how can your organization partner with the RWU CPC?

Implementation. Professional and other services may be needed to immediately implement a sponsor’s desired goals.

Improvement in design and planning and so on are not enough; you should lay a foundation for the construction of other projects that have already been developed. In addition, the project is intended to provide comprehensive information and analysis of the projects.

CPC projects are performed by students in support of their educational experience. Applications shall understand the potential benefits of participating in these projects.

The Center has completed projects ranging from market research and planning, historic preservation, and development studies, to social services research, wildlife and graphic design, environmental sustainability planning, and survey.

The mission of the College of Arts & Sciences is to foster learning, scholarship, research, and public service. Graduate students, faculty, and the local community benefit from the offerings.

CPC projects draw upon students and faculty from RWU programs in areas such as:

- History & American Studies
- Graphic Design
- Environmental Science and Sustainability
- Education
- Digital Media
- Community Development
- Communication
- Business
- Architecture
- Accounting
- Law
- Justice Studies

application deadline: March 3, 2014

Fall 2014 & Spring 2015 Academic Semesters

call for projects:

what is the RWU Community Partnerships center?
CALL FOR PROJECTS
Fall 2014 & Spring 2015

Application Deadline: March 3, 2014

Application for CPC Project Assistance

Instructions: We encourage non-profit organizations and municipal agencies to contact the CPC with ideas for projects that can benefit the community while providing meaningful service-learning for RWU students. Please fill out the Application for Project Assistance, answering all applicable questions and including all supporting documents.

In order for any project to be considered for assistance, completed applications must be submitted to CPC Project Coordinator, Stephany Hessler, by 5 pm on March 3, 2014. Applications may be submitted by:

   Email: shessler@rwu.edu
   Fax: (401) 254-3565
   Mail: RWU Community Partnerships Center
         Roger Williams University
         One Old Ferry Road
         Bristol, RI 02809-2921

Any questions regarding the application process can be directed to Stephany at (401) 254-5211.

CPC project services are performed by students in support of their educational experience. Applicants shall understand that any deliverables generated through an accepted project are intended to provide conceptual information only to assist design and planning and as such are not intended, nor should they be used for, construction or other project implementation. Professional and/or other services may be needed to ultimately implement a sponsor’s desired goals.

SECTION 1: Organization Information

Name of Organization: PACE Organization of Rhode Island

Mailing Address: 225 Chapman Street, Providence, RI 02905

Name of Project Contact Person(s): Cyndi Forcier

Contact Information:

Phone: (401) 490-6566 extension 159
E-mail: cforcier@pace-ri.org

Fax: (401) 254-5211

Type of Organization

□ Public (town, city, municipality, special district, government agency)
□ X Private (citizen, non-profit)
□ Other (please explain)

Description of Organization and Mission:
PACE Organization of Rhode is a full-service health plan that provides and coordinates community care for older adults who have significant health needs and want to continue living at home.

How did you hear about the CPC?
What active support would your organization be able to contribute should your project be selected?

- Architectural or building plans
- Survey results
- Previous research
- Maps
- Preliminary photos of the site/property
- Additional organizational documents
- Marketing & communication plans
- Strategic plan

What resources/previous work would the CPC be building upon that you already have completed? (Please select all items that apply)

Elizabeth Lee, Marketing Communications Specialist
Cindi Foressee, Vice President of Marketing & Development

In the proposed CPC project:

- Development of marketing plan
- Research phase will kick off the project followed by analytics and
- Project deadlines to be determined. Research phase will be completed.
- Proposal Project Schedule (when the tasks/project needs to be completed)
- Survey tool development for market research is well as marketing plan.
- What will be the final output product for this project (survey, website, design plans, drawings, etc.)

Based on research and analytics, develop comprehensive marketing plan for PACE.

