



SeniorCare

Elder Services | Information | Solutions

49th Annual Report

2020 - 2021

SeniorCare

Elder Services | Information | Solutions

Our Mission

SeniorCare Inc., a consumer centered organization, provides and coordinates services to elders and others who need assistance to enable them to live independently at home or in a setting of their choice while remaining part of their community.



World Elder Abuse Awareness Month was recognized with "rolling rallies" in several towns



Hand-made thank you cards were distributed to Veterans in November

2020-2021 Board of Directors

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Director of Community Programs and Planning

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Message from Our Co-Presidents and Chief Executive Officer



Kathleen Van Demark, MD

As we enter our 50th year of providing services to elders, adults with disabilities, caregivers, and others, we have continued to enhance our offering of various services and programs to meet the needs of the communities we serve. Our 49th, much like last year, focused upon continuing to provide essential services during the pandemic. As essential employees, our services continued without interruption and with a renewed vigor.

During the first half of the year, our efforts focused on assisting people with getting COVID tests and through our impressive Volunteer Medical Transportation program, assisting with transportation to and from essential medical appointments. During the second half of the year, we formed a vaccine team and a SeniorCare call center. We assisted people with making vaccination appointments, navigating the state vaccine website, registering people who did not have technology in their home and by providing transportation. In conjunction with the Executive Office of Elder Affairs and MA Health, SeniorCare helped to identify homebound elders who—because of various reasons—could not get to vaccination sites and needed referrals for vaccination at home. SeniorCare also held vaccine clinics for our direct service staff and consumer facing volunteers.



Thomas E. Sullivan, MD

Our Meals on Wheels drivers continued to deliver meals to homebound consumers. Other volunteers assisted with providing Grab & Go meals at senior centers. Our Home Care Department staff, including Care Managers, Nurses, Protective Services Caseworkers, Caregiver staff, Housing staff and others, continued to conduct face to face assessments. Our Money Management and Ombudsman staff and their volunteers became creative in providing their specific services. Our heartfelt thanks to all of these essential workers!



Scott M. Trenti

SeniorCare continued to utilize and deploy technology for our staff and those we serve and will continue to do so. This coming year we will introduce the use of virtual reality (VR) in group settings for remembrance therapy, for dementia care, and more. We are seeking funding to deploy mobile technology services to the community—concentrating on the digital divide and those that don't have internet access, as well as social isolation, loneliness, and depression.

In 2020, we formed a Diversity, Equity, and Inclusion (DEI) team to identify and support our internal efforts, as well as reaching the broader community of underserved populations. A grant has been established by our Board of Directors to assist in this area and to honor our long-term Board Vice President George Winston who passed away last year.

SeniorCare appreciates the backing of donors and foundations who have supported our ability to provide creative programs and much needed services that are not funded through state and federal income. Examples of this are our medication management program, hoarding reduction service, caregiver support and respite funding, the Age & Dementia Friendly Cape Ann initiative, housing embedded services, the embedded Beth Israel Lahey Health Addison Gilbert and Beverly Hospitals High Risk Intervention staff, and more. We are always assessing community needs to discover what we can do beyond our core state and federal funding.

We wish to thank all our community partners, including councils on aging, housing authorities, our contracted home care provider network, our team of licensed therapists who conduct home or virtual therapy, Addison Gilbert & Beverly Hospitals, food pantries, first responders, nursing homes, local town and city governments, colleges, our legislators and many more. In the current year, we plan to strengthen our relationships with YMCAs to offer presentations, evidenced based programs, and information and referral on site.

As always, a special thank you to our Board of Directors and Advisory Council for their continued support. Most of all, to our staff and the many volunteers who support our mission, we couldn't do what we do without you, and you are sincerely appreciated for what you do.

Home Care

SeniorCare's highest priority is to work with elders and their families to support independence in the living environment of their choice—most often to remain in the community. For the past 49 years we have made this the core of our mission and it remains so today.

