

Technology and Innovation: How Our Life and Digital Experiences Shape Our Expectations for Services

June 4, 2019

41st I&R Training and Education Conference

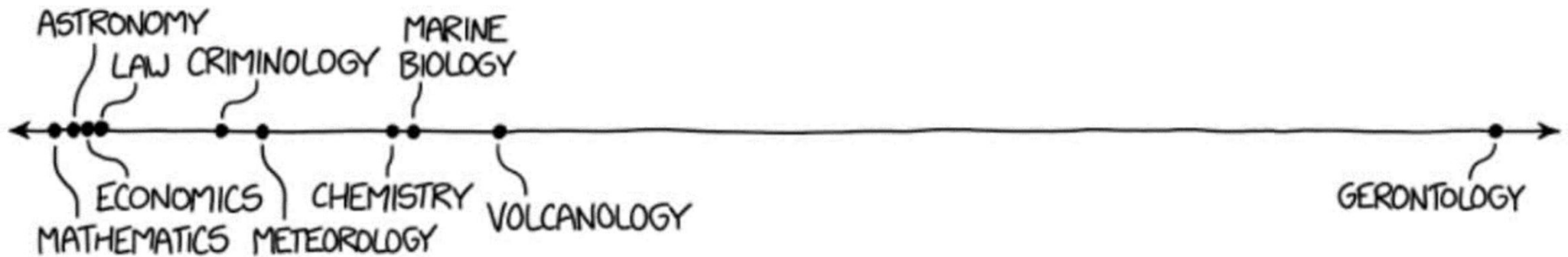




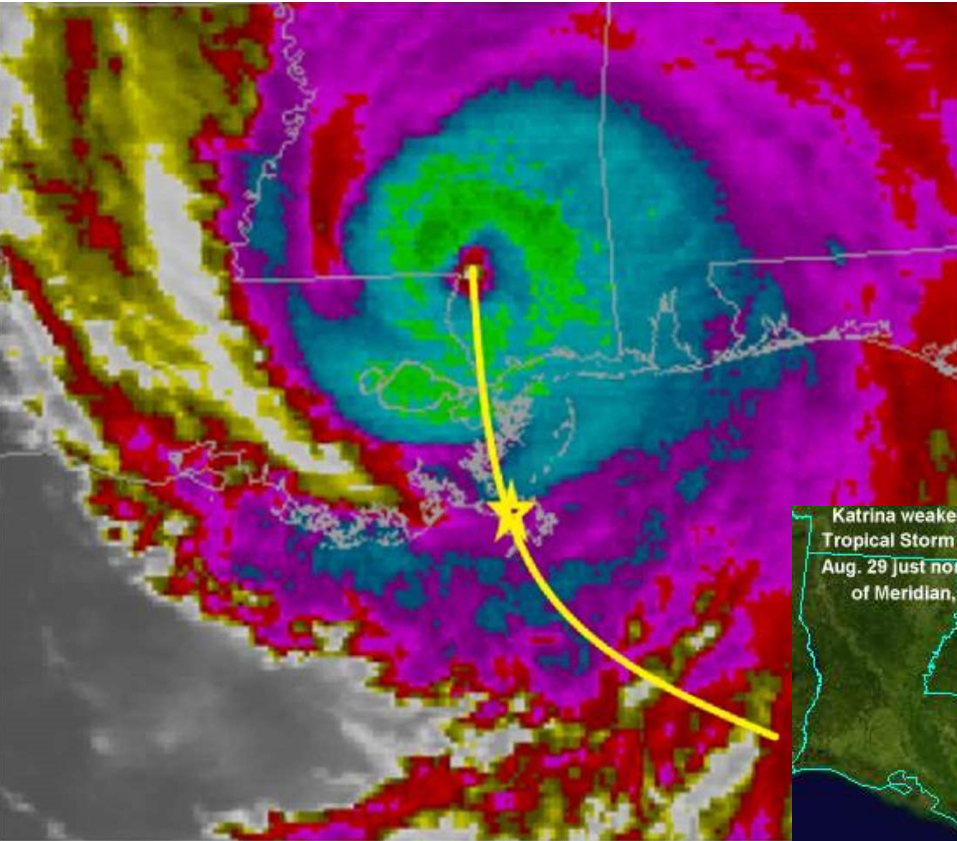
Long Hours, No Vacation and most Dangerous!

PROBABILITY THAT YOU'LL BE KILLED BY THE THING YOU STUDY
BY FIELD

MORE LIKELY
→



Story Time..... A Tale of Two “Maw Maws”



Setting the Stage.....

Maw Maw 1

- Married at 14
- First Child at 15
- Grand Mother at 30
- 1 Daughter, 4 Sons
- Married, owned home, most immediate family lived within 5 miles
- Wiccan/Catholic
- **Gerontologist in Family**

Maw Maw 2

- Married 14
- First Child 15
- Grand Mother at 30
- 3 Daughters, 1 Son
- Married, owned home, 2 daughters lived within 20 miles
- Catholic
- **Gerontologist in Family**

Both lived less than 2 miles from each other.



One Evacuated, The Other Didn't....



Evacuated to North Louisiana on August 28, 2005

- Moved in with Me
- I became primary Caregiver
- Coordinated HCBS services
- Medical Care
- Navigated State and Federal Program
 - Social Security
 - Medicare
 - Medicaid
 - FEMA/Disaster Recover
 - Relocation
- Eventually Public/Senior Housing



Two Weeks
Later.....



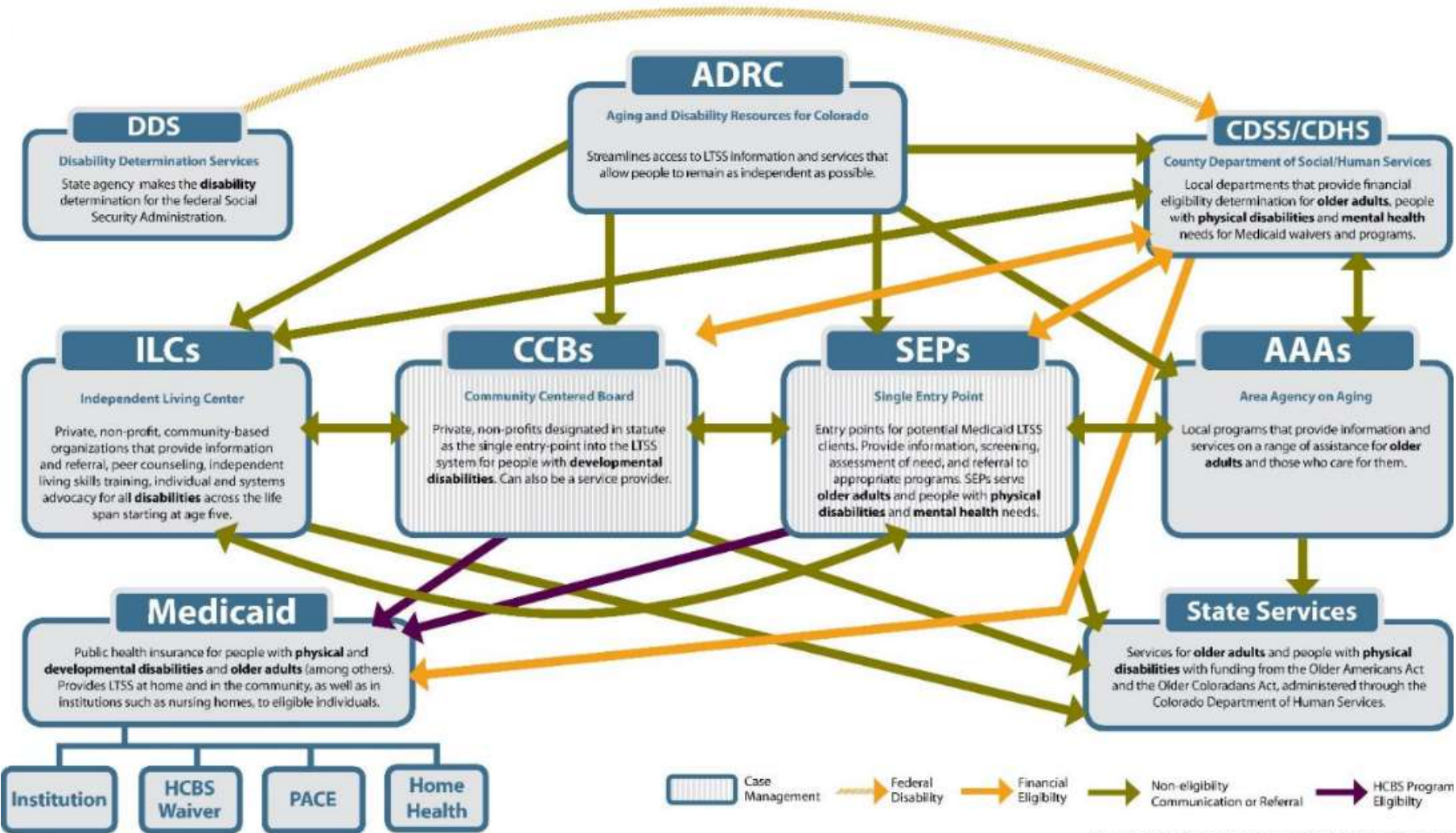
She Lives!



