

Safe and Healthy Aging Mobilization Plan to Action

Why It Matters

- Dane County has 55,387 residents age 65 and older (2012) – it currently represents 11% of the total population, and has grown 39% since 2000 (then 39,869).
- The population age 65 and older is projected to grow 116% more (to 112,642 residents) by 2030, when it will represent 18% of the total population in 2030. In 2011 the first of the baby boomers (those born from 1946 to 1964) turned age 65; 2030 is the year that all baby boomers will have turned 65.
- The four primary causes of seniors needed to use institutional care or a higher level of care by a family or professional caregiver are: (1) adverse drug events, (2) falls, (3) incontinence, and (4) dementia.
 - Taking medications inappropriate for older adults increases the risk of adverse drug events. In addition, using 5-8 medications exposes older adults to 50% chance of experiencing an adverse drug event and 8 or more medications to 100% chance of experiencing an adverse drug event. According to Group Health Cooperative, Dean Health System, and Unity Health Insurance, 7,978 seniors in these major systems were on an average of 6.4 prescriptions.
 - In 2012, 1,850 emergency department visits and 1,104 hospitalizations occurred as a result of falls among older adults aged 65 and over in Dane County. Falls are the number one cause of injury hospitalization, and Dane County is ranked as the third highest county in Wisconsin.
 - The acute conditions of adverse drug events and falls are preventable. Yet, they represent 17.4% of emergency department visits and hospitalizations (2012).
- Of those ages 65 and over, 35% require assistance with activities of daily living – 80% of the in-home care they receive is provided by family/unpaid caregivers.
 - In 2009, Dane County was estimated to have 70,679 unpaid caregivers who provide hands-on daily assistance for seniors and people with disabilities.
 - The annual cost of nursing home care is \$65,700 per year in Wisconsin. In Dane County, average Social Security income of retirees is \$12,096 and annual retirement income is \$29,949.
 - Family/unpaid caregivers experience an average of \$12,500 in out-of-pocket expenses per year.
 - Nationally, 62% of family/unpaid caregivers have to make some type of workplace accommodation in order to fulfill their caregiving responsibilities, and this in turn costs their employers lost productivity.

Goal

Reduce the rate and number of adverse drug events and falls of Dane County older adults by 15% by 2015.

Promising/Best Practices and Research

- Screening, assessment, and community education can reduce the likelihood of adverse drug events and falls.
 - Assessments and on-going consultations with physicians and pharmacists every 6 to 12 months for drug regimens can prevent adverse drug events caused by improper medication use, limited understanding, unintended consequences with supplements and issues of prescriptions from multiple physicians.
 - Home de-cluttering and simple home modification may prevent 1/3 falls by addressing environmental causes. Improved coordination and muscle strength may reduce 1/3 of falls caused by balancing issues.
- Case management, home-delivered meals, household chore services and volunteers assisting people in daily activities increases the ability to remain independent and decreases the likelihood of seniors and people with disabilities needing to leave their homes for institutionalization.
- Effective public education needs to be followed up by list of actions with measures to implement recommended changes.

2014 Community Impact -- Proposed Investment \$1,019,002

- 300 low-income seniors receive comprehensive medication reviews by pharmacist from the Wisconsin Pharmacy Quality Collaborative (WPQC) to assess and reduce their risk of adverse drug events.

- 520 seniors will receive in-home assessments for the risk of falls and adverse drug events through trained volunteer-corps and/or access to the evidence-based falls prevention classes.
- In partnership with WISC-TV, Mid-West Family Broadcasting Group, Wisconsin State Journal, Oakwood Village, and Hiebing, we will run a community-wide media campaign to raise the public awareness on the risk of adverse drug events and falls.
- The Area Agency on Aging of Dane County, focal points and partner agencies will take a lead on local community education, and will connect seniors at risk with available resources in the community.