As an Aging Service Access Point (ASAP) we are a single point of entry for elders and others in our community for information, advocacy, and services available. Our competent, friendly, and well trained Information & Referral Specialists respond to an average of 300-400 calls per month, making referrals and disseminating information. As we track the calls, we know that the top two disabilities mentioned are consistently mental health issues (including substance use) and dementia, both exacerbated by the effects of the pandemic and resultant social isolation.

SeniorCare provides in-home services to over 1,500 people per month in nine communities through contracts with several provider agencies. These services are managed by the Care Managers who not only work with consumers and families to develop the service plan but advocate for and assist them daily.

One of SeniorCare's core services is Options Counseling (OC), a free service to anyone regardless of age, income, or disability with the goal of offering long term services and support. OC is a collaborative process providing information and guidance about community options but always with the consumer in full control of the process.

The Clinical Assessment and Eligibility (CAE) department is comprised of RNs who determine clinical eligibility for home care programs as well as nursing facility level of care when consumers are seeking payment through MassHealth. They are a crucial part of the interdisciplinary team, providing valuable input to the Care Managers who oversee the service plan. The past year has been very challenging as nursing facilities were closed to visitors, including ASAP RNs, for several months resulting in assessments being completed remotely.

The Protective Services department investigates allegations of elder abuse and neglect, including caregiver neglect, physical abuse, emotional abuse, sexual abuse, financial exploitation, and the most common, self-neglect. The pandemic drastically reduced the reports that came into the agency, largely due to fewer professional service providers in homes. We expect to see this return to and exceed baseline over the coming months.

SeniorCare has a presence in public and subsidized housing buildings in the nine towns covered in our service area, as well as a Hoarding Specialist, who works with those who need assistance in reducing harm caused by their hoarding behavior. The Caregiver Support Specialist has been very busy throughout the pandemic and continues to run two support groups remotely. The SAVVY Caregiver class for those caring for someone with dementia was offered twice on Zoom in the past year.

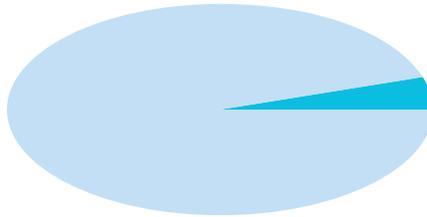
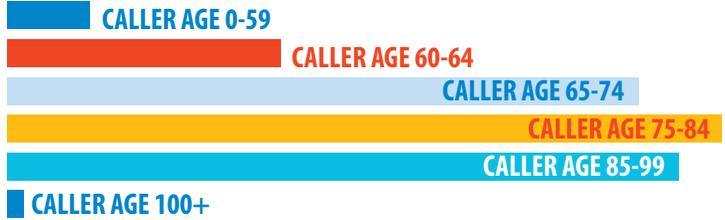
We are always looking for ways to grow our services and support for the elders. Technology has been a critical tool over the past year. Computer tablets have been deployed to consumers to help them connect with the outside world. One type of tablet is the care.coach, a proactive safety and health monitoring device. This amazing device has audio and video, providing socialization and daily care plan management from a live health coach behind the scenes. There is a family portal for updates about loved ones who are using the device. Care.coach also has a virtual monitoring capacity for family, friends, and professionals to log in remotely for video chats with the consumer, all controlled by the caller so the elder does not have to manipulate the device in any way. Care.coach is a lifeline for family members who want the assurance that their loved one is looked in on more frequently, albeit remotely.

These new technological tools have made it possible to continue providing care and support throughout the pandemic for the elders we serve. Moving forward, we expect our use of these tools to evolve to allow us to meet needs for years to come.