“...she looked like the Queen of Sheba, laying on the cot, wearing leopard skin pants....”



LTSS Puzzle: The Status Quo



Medicare
Social Security
Banking
Housing
FEMA
Private Pay
Transport

Why is this important.....

- **An individual's personality changes little over time**
 - High stability with respect to rank-orders and mean-levels of personality traits
 - Psychological turning points in general showed very little influence on personality trait change



- **A person's values tend to change with time/age**
 - Values of a child are different than those of young Adults
 - What is valued as a single adult differs when one is married or has children
 - Values as a parent differ change when one retires

Survey Time.....How many of you use.....



Values Change....As Do Expectations...

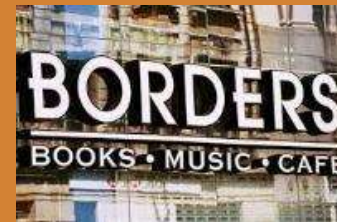


DOLLAR SHAVE CLUB



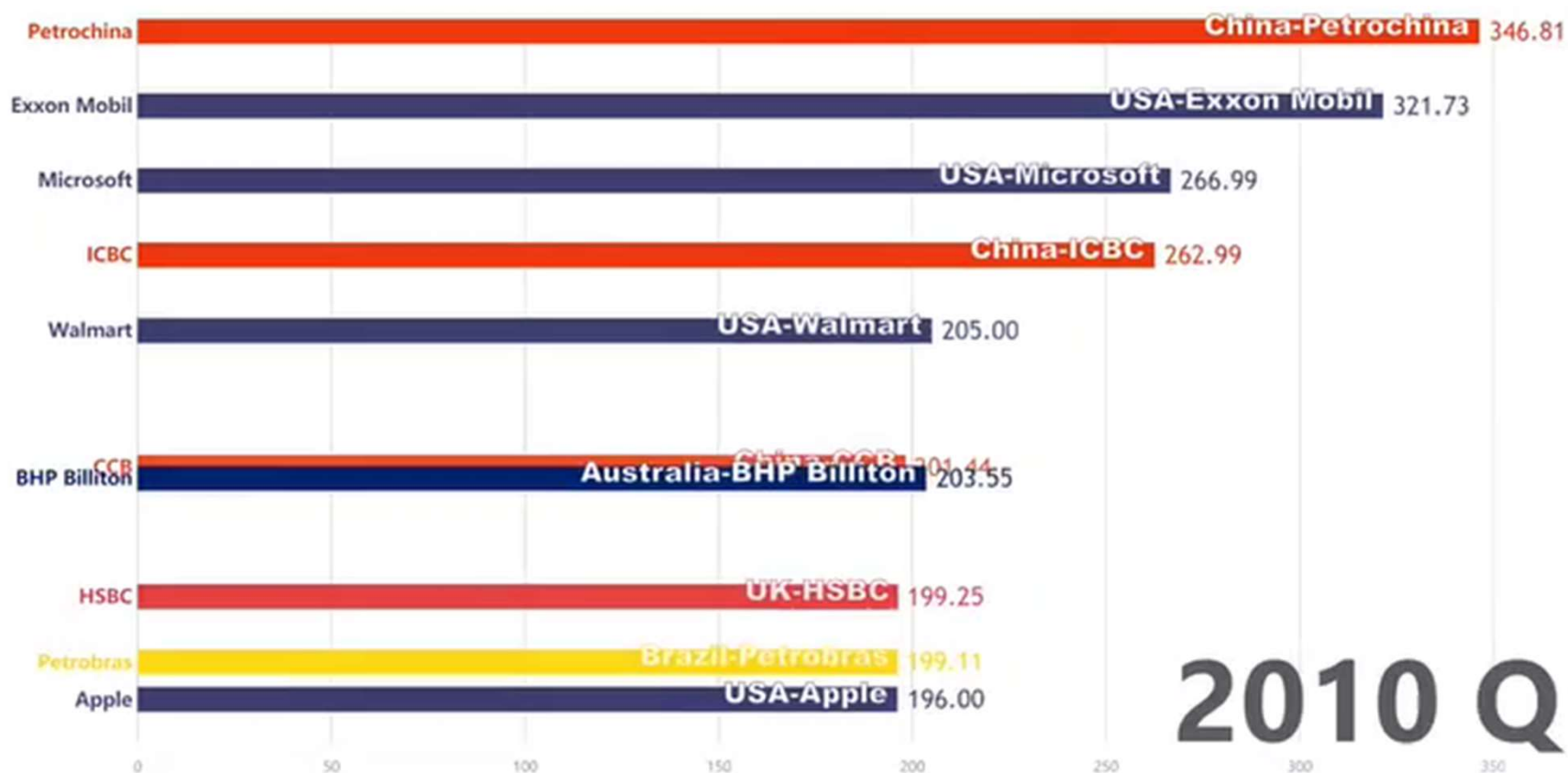
Change is Inevitable; Innovation is no Different

The business landscape is littered with companies that failed because they didn't innovate.



