR has designated Lifespan as the beneficiary of a retirement or life insurance plan.*  
Patrick Aquilina+  
Rachel & David Bandych  
Ann Marie Cook  
George & Mary Brennan-Hayes  
Art Hirst  
Ray & Laura Humphrey  
Lawrence Martin  
Steve Meyer  
Linda Shepard+  
Meredith Sorensen  
Bernice Stauber+  
Will Irwin  
+ Deceased

## Thank You!



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## Our Mission

Lifespan helps older adults take on both the challenges and opportunities of longer life. Lifespan is a trusted source of unbiased information, guidance, services, training and advocacy for older adults, caregivers and the community.

Photos: Gelfand Piper Photography