OVERVIEW OF SENIORCARE HOME CARE SERVICES JULY 1, 2020 - JUNE 30, 2021



TOTAL CALLS FOR YEAR: 3,934

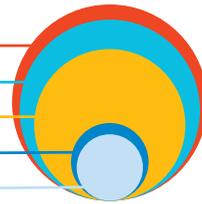


**OPTIONS COUNSELING
CASES OPENED: 230
CASES CLOSED: 219
CASES ONGOING: 11**



HOME CARE

TOTAL ENROLLED JULY 1, 2020: 1,198
TOTAL ENROLLED JUNE 30, 2021: 1,106
TOTAL REFERRALS FOR YEAR: 927
TOTAL CASES OPENED: 475
TOTAL CASES CLOSED: 406



ADULT PROTECTIVE SERVICES

TOTAL REPORTS RECEIVED FOR YEAR: 768
TOTAL REPORTS NOT RESULTING IN INVESTIGATION: 212
TOTAL REPORTS RESULTING IN INVESTIGATION: 556



NURSES SCREENINGS TO DETERMINE ELIGIBILITY FOR SERVICES: 1,191

Community Report

Over the past year, Community programs have continued to shift, grow, and reinvent service models to meet the needs of elders while operating in the environment created by COVID-19.

SeniorCare's RSVP Volunteers of the North Shore A program of AmeriCorps Seniors

SeniorCare's RSVP Volunteers of the North Shore engages and matches volunteers to assist SeniorCare programs and partner organizations. This year 163 volunteers stepped forward to deliver meals. Other opportunities include medical transportation, tax preparation, assisting in the office of local nonprofits, and walking dogs for the STAY pet services program. Social isolation, a known problem for older adults, was worsened by the pandemic. The Caring Connections Friendly Caller program launched this year, matches elders and volunteers to reduce social isolation through regular telephone calls. Significant assistance for this program has come from a new partnership with the Endicott College Psychology Program.

Volunteer Medical Transportation

SeniorCare's volunteer medical transportation program helps fill a critical gap when older adults have medical appointments they can't drive to, and family or friends can't help. Powered by volunteers and fueled by their kind hearts and souls, the medical transportation program has met increased need throughout the pandemic when some transportation programs suspended service. From 2019 to 2021 the program has seen a steady increase in need for rides. Over the past year, 32 volunteers gave over 1,500 hours of their time, providing round-trip service for elders from home to medical appointments and back, in the process making people's lives healthier and more manageable.

Massachusetts Money Management

The Money Management program, through which volunteers work in the homes of older adults to assist with organizing finances and paying bills, continued service provision. Volunteers creatively devised new strategies to maintain safety protocols such as parking outside elders' homes and working from their cars.

As a part of SeniorCare's 49th Anniversary Celebration, the SeniorCare Board designated a special award to honor the front-line nutrition site staff, meal delivery drivers, and medical transportation volunteer drivers. This tremendous crew of people has worked throughout the surges and lulls of the pandemic helping to meet the increased demand for services.

Nutrition Services

The onset of COVID saw a forty percent increase in need for the nutritionally balanced home delivered meals provided through the Nutrition Department. This increase has held steady, with nearly 200,000 meals delivered last year. Thankfully, generous donors and new delivery volunteers have helped support this growth. While meals on wheels drivers observe social distancing protocols, the same caring attention from the driver provides an informal safety check. A plus: the (biodegradable) bags utilized for remote delivery have offered an easy way to include cards, outreach information from SeniorCare and community partners, the occasional small gift or treat, and other messages with the meal. Grab & Go meals, a new service model created when group dining was suspended, are now offered at many of the Councils on Aging in our service area. This model offers mobile elders or their caregivers the opportunity to pick up a ready-to-eat meal, and the pick-up itself reinforces the presence of our partner COA's. The meals provide other means of connection; the agency dietitian is providing nutrition education in conjunction with specially planned Grab & Go meals, utilizing printed information and Zoom sessions.