Top 10 Company Market Cap Ranking History (1998-2018)

Market Capitalization in Billions USD



2010 Q1

Technology is Driving Innovation and Disruption

Aging Society:

- Increased longevity
- Higher acuity
- Cognitive Impairment
- “Aging in Place”
- Disparate Families

Shortages:

- Geriatricians
- RN / PT / OT
- Caregivers
- Social workers
- LTC beds
- HCBS

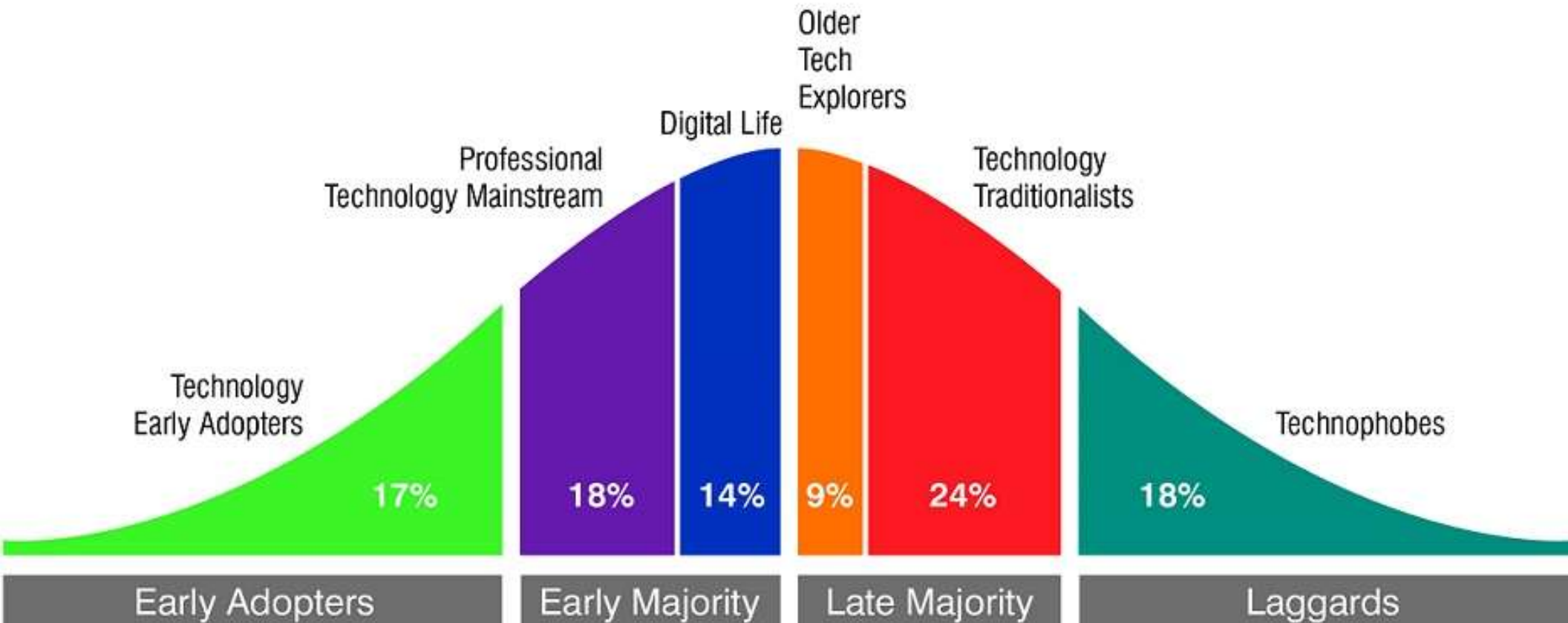
Changing Economics:

- Accountable Care
- Non-profit funding crunch
- Funding / reimbursement cuts

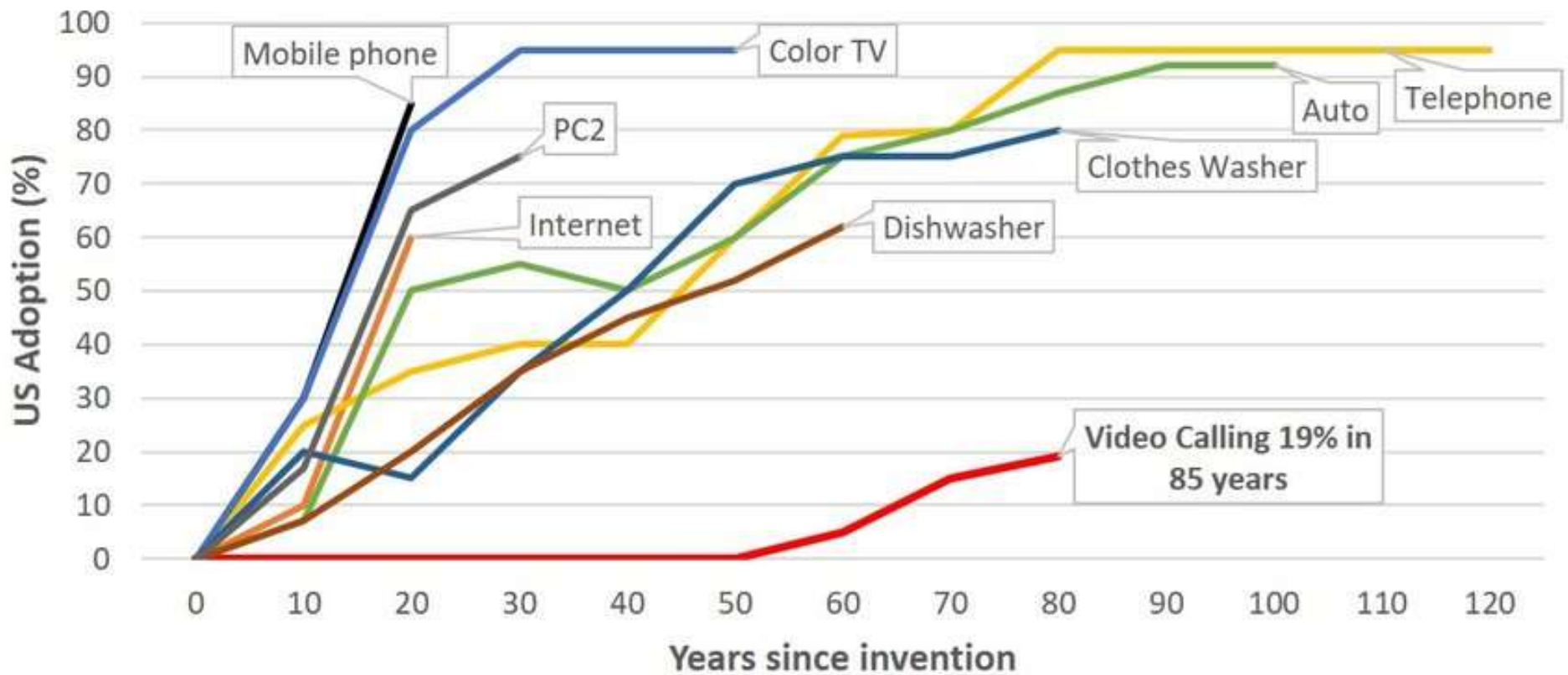


**CHANGE
AHEAD**

Technology Adoption Segmentation

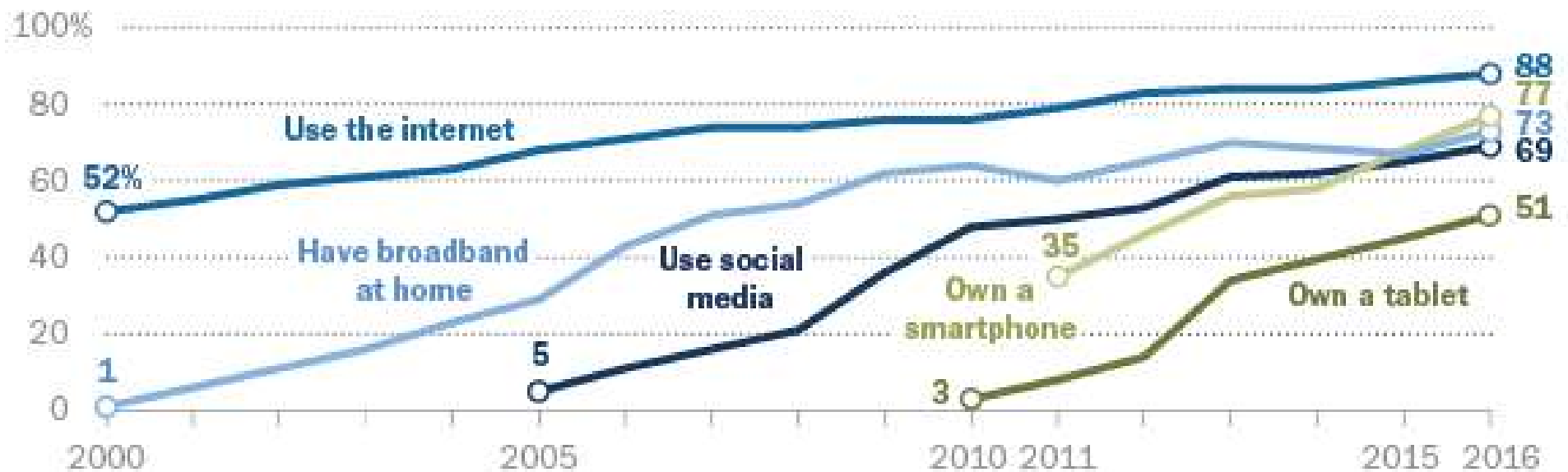


Technology Adoption Rates



The evolution of technology adoption and usage

% of U.S. adults who ...

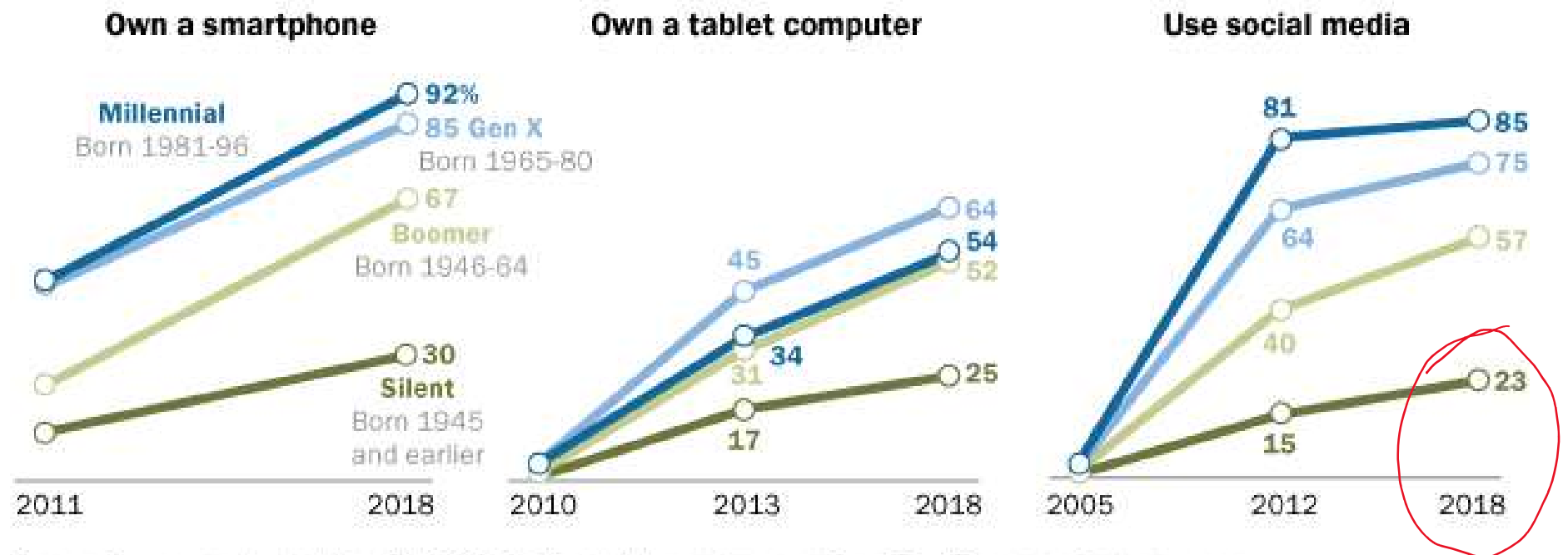


Source: Surveys conducted 2000-2016. Internet use figures based on pooled analysis of all surveys conducted during each calendar year.

PEW RESEARCH CENTER

Millennials lead on some technology adoption measures, but Boomers and Gen Xers are also heavy adopters

% of U.S. adults in each generation who say they ...



Source: Survey conducted Jan. 3-10, 2018. Trend data are from previous Pew Research Center surveys.

PEW RESEARCH CENTER

Who's not online in 2019?

% of U.S. adults who say they do not use the internet

U.S. adults 10%

Men 10

Women 9

White 8

Black 15

Hispanic 14

Ages 18-29 0

30-49 3

50-64 12

65+ 27

<\$30K 18

\$30K-\$49,999 7

\$50K-\$74,999 3

\$75K+ 2

Less than HS 29

High school 16

Some college 5

College+ 2

Urban 9

Suburban 6

Rural 15

Note: Whites and blacks include only non-Hispanics. Hispanics are of any race.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Who's Not Online

- 1. Age:** If you're an older American you're much less likely to use the internet than a younger person. Overall, adults ages 65 and older account for almost half (49%) of non-internet users by age group.
- 2. Income and educational attainment:** If you have a college degree or live in a high income household, you're much more likely to use the internet. Only 4% of college graduates do not use the internet compared with 41% of those without a high school degree.
- 3. Community type:** If you live in a rural area (with limited broadband access) you're less likely to use the internet than an urban or suburban resident: 20% of rural residents are offline, compared with 14% of both urban and suburban residents.
- 4. Disability:** The disabled are consistently less likely to use the internet: 46% of adults with a disability do not use the internet, according to a 2011 report.
- 5. When asked why they do not use the internet:**
 - 1/3 of offline adults say the internet just isn't relevant to their lives
 - 1/3 cited "usability" issues such as their discomfort with computers
 - 1/5 cited price issue a
 - and a smaller group cited lack of access.