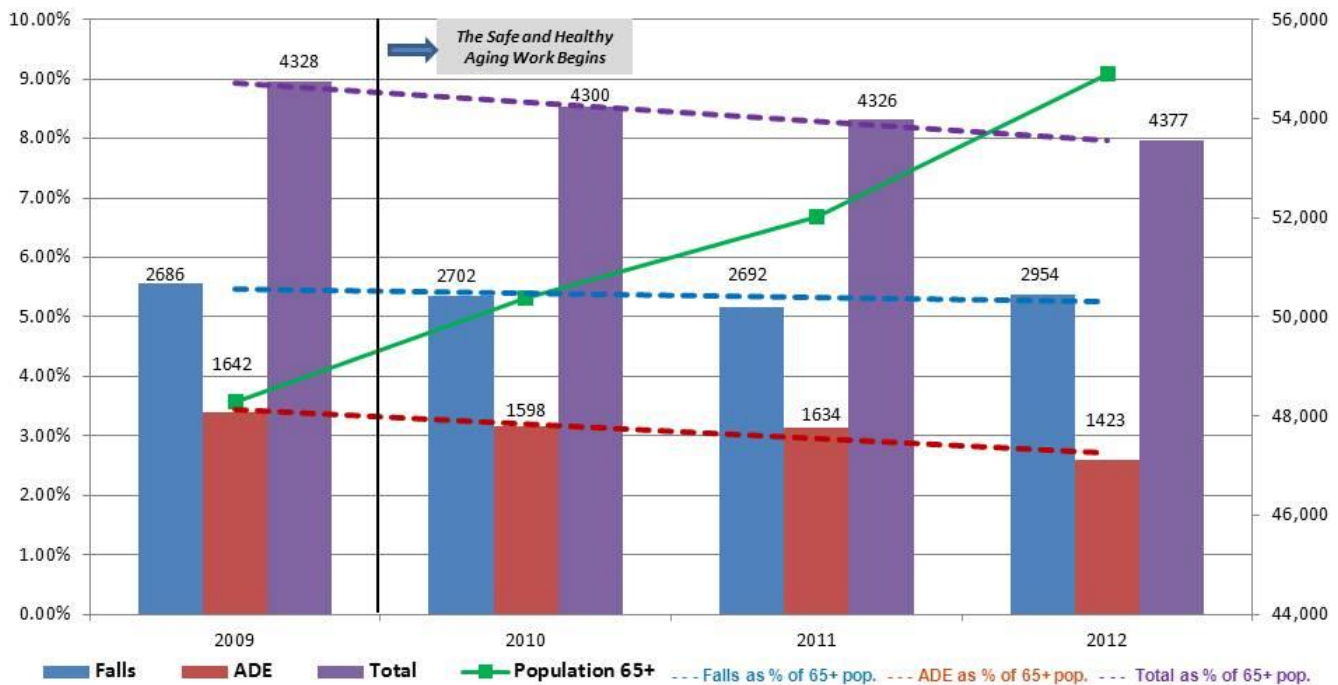
Staff Contact: Toya Johnson Phone: (608) 246-5499 Email: tjohnson@uwdc.org

From 2010 to 2012, there was an 11% decrease in total emergency room visits and hospitalizations of adults 65+ due to Adverse Drug Events (ADEs) and Falls as a percentage of the total 65+ population.



Dane County Emergency Room Visits & Hospitalizations among older adults as a result of Adverse Drug Events (ADEs) and Falls

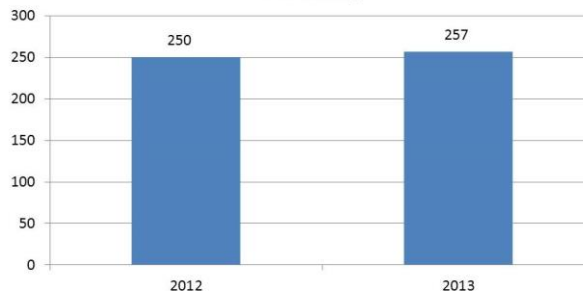
Goal: Reduce the rate and number of adverse drug events and falls among Dane County older adults by 15% by 2015



Source: Wisconsin inpatient/emergency department public use datasets as reported by Databay Resources, LLC Navigate; American FactFinder