Long Term Care Ombudsmen

COVID-19 has had a devastating effect on nursing homes. The SeniorCare Ombudsman staff and volunteers, whose central role is advocacy and support of residents in long-term-care, have patiently worked through shifting protocols and procedures, starting in-person visits as soon as allowed, and continuing to maximize their presence within the parameters of each facility.

Age & Dementia Friendly Cape Ann

Age & Dementia Friendly Cape Ann (ADFCA), an initiative of SeniorCare and the four communities of Cape Ann, strives to create supportive and inclusive communities for all Cape Ann residents, regardless of age or ability. In June 2021 SeniorCare received support from the Tufts Health Plan Foundation to continue the work of ADFCA for an additional two years. ADFCA has focused on working with community partners to address the changing needs of older adult residents resulting from the pandemic. These partnerships included working collaboratively with Councils on Aging (COAs) and other community partners to assure older adults had the information they needed to access COVID-19 vaccines. In a new venture, ADFCA worked with the four COAs of Cape Ann to launch the Cape Ann Virtual Senior Center (CAVSC). Utilizing a dedicated 1623 Studios television channel, CAVSC delivers Senior Center programming to elders in the comfort and safety of their homes. ADFCA also kicked off a new program, "Outdoors for All Ages," that mobilizes AmeriCorps Seniors RSVP volunteers to walk and compile information on the accessibility and age friendliness of local trails and open spaces so that residents and visitors can find outdoor spaces that meet their needs. Just launched, 19 trails and parks have already been reviewed. To continue the ADFCA mission of educating residents and destigmatizing dementia, the ADFCA coordinator continues to conduct regular Dementia Friends sessions utilizing Zoom.

COMMUNITY SERVICES



702 BAGS OF PRODUCE

Provided to SeniorCare consumers through the MA Farmers' Market program



17,375 GRAB & GO MEALS

Distributed drive through style at Councils on Aging to elders & their caregivers



9,342 VOLUNTEER HOURS

Dedicated to delivering meals to home-bound elders



1,400 HAND CRAFTED ITEMS

Sweaters, hats, blankets, etc. created by Project Warm Friends volunteers



35,175 HOURS OF SERVICE

Provided by 377 AmeriCorps Seniors RSVP volunteers



8 INFORMATION SESSIONS

Virtual Dementia Friends sessions offered by Age & Dementia Friendly Cape Ann



1,500 HOURS OF DRIVE TIME

32 Volunteer Medical Transportation Drivers provided 1,500 hours of service



2,210 INDIVIDUALS

Received meals through the Nutrition Department

The SeniorCare Board of Directors added the exploration of technology to enhance our services to its Strategic Plan in 2017. Since that time, several technology programs have been initiated to assist with our mission to help people remain in the home of their choice.

One such program is care.coach.

Care.coach provides a tablet that is designed to be easy to use for consumers with limited technical ability. The user can talk with a captivating avatar that serves as the face for care.coach's back-end team of specially trained health advocates. The platform engages and coaches clients to improve self-management of chronic conditions, and provides compassionate, 24x7 psychosocial support.

Because it is driven by real people, the platform works with any level of technology and cognitive ability, which makes it ideally suited for the types of individuals at the highest healthcare risk.

The avatar can be used to remind the user of appointments or medication times, provide entertainment such as games or music, watch for signs of difficulty in the user's home and report to family if something of concern appears, and more.

SeniorCare has been able to install the care.coach system in several homes and has seen success in improving isolation, loneliness, and medical situations. In the past year, there were 16,868 interactions between consumers and their tablets.



care.coach users have a choice of a cat or dog "avatar" to keep them company and provide support.



The annual Farmers Market coupon program looked different in 2020, but hundreds of bags of fresh, local produce were distributed through Grab & Go sites at local Councils on Aging.



The Medical Transportation program continued to provide this critical service throughout the pandemic, thanks to our amazing team of volunteer drivers.



SeniorCare filled hundreds of "PPE Bags" with safety shields and goggles, masks, and sanitizer wipes and spray. These bags were given to staff, volunteers, consumers, and agency partners.