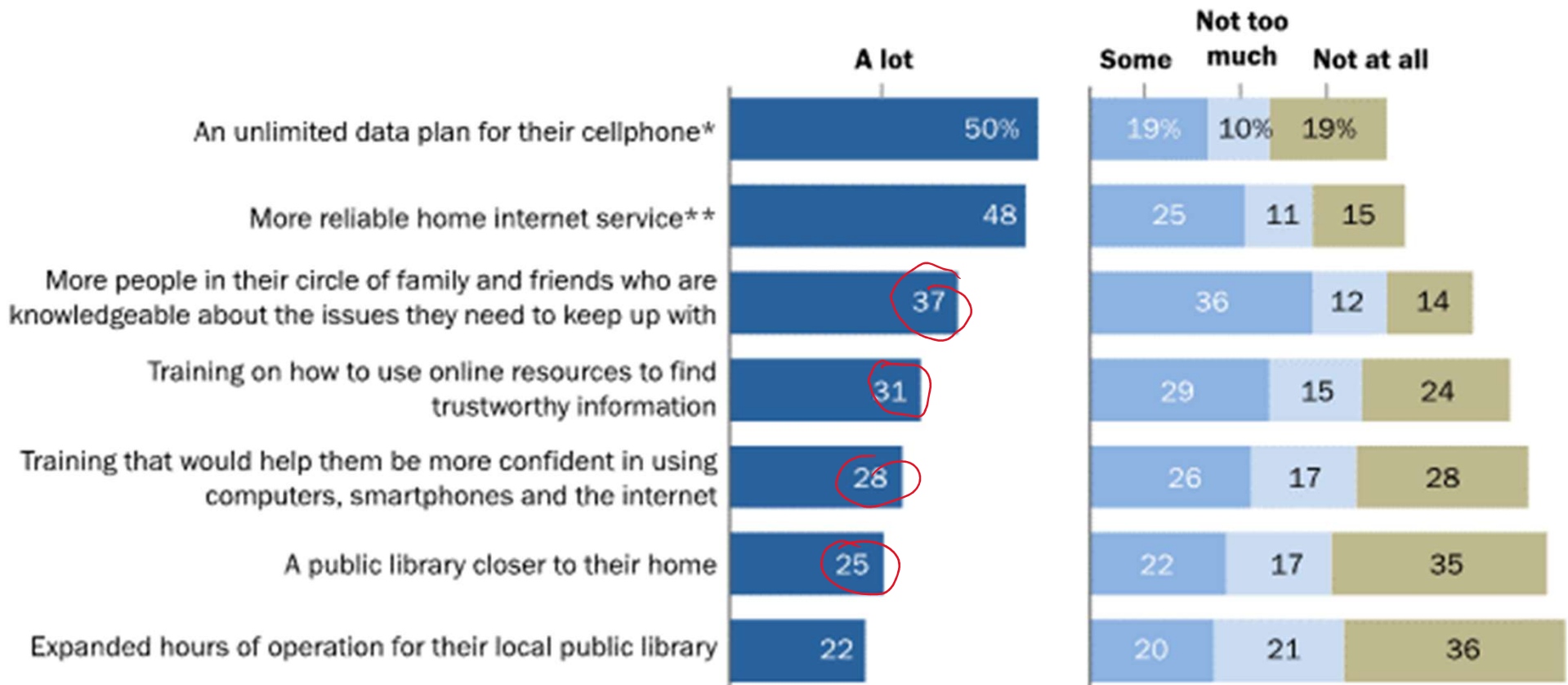
**TECHNOLOGY
WHEN YOU WANT
IT.**

**PEOPLE WHEN
YOU DON'T.**



Information Seeking Behavior

Mobile and Home Internet Users Top Wish List for Aids in Getting Information



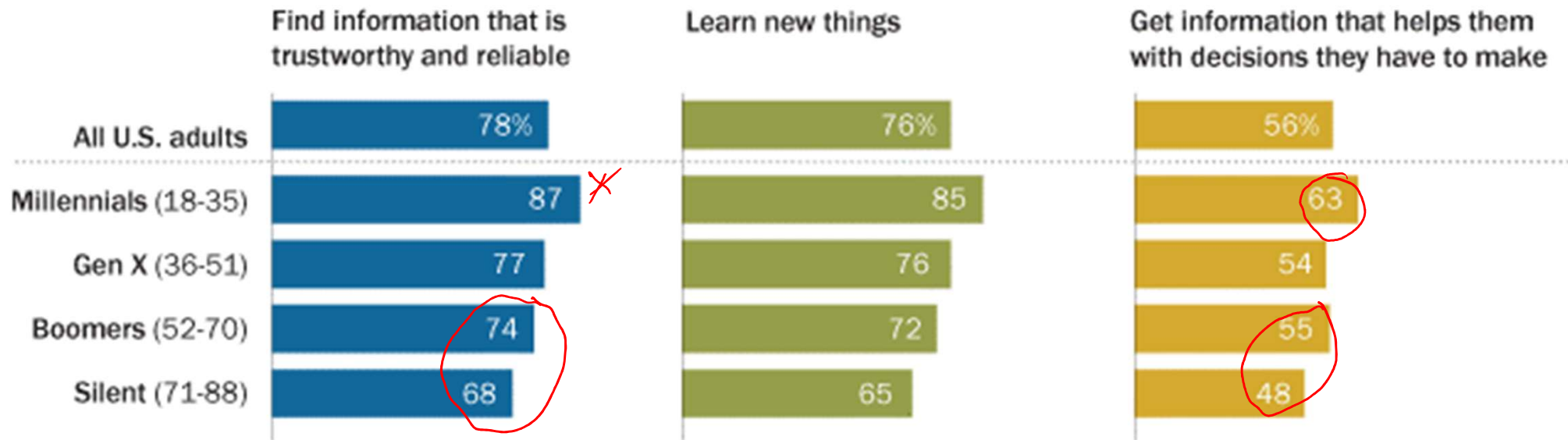
A Word about Libraries and other Local Resources

- There are large differences about the value of libraries by race and educational attainment
 - Blacks and Hispanics are more likely than whites to see benefits in having a library nearby and having better library hours.
- The role of close family and friends is also important in guiding people to information that can assist in decision-making.
 - 74% of respondents say having more people in their social circles with knowledge of key issues would help at least somewhat in decision-making
 - 37% say this would help a lot

Libraries Still Seen as a Source of Reliable Information

Millennials more likely than older generations to say libraries help them find trustworthy information, learn new things and make informed decisions

% of adults who say they think the public library helps them ...