Comprehensive Medication Reviews Completed in Dane County



Source: United Way of Dane County; Pharmacy Society of Wisconsin

Last Updated: January 2014

Safe and Healthy Aging

Results

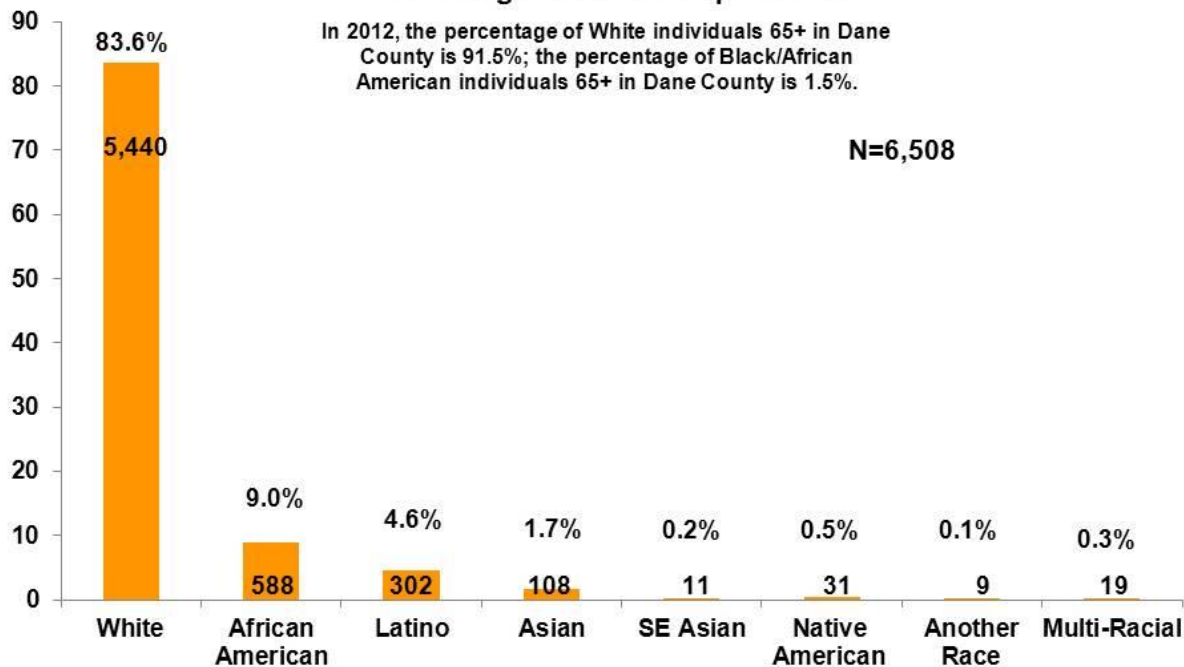
In 2012, 6,508 individuals 65+ in Dane County were served through nutrition programs, comprehensive medication reviews, in-home safety assessments, transportation, falls prevention programming, and case management. From 2010 to 2012 there was an 11% decrease in total emergency room visits and hospitalizations due to Adverse Drug Events (ADEs) and Falls as a percentage of the total 65+ population.

Safe & Healthy Aging



Percentage of Ethnic Populations

In 2012, the percentage of White individuals 65+ in Dane County is 91.5%; the percentage of Black/African American individuals 65+ in Dane County is 1.5%.



Data Source: Agency year-end reports 2012 (count is not unduplicated);
2012 American Community Survey Census Data (3-yr estimate)

Community engagement that shaped this initiative

- Publicly launched the Safe and Healthy Aging in Sept 1st with 230 people and media in attendance.
- 60 community-based pharmacists at 30 WPQC pharmacies were trained in Comprehensive Medication Reviews and started to offer the reviews to older citizens at risk.
- Area Agency on Aging of Dane County and 14 focal points were engaged and trained to offer Comprehensive Medication Reviews at senior coalitions/senior centers.
- Innovative cause-marketing media campaign kicked off in November 2010 with Mid-West Family Broadcasting and WSJ in December 2010.
- Business Volunteer Network members and caregiver employees at TDS were engaged to develop the geriatric tool kits and media language.