SeniorCare's Response to the COVID-19 Pandemic

Beginning with the COVID-19 public health crisis in spring of 2020, SeniorCare's ability to work in our offices, deliver services to our consumers and supports to our community partners needed to change in an unprecedented way. SeniorCare stepped up to the challenge and has continued to do so. During this past year SeniorCare accomplished a tremendous amount.

SeniorCare has remained open and operational throughout the pandemic; continuing to ensure high quality services and care to our consumers, to our communities and, above all, keeping our staff, volunteers, and consumers safe and healthy.

It is clear that the global pandemic—COVID-19, vaccines, variants—will impact our work and communities for the foreseeable future. SeniorCare remains steadfast in a mode of sustained response, led by SeniorCare's Reopening Team, a multidisciplinary team tasked with ensuring high-level response, safety, and compliance. This group has been responsible for preparing and supporting staff returning to work in the field, increased in-person work, supporting vaccine efforts, and ensuring office safety through each phase of the crisis.

Ensuring health and safety for staff, consumers, and community partners remained a top priority. Securing and providing PPE (masks, gloves, face shields) and disinfecting supplies was a critical need. SeniorCare successfully procured ample supplies, which we have been able to provide to staff, volunteers, consumers, and community partners.

Enhanced safety protocols and trainings for staff and volunteers were implemented to support safe work and interaction not just in the SeniorCare offices but off-site, in the field and at consumers' homes. For the duration of the pandemic, SeniorCare has conducted essential visits in-person with safety protocols in place. During the autumn of 2020, SeniorCare actively increased our efforts to see all consumers in-person. Staff worked creatively and safely to provide services and supports—whether telephonic, video visits, hybrid visits or in-person.

Office protocols and trainings for staff and volunteers were continuously rolled out to ensure effective self-screening, mask wearing, social distancing, and vaccination education.

Office capacity remained at limited capacity, with most staff continuing to work remotely. As such, technology access, upgrades, support, and training were a top priority. SeniorCare, with IT support from Prevare, deployed new laptops, cell phones, printers and more. Platforms to support remote and hybrid communications were utilized- enhanced conference calling, Doxy.me, ZOOM, and Microsoft Teams.

Numerous upgrades were made to the building infrastructure. In addition to a full upgrade to the alarm system, energy efficient lighting was installed throughout the office. Several new HVAC units were installed and significant improvements in overall air quality were made to both the air filtration and air flow at the Gloucester office.

In early 2021, SeniorCare moved swiftly to support state and local vaccine efforts. Supporting, hosting, volunteering at, transporting to vaccine clinics, and more. Staff and volunteers sought to reduce all barriers to vaccine access. A multidisciplinary team was established specifically to assist community members and consumers. The team supported hundreds of individuals to navigate the vaccine process, registering for appointments and enrolled individuals into the state's in-home vaccine program.

Finances

SeniorCare FY20-21 Cash Flow

Revenue:

State Contract Revenue	\$10,699,000
Federal Contract Revenue	\$829,000
Other Grants and Contracts	\$1,451,000
Program Service Revenue	\$484,000
Fundraising	\$217,000
Other Revenue	\$1,953,000

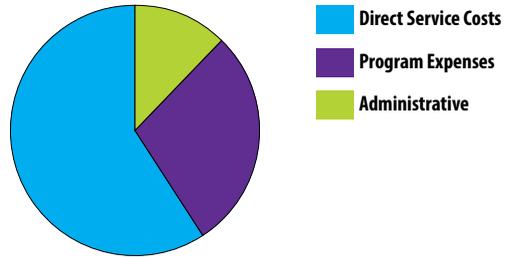
Total Revenue \$15,632,000

Expenses:

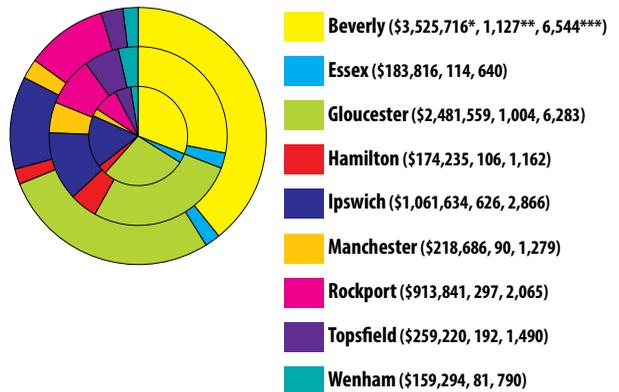
Direct Service Costs	\$8,912,000
Program Expenses	\$4,299,000
Administrative Expenses	\$1,880,000

Total Expenses \$15,091,000

DOLLARS SPENT BY CATEGORY



HOME CARE SERVICES PER TOWN



* Home Care dollars spent per town (Case Mgmt, Caregiver Support, ECOP, I&R, Opts Counseling) Chart: outer ring
 ** # of residents age 65+ (source: 2018 Massachusetts Healthy Aging Community Profile) Chart: center ring
 *** # of Home Care consumers served per town, Chart: innermost ring



A grant from New England Biolabs funded biodegradable bags to be used to deliver Meals on Wheels and reduce our carbon footprint.



SeniorCare worked with Beauport Ambulance to acquire the funds needed for a new van, which provides transportation to many elders.

Major Grants Received FY20-21

Applied Materials Foundation
COVID-19 Response

Beth Israel Lahey Health
COVID-19 Response

Coburn Charitable Society
Neighbor's Fund

Cummings Foundation, Inc.
Make a Difference Dollars
Protective Services
COVID-19 Response

Eastern Bank
COVID-19 Response

Electric Insurance Co.
Nutrition: Emergency Meals

EBSCO Industries, Inc.
Protective Services

Essex County Community Foundation
COVID-19 Response

Institution for Savings Charitable Foundation
Nutrition: Meals on Wheels

Katharine C. Pierce Trust
Little Necessities

Andrew Preston Charitable Fund
Medication Management

Massachusetts Service Alliance
RSVP Volunteers of the North Shore

Meals on Wheels America
Go Further Building Capacity | Emergency Pet Food
COVID-19 Response | Subaru Share the Love

New England Biolabs
Nutrition: Biodegradable Bags

**People's United Community Foundation
of Eastern MA**
Nutrition: Grab & Go Salads

Rotary District #7930
COVID-19 Response

Sailors' Snug Harbor of Boston
COVID-19 Response

Town of Essex
MA Municipal Community Compact Grant

Tufts Health Plan Foundation
Age & Dementia Friendly Cape Ann
COVID-19 Response

The Women's Fund of Essex County
Caring Connections Through Technology

How Can You Help?

Your support helps SeniorCare provide more meaningful services. We work diligently to go above and beyond the baseline services that state and federal funding offer.

Your financial commitment enhances SeniorCare's Meals on Wheels Program, supports our Protective Services Program, helps to increase the number of volunteers we recruit to drive seniors to their medical appointments, and more.

Your donation will help ensure seniors receive the support they need to remain safely in their home and in their community of family and friends.

SeniorCare Inc. is a 501(c)(3) tax-exempt organization. All contributions made to the agency are tax deductible to the extent permitted by law. SeniorCare Inc. and its programs are funded in whole, or in part, by contracts with/or grants from the Massachusetts Executive Office of Elder Affairs, the Federal Administration for Community Living and other funding sources.

Mass Options • www.massoptions.org • 844-422-MASS • 844-422-6277

Making a Gift is Easy

Please complete the form on the attached envelope and return to SeniorCare. Or, go to our website www.seniorcareinc.org to make a one-time or recurring donation via credit card. **Thank you for supporting the elder community of the North Shore.**

Gifts in Honor of Your Loved Ones

SeniorCare offers you the opportunity to honor or memorialize beloved family members and friends by making a gift in their name. You can donate to a specific SeniorCare program or make a general donation to be used where it is needed most at the time of the donation.