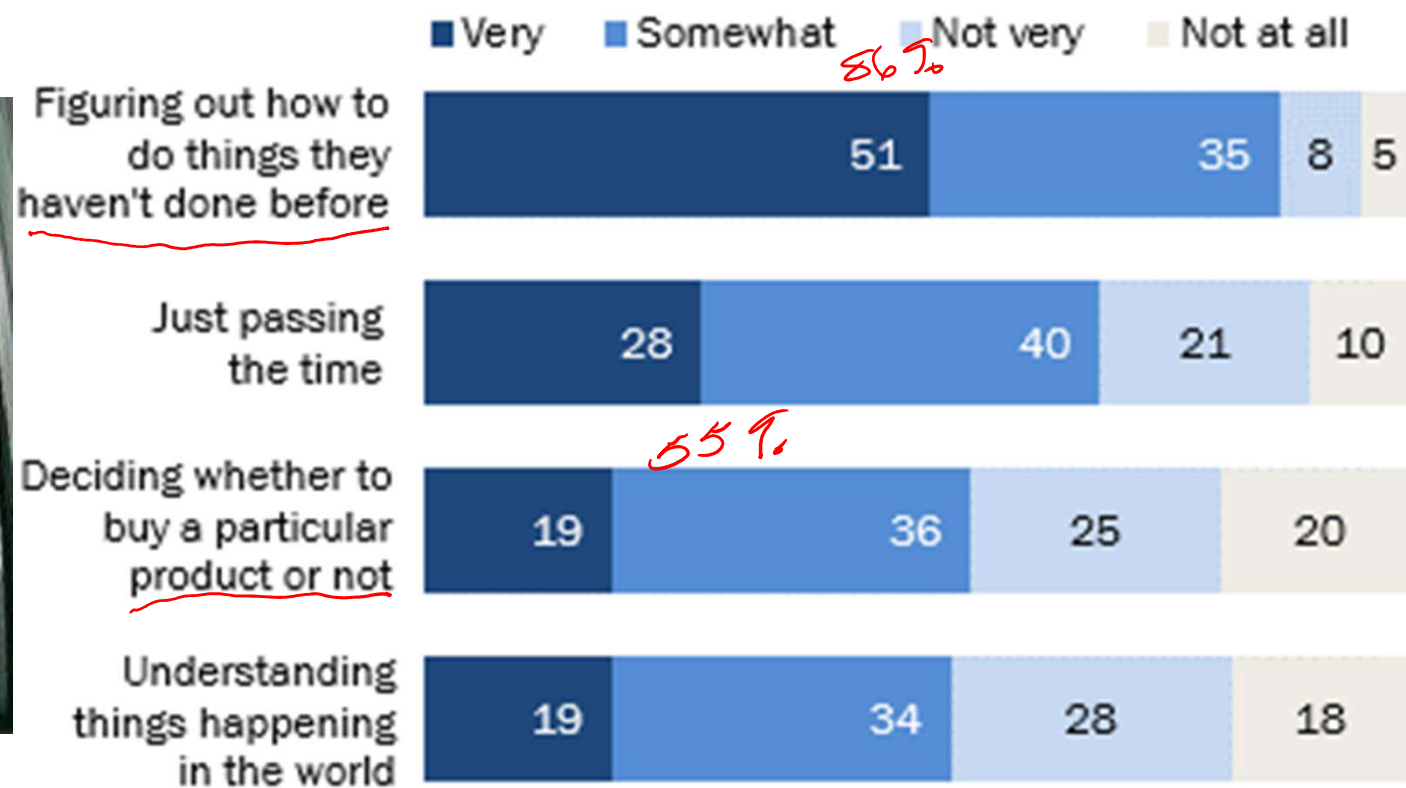


Libraries Still Seen as a Source of Reliable Information

- 61% of Adults say they would be helped at least somewhat in making decisions if they got training on how to find trustworthy information online (2016)
- 78% of Adults feel that public libraries help them find information that is trustworthy and reliable
 - 76% say libraries help them learn new things.
 - 56% believe libraries help them get information that aids with decisions making
- **Across the board, Millennials (those ages 18 to 35 in 2016) stand out as the most ardent library fans.**



20% of YouTube users say the site is very important for helping the understand things that are happing around the world.



Information Overload

- People with less access to the internet are more likely to :
 - express concerns about information overload
 - report difficulty in finding information they need.
- Almost half of adults report that institutions (schools, banks or government agencies) that require them to bring a lot of information with them causes them worry and stress. The express that:
 - It's burdensome to keep track of the volume of information needed
 - Trying keeping track of information is stressful
- Information overload seems to be situational; when institutions impose high information demands on people for transactions, that create a sense of information burden for some Americans.



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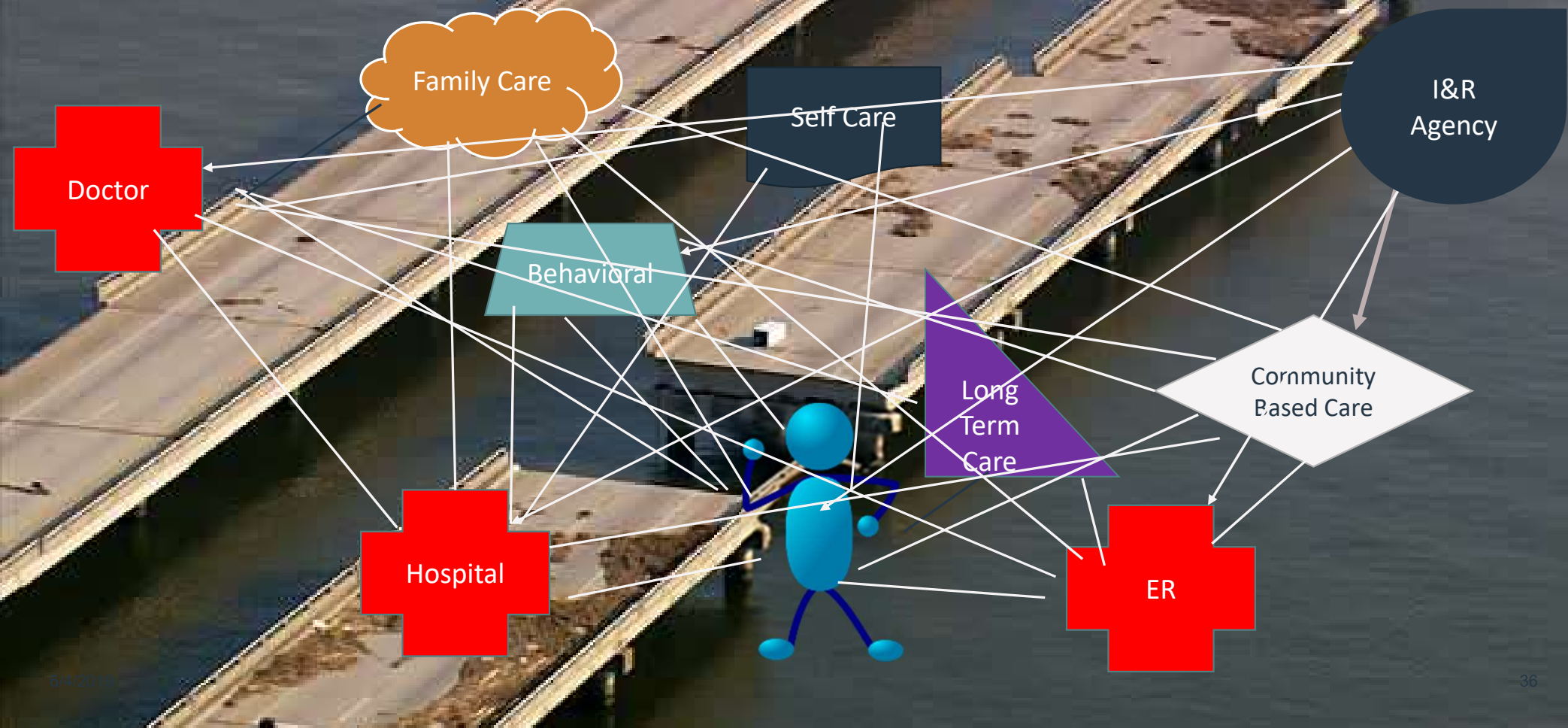
Apps and websites cannot replace the communities that have always connected and supported us, but they can help diverse and dispersed groups coordinate care in unprecedented ways.

— GINA NEFF, AN ASSOCIATE PROFESSOR AND SENIOR RESEARCH FELLOW AT THE OXFORD INTERNET INSTITUTE

”

Streamlining Access to Information, Services and Resources

Typical Uncoordinated Health and Long-Term Care State System




Government Led Initiatives

- Aging and Disability Resource Centers
- No Wrong Door
- Single Entry Points
- System Integration Initiatives
- Balancing Incenting Programs
- Integrated Eligibility Systems
- Health Information Networks
- Electronic Health Records
- TEFT

What Do These Initiatives Look Like?

ONLY
\$1.25



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Just **ADD WATER** — that's **ALL!** In **ONE SECOND** your **AMAZING** Sea-Monkeys **actually COME TO LIFE!** Yes, they hatch instantly, right before your eyes: Now, simply grow and enjoy the most adorable pets ever to bring smiles, laughter and fun into your home.

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Always clowning around, these frolicsome pets swim, stunt and play games with each other. Because they are so full of tricks, you'll never tire of watching them. And raising Sea-Monkeys is so easy, even a six-year old can do so without help. Sea-Monkeys eat very little, and they keep their water so clean, they require only a minimum care although they **LOVE** attention. Anyone who enjoys the company of pets will **ADORE** Sea-Monkeys. Best of all, we even show you how to teach them to obey your commands like a pack of friendly trained seals. What a way to surprise your guests.