Delegation on Safe and Healthy Aging

Name	Affiliation/Association
Co-Chair, Tom Walker	CEO, Mid-West Family Broadcasting Group
Co-Chair Andy Kosseff, MD	SSM Medical Director of System Clinical Improvement, St. Mary's Hospital
Steven Barczy, MD	Director of VA Geriatric, VA GRECC
Christine Beatty	Director, Madison Senior Center
Anne Marie Nahn Bell	Program Specialist-Therapy Education & Community Outreach, Dean Health System
Paul Bloom	Assistant Fire Chief- City of Madison
Rick Bourne	President & CEO, Home Health United/Visiting Nurse
Barbara Bowers, RN, PHD, FAAN	Professor, School of Nursing, University of Wisconsin-Madison
Robert Breslow, RPh, BCPS	Clinical Associate Professor, UW School of Pharmacy
Denise Delong	Benefit Administration VP, WEA Trust
Jennifer Fischer	Long-Term Support Supervisor, Dane County Dept. of Human Services
Mike Flint	CEO, Mallatt Pharmacy & Costume
Annette Fox, RN, MSMI	Director of Clinical Systems, Dean Health System
Carl Fritscher	Strategy Director, Hiebing
Rita Giovannoni	CEO, Independent Living
Dean Groth	Marketing Manager, Pfizer
Eldona Hazen	Associate Minister, First Congregational Church-United Church of Christ
Tim Heaton	COO, Epic Life Insurance
Kay Heggstad, MD	Former Medical Director, Belmont Nursing Home
Craig Heilman	Executive Pastor, Door Creek Church
Kevin Hoey	CEO, Door Creek Pharmacy
Chris Kenyon	Senior Account Executive, M3 Insurance
Carole Kretschman, RN	South Central Federation of Labor
Gene Kroupa	Community Leader/Gene Kroupa & Associates
Kristina Krueger, NP	Incontinence Specialist, Urogyn Health Services
Janet Loewi	QTI, United Way Foundation Trustee & Former Chair
Amy Ramsey, MS, RD, CSG, CD	Nutrition/Prevention Specialist, Health Services Dept.
Paul Rusk	Executive Director, Alzheimer's & Dementia Alliance of Wisconsin
Jennifer Schauer, PharmD	Medication Use Policy Analyst, Unity Health Insurance- University of Wisconsin Medical
Tracy Schroeffer, PhD	Professor, School of Social Work, UW Madison
Kathy Stellrecht, PhD	Vice President, Catholic Charities, Inc.
Sandy Tordoff	Community Leader
Kari Trapskin	Director, Health Care Quality Initiatives, Pharmacy Society of Wisconsin
Becky Turpin, MA	Injury & Violence Coordinator, WI Dept. of Health Services
Peggy Weber, RN, MSN	Parish Nurse Coordinator, St. Mary's Hospital
Joe Xanthopoulos	CEO, Oakwood Village Retirement Communities
Aaron Zitzelsberger, JD	Director of Development, Corporate & Foundation Relations, University of Wisconsin Foundation

Delegation on Safe and Healthy Aging

Staff Name	Affiliation/Association
Ann Albert	Program Director-Supporting Active Independent Lives, Oakwood Lutheran Homes Association
Deedra Atkinson	Senior Vice President – Community Impact, United Way
Janet Bollig	Social Work Manager, Home Health United
Alan Lukazewski	Director of Pharmacy, Oakwood Village Retirement Communities
Kathy Martinson	Director, AVD & 211, United Way of Dane County
Steve Mendez	Assistant Director-Marketing, United Way of Dane County
Lauren L. Pyszka, PharmD, BCPS	PGY2 Geriatric Pharmacy Resident, VA Hospital
Cheryl Wittke	Executive Director, Safe Communities
Hooyung Young	Assistant Director Community Impact, United Way of Dane County



Self-Reliance & Independence Community Solutions Team

Name	Affiliation/Association
Chair, Enid Glen	Director-Bureau of Management Services, DWD/Division of Vocational Rehabilitation
Vice-Chair	
Dee Barnard	Executive Director, Access to Independence
Beatrice Christensen	Community Leader
Fran Genter	Division Administrator, Dane County Human Services
Tim Heaton	Chief Operating Officer, Epic Life Insurance
Carol Koby	Executive Producer/Host, All About Living- Radio 1550
Gene Kroupa	Community Leader
Tom Kuplic	Consultant, ETO Consulting
Debbie Kretchmar	Senior Vice President- Finance, CUNA Mutual
Myrna Peterson	Program Supervisor, SAFE Program, Home Health United
Sue Petkovsek	Community Leader
Tom Rivers	Community Leader
Jim Roseberry	Community Leader
Tim Sullivan	Business Manager, SMART Local 565
Dave Topp	Community Leader
Sandra Tordoff	Community Leader
Jack Turcott	Owner, Turcott & Associates, LLC
Peggy Weber	Community Leader
Roger Williams	Community Leader