

LeadingAge Annual Meeting 2014 CCaH Intensive

Sunday, October 19, 2014



Presented by:
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Continuing Care at Home

- CCRC Without Walls
- Life Care Model – Entry fee with promise of future care
- Programs offer a package of services designed to provide a continuum of care for people who want the same security that a CCRC offers, but want to remain in their homes for as long as possible.
- Began in 1990 as a Type A pricing model; entry fee and monthly fees for guarantee of future care

Continuing Care at Home

- Has developed over time into a variety of pricing options that include
 - co-pays
 - flexible service packages
 - waiting periods
 - life time and daily limits
- Programs vary in size from 18 to 2,400 members depending upon:
 - Size of market/density of age and income households
 - Portability
 - Contract options/price
 - Reputation of sponsor
 - Open panel of AL and SNF providers
 - State regulations

Typical Package of Services

- Care coordination
- Home inspections
- Annual physical
- Access to campus
- Fitness center membership
- Social & educational opportunities
- Emergency response system
- Homemaker and personal care services
- Home nursing
- Live-in services
- Meals
- Transportation
- Adult day program
- Assisted living
- Nursing home
- Referrals for home maintenance, housekeeping, lawn care, etc.

Why Now?

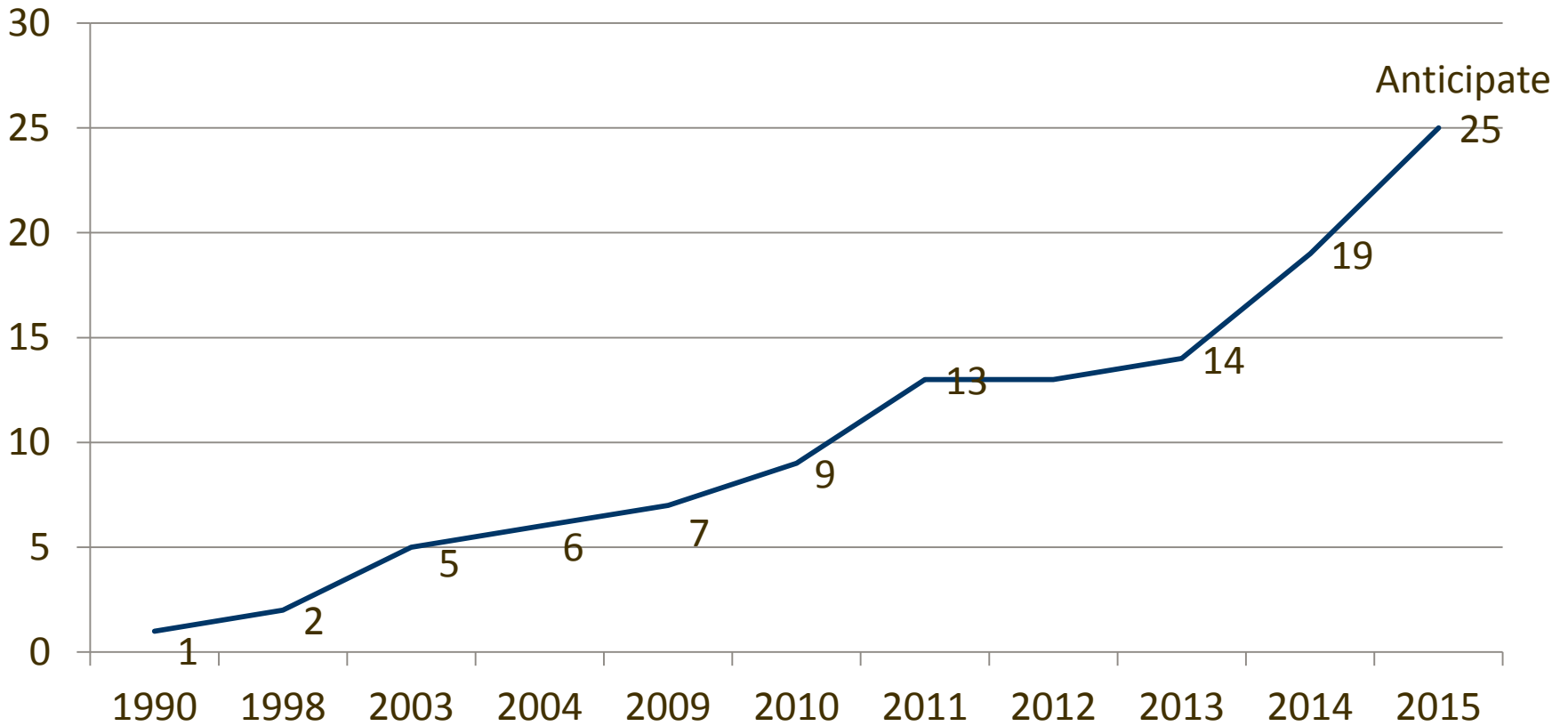
- Economic downturn caused many CCRCs to look for new sources of revenue.
- Traditional campus providers have become more comfortable expanding services off campus.
- Just like with CCRCs in the 1970s, it has taken time for an innovation to gain traction.
- Legislative efforts have taken time and energy.
- Affordable Care Act has focused attention on the impact of care management, access to a continuum of care and seamless delivery of service

Result

- Increase in operating programs and those in development.
- For-profit interest is growing.
- First ever conference of providers in 2013.
- First ever ‘official’ gathering of providers at LeadingAge annual conference in 2013.
- LeadingAge started a listserv to enhance communication and support among member operators.
- Several collaborations in development:
 - Benchmarks
 - Customer satisfaction

Growth of Continuing Care at Home

Number of CCaH Programs





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