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IT SOUNDS GREAT! Please send my Sea-Monkey kit(s) and my **FREE** supplies and guarantee. I must be 100% satisfied or you will refund my money. I enclose \$1.25 plus 50¢ shipping charges for each kit.

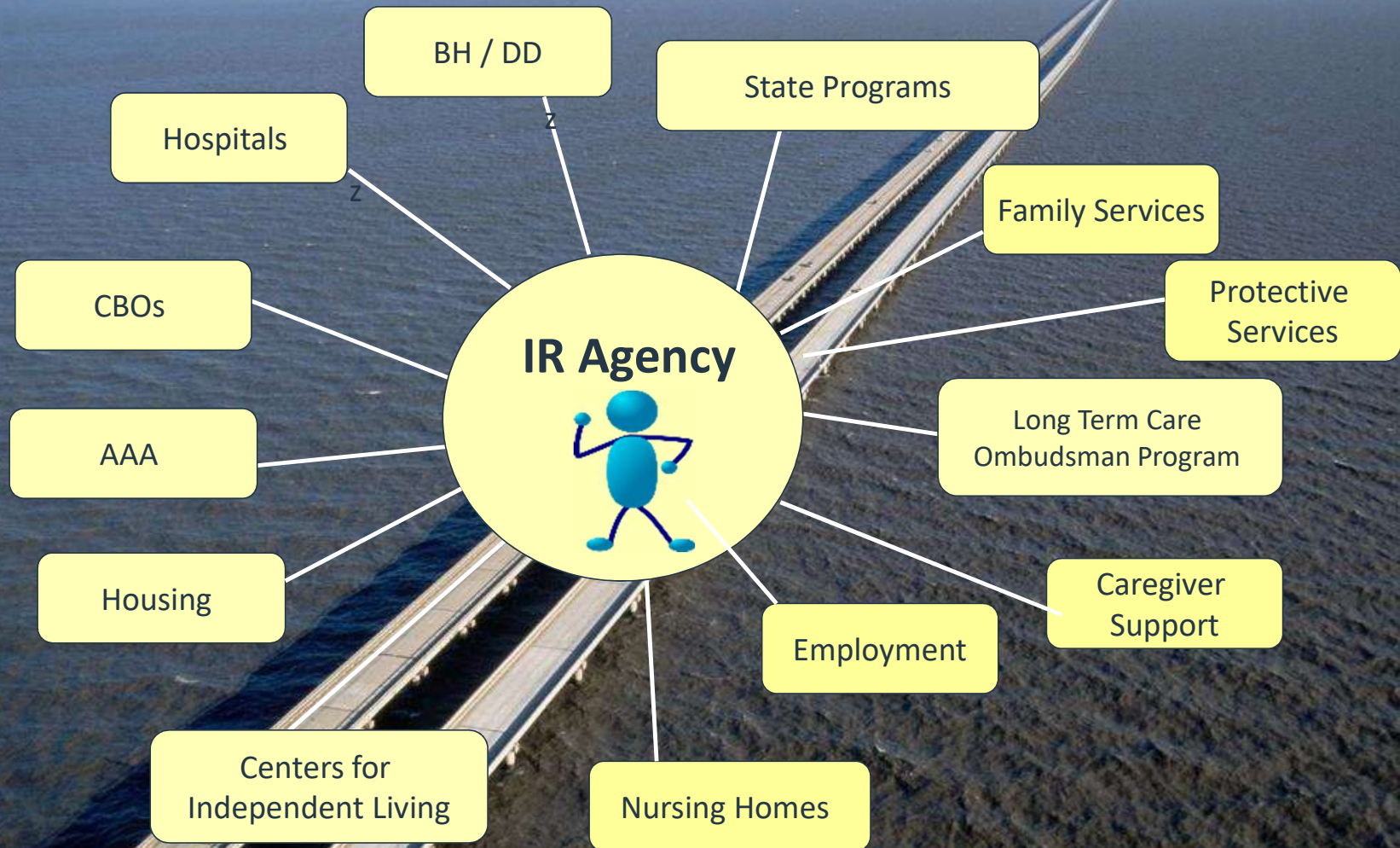
Send _____ kit(s) Cash Check Money Order
(No C.O.D.'s Please) Total amount enclosed \$ _____

Name _____
Address _____
City _____ State _____ Zip _____

SUPER-RUSH ORDERS (50¢ extra)

Caricatures shown not intended to depict *Artemia salina*

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All That You Imagined...and Less

- Most Initiatives suffered from lack of:
 - Interagency Coordination
 - Data Sharing Agreements
 - Understanding about Roles and Goals
 - Privacy (State, Federal)
 - Disparate Data Platforms
- Many still struggle with developing agreements with non-state entities because of “legal” and other risks
 - Minimum necessary information
 - Inadequate security (or inability to demonstrate sufficient security)
 - Insufficient Funding



Data and Agency Interoperability

Information and Referral	211	AAA/ ADRC	CILS	BH	Voc Rehab	Com Affairs	Family Services
supplemental food and nutrition programs	X	X	X			X	X
shelter and housing options and utilities assistance	X	X	X	X	X	X	X
emergency information and disaster relief	X	X	X	X			X
employment and education opportunities	X	X	X		X		
services for veterans	X						
health care, vaccination and health epidemic information	X	X					X
addiction prevention and rehabilitation programs	X		X	X	X		X
reentry help for ex-offenders	X			X			X
support groups for individuals with mental illnesses or special needs	X	X	X	X			
a safe, confidential path out of physical and/or emotional domestic abuse	X	X		X			X

AIRS Recommends Open Referral's HSDS for Resource Database Interoperability

- Easier for I&Rs to establish data partnerships with other healthcare providers
- Reduce duplication of state and national records; decreasing burden to maintain records
- Allowing data to be accessible in different locations/applications
- Create additional value in having more comprehensive data across locals.

Potential Opportunities for Interagency Interoperability

- Fast Healthcare Interoperability Resources (FHIR)
- Health Level Seven International (HL7)
- TEFT Personal Health Record (PHR)
- TEFT Electronic Long-Term Services and Supports Service Plan Standard (eLTSS)

Goals of Interagency Data Sharing and Interoperability

- Expand Information, Referral & Awareness Relationships
- Connect with Options Counseling & Assistance Providers
- Streamlined Eligibility Determination
- Person-Centered Planning and Goal Setting
- Provide Information/Support to People Experiencing Transitions of Care
- Serve More Consumer Populations, Partnerships & Stakeholders
- Quality Assurance and Continuous Improvement
- Better Insight and Analytics

Simplify Access to and Understanding of State, Federal and Community Resources

Interconnection of Data, Information and Health

- CBOs, (Area Agencies on Aging, Centers for Independent Living, 211, ADRC) tend to serve the most socially vulnerable
 - Likely qualify for several state and/or federal programs
 - Is living with, or at risk for, chronic disease
 - Many of the needs the CBOs seek to identify resources have the potential to maintain and/or improve health
 - Connecting quickly and accurately to the right resources has the potential:
 - to create savings through better healthcare utilization (avoidance of ER, 911)
 - To save agency resources (staff and financial)
 - To reduce time spent on information seeking by consumers

**TECHNOLOGY
WHEN YOU
WANT IT.**

**PEOPLE
WHEN YOU
DON'T.**



“

The insidious belief that we should always be available, always ready to answer questions for anyone about anything, is one of the most highly detrimental changes that I have seen.