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 Amanda Todd
 Town of Essex MA
 Town of Rockport MA
 Town of Topsfield MA
 Annie Townsend
 Scott Trenti
 Trio Community Meals,
 an Elior Company
 Marcia Tritter
 Melinda Troensegaard
 Tufts Health Plan Foundation
 Rona Tyndall
 Gale Unger
 United HealthCare
 Carin Upstill

Michael Vagos
 Kathleen Van Demark
 Virginia Visser
 Vista Motel
 Rose Vogel
 Aileen Waite
 Edward Walker
 Melanie Wall
 Lenna Warner
 We Are All in This Together
 Felicia Webb
 Paul Weinberg
 Bronwyn West
 West Gloucester Trinitarian
 Congregational Church
 Wicked Peacock
 Wild Oats Health Food Store
 Lisa & Tom Williams
 Dick Wilson
 Winning Solutions
 The Women's Fund of Essex
 County
 Peter & Mary Wonson
 Suzanne Wright



STAY Pet Services continued to provide limited services



While nursing and rehabilitation facilities were closed to visitors, SeniorCare long-term care ombudsmen sent postcards to residents to keep in touch.



Thousands of home-made blankets, hats, etc. were delivered to area non-profits, thanks to the Project Warm Friends volunteers.



March for Meals looked a little different in 2021. Instead of home visits with local dignitaries, Meals on Wheels volunteers participated in

Strategic Plan Goals (updated 2020)

Goal #1

SeniorCare Inc. will continue to be a highly visible, well-respected agency that attracts increased numbers of consumers and higher levels of contributions to support the mission.

Goal #2

SeniorCare Inc. will provide cost effective and efficient services: effectively assist all individuals with health and functional challenges and meet the needs of consumers and the diversity within the communities it serves with dignity and respect.

Goal #3

SeniorCare Inc., in recognizing the value of our staff (to achieve our mission), will retain and continue to develop a highly qualified and motivated workforce to support the mission, increasing staff knowledge through both internal and external training means.

Goal #4

SeniorCare Inc. will maintain financial security through sound fiscal management, including the continuation of cost savings, efficiencies, and development.

Goal #5

SeniorCare Inc. will monitor emerging local, regional and national concerns that may impact the health and safety of its consumers and staff and engage in active collaborative amelioration.

Goal #6

SeniorCare Inc. will continue to develop and explore the use of innovative technology, best practices and sustainable programs that support our mission.

A Message of Solidarity

Dear Friends:

The past several months have been extraordinarily painful. Anger, frustration, fear, and more have gripped our nation and exposed painful truths.

SeniorCare recognizes that there is institutional inequality in our society. This inequality impacts the older adults we serve, our volunteers, our staff and our community, whether as a direct result of inequities personally experienced or as outrage on behalf of those we see treated unfairly.

SeniorCare applauds the efforts we have seen in recent weeks from our local leaders and peaceful protest groups, as they strive to find answers to these century old problems. While these past weeks have been hard we are also emerging with hope that significant and lasting change may occur. We welcome the opportunity to be part of this effort to address systemic racism and build better communities for all.

SeniorCare is an organization dedicated to serving the North Shore. As such, we strive for greater inclusivity and do not accept intolerance or racism of any kind. We will continue to explore ways in which we can adapt our programs and address social inequalities, we will be advocates to address inequality and injustice, and we will take steps to teach ourselves about unconscious bias.

SeniorCare sent out a message of solidarity during the unrest of the summer of 2020, and took actions to increase our understanding and actions to be sensitive to the need for diversity, equity and inclusion (DEI).