– JENNIFER DEWINTER, AN ASSOCIATE PROFESSOR OF RHETORIC AND A DIRECTOR OF INTERACTIVE MEDIA AND GAME DEVELOPMENT

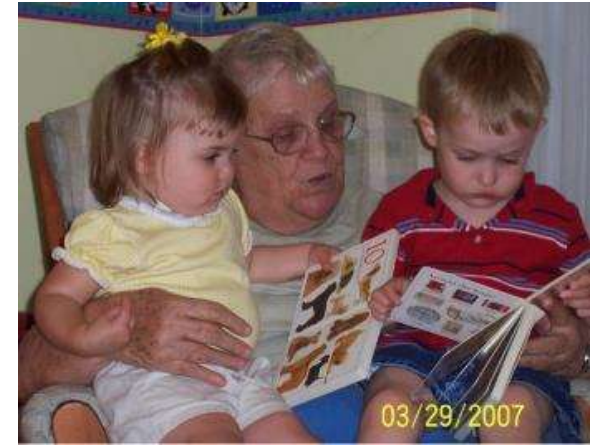
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Potential New Market Opportunities Thru Interoperability

- State Agencies (Medicaid, Family Services, Voc Rehab, etc)
- MLTSS Plans (United, Centene, Blue Cross, etc)
- MLTSS Plans aligned with Medicare Advantage
- Dual eligible special needs plans
- Chronic Condition SNP (C-SNP)
- Dual Eligible SNP (D-SNP)
- Fully integrated dual eligible special needs plans (FIDE-SNPs)
- Medicare Advantage (Expansion of benefits to LTSS through Chronic Care Act)
- Conflict Free Case Management Systems
- Critical Incident Management Systems
- Community Partners for Medicaid/Family Services
- Private Pay Care Coordination

How does the Tale end?



Technology and People



amazon



FULL-TIME

Brittany W. PREMIUM

★★★★★ (12)

\$20 – 30/hr • Mandeville, LA

Cared for 1 family • 5 yrs exp

Join to contact

Meet Brittany

I am a NON Smoking young lady who has over 3 years experience cleaning residential and commercial properties. I am a very thorough cleaner. I have cleaned all shapes and sizes. One time or all the time, There is no job too BIG or too small, Please contact me for availability and references. I look forward to working with you and making your house shine!

✓ Comfortable with pets

✓ Non smoker

✓ Has Transportation

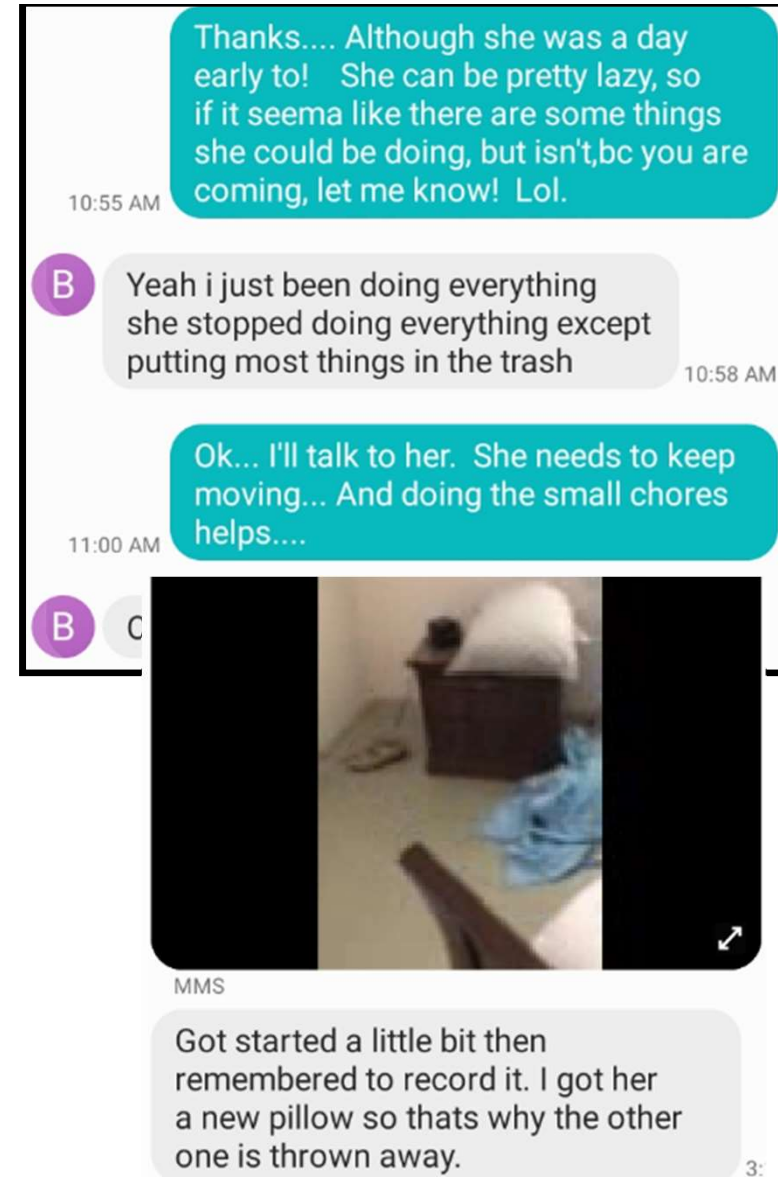
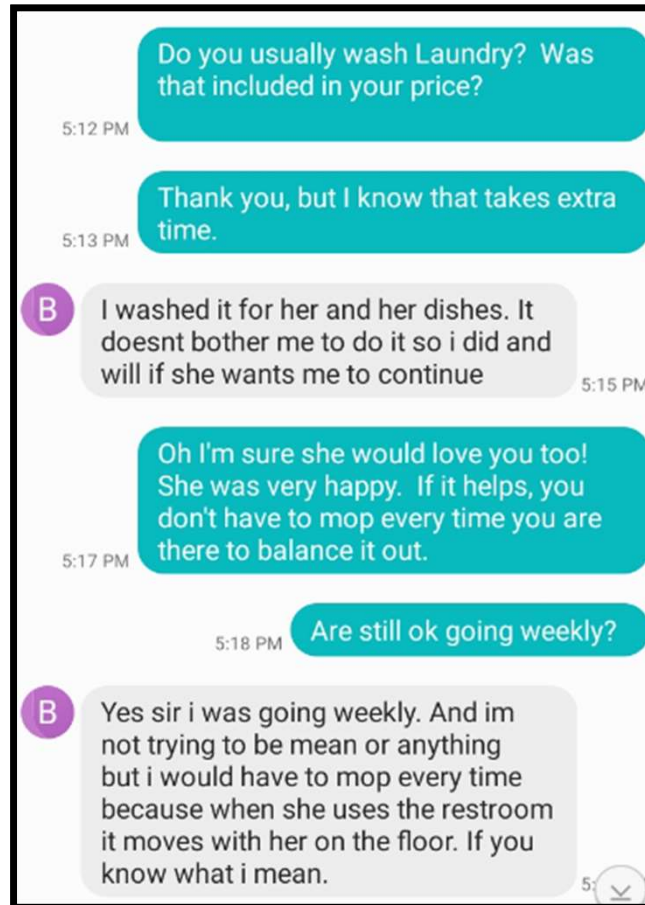
✓ Willing to travel 25 mi

✓ Provides cleaning supplies

✓ Provides cleaning equipment



How does the tale end?



TECHNOLOGY WHEN
YOU WANT IT.

PEOPLE WHEN YOU
DON'T

Jay Bulot, PhD

Gerontologist, VP of State Markets

WellSky Corp.

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End