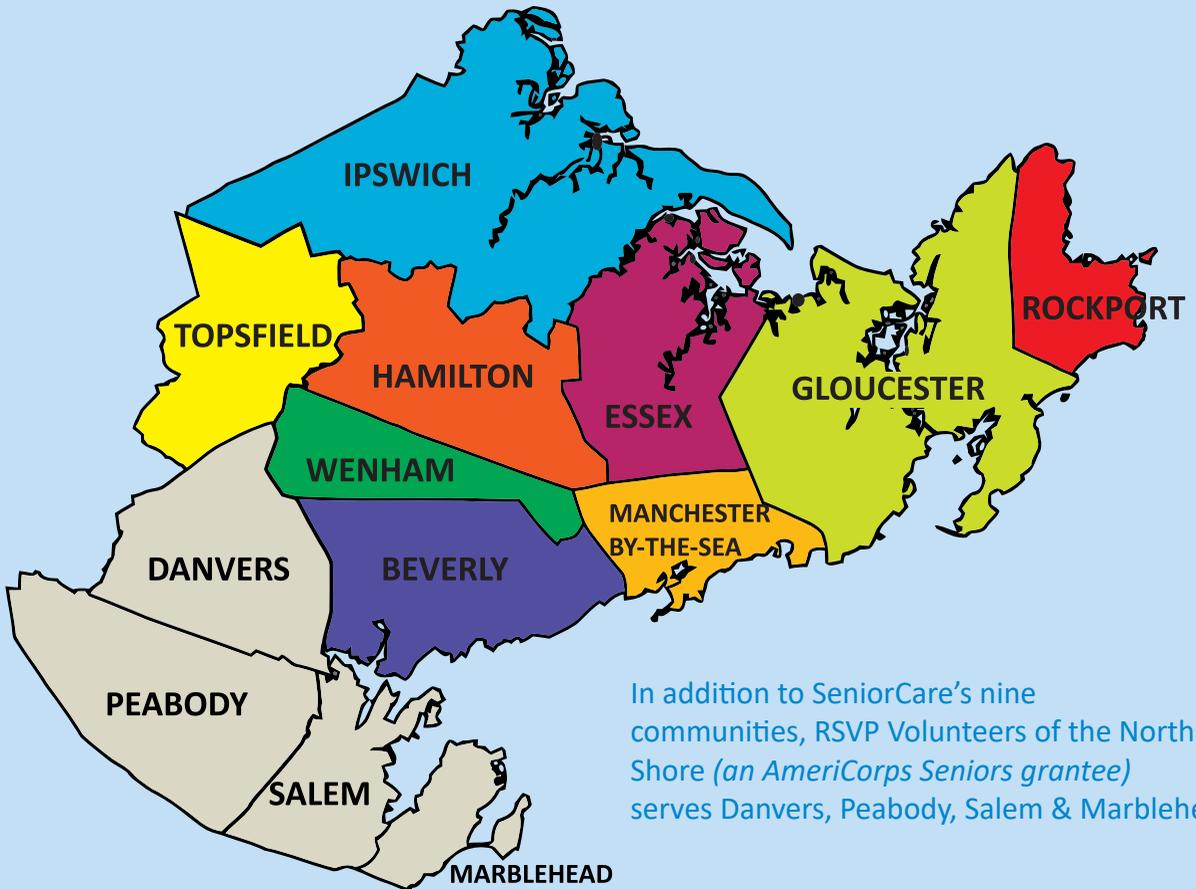


mini parades in Gloucester and Beverly to celebrate the continuation of this critical program-- despite a world-wide pandemic.

SeniorCare

Elder Services | Information | Solutions

Serving the elders of
Beverly, Essex, Gloucester, Hamilton, Ipswich,
Manchester by-the-Sea, Rockport, Topsfield & Wenham.



In addition to SeniorCare's nine communities, RSVP Volunteers of the North Shore (*an AmeriCorps Seniors grantee*) serves Danvers, Peabody, Salem & Marblehead.

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