- Conduct a variety of market research (both qualitative and quantitative) including analysis of existing data.
- Conduct a variety of market research (both qualitative and quantitative) including analysis of existing data.
- Potential scope of work/tasks for RWW CPC (you may attach a longer narrative if necessary)

- Potential scope of work/tasks for RWW CPC (you may attach a longer narrative if necessary)
- Review the organization’s strategic plan, past and current marketing plans/initiatives (conduct market research if necessary)
- General market research and innovation marketing strategies
- Project location (address, city, state, and zip): 225 Champman Street, Providence, RI 02905
- Time of the project: let’s learn & grow together. Help PACE reach a census goal of 500 participants through

Email announcing the CPC initiative was forwarded to my attention from our Vice President of Quality and

Compliance
SECTION 3: Project Outcomes

☐ Other (please list)
☐ Consultants
☐ X Staff time
☐ Volunteers
☐ X Funding (to complete project tasks)
SECTION 5: Private Sector Involvement

Have you or your organization discussed the project with practicing professionals (e.g., architect, engineer, planner, consultants, etc.)?

Yes we have discussed with Marketing/PR firm / No

SECTION 6: Supporting Documents

Please include the following items when submitting your application:

- Copies of supporting resources identified in section 2 as needed to support your application
- Note: 2013 Marketing Plan is attached. However, organizational strategic plan referenced in Section 2 has not been approved for public release. Thank you for your consideration

☐ ☐ ☐ ☐
Meeting Participating in a Day

Pros

Cost shared
- $5, $100 in medical
- Sick list -100% of population
- Medicaid will cover no cost
- Medicaid paid 3200 to all sources
- Cost-Don't want to hear our health care isn't actually free
- Not assuming costs
- Not everyone can afford not everyone can afford
- Not everyone can afford

Cons

- High, high, high prices
- Need clinical level care transparent
- Open since accountable only

Challenges

- Need for accountability
- Need for education
- Need for systemic change
- Need for policy change
- Need for financial support
- Need for public awareness

What do you want to know?
## Fiscal Year 2014
### July 1, 2013 through June 30, 2014

<table>
<thead>
<tr>
<th>Month</th>
<th>Total ppts (effective as of first day of month)</th>
<th>Inquiry Calls</th>
<th>Intake Visits</th>
<th>Completed Medical Assessments</th>
<th>Actual Enrollments</th>
<th>Deaths</th>
<th>Voluntary Disenroll</th>
<th>Involuntary Disenroll</th>
<th>Total ppts (effective as of last day of month)</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>June-13</td>
<td>254</td>
<td>26</td>
<td>21</td>
<td>9</td>
<td>8</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>246</td>
<td>4</td>
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<tr>
<td>Jul-13</td>
<td>254</td>
<td>26</td>
<td>21</td>
<td>9</td>
<td>8</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>250</td>
<td>4</td>
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<tr>
<td>Aug-13</td>
<td>254</td>
<td>26</td>
<td>21</td>
<td>9</td>
<td>8</td>
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<td>1</td>
<td>251</td>
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<td>Sep-13</td>
<td>263</td>
<td>41</td>
<td>20</td>
<td>12</td>
<td>12</td>
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<td>2</td>
<td>0</td>
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<td>1</td>
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<tr>
<td>Nov-13</td>
<td>267</td>
<td>24</td>
<td>12</td>
<td>8</td>
<td>7</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>265</td>
<td>5</td>
</tr>
<tr>
<td>Dec-13</td>
<td>273</td>
<td>31</td>
<td>12</td>
<td>8</td>
<td>8</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>267</td>
<td>2</td>
</tr>
<tr>
<td>Jan-14</td>
<td>276</td>
<td>46</td>
<td>19</td>
<td>9</td>
<td>9</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>272</td>
<td>5</td>
</tr>
<tr>
<td>Feb-14</td>
<td>276</td>
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<td>14</td>
<td>8</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>274</td>
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<td>Mar-14</td>
<td>280</td>
<td>35</td>
<td>15</td>
<td>10</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>275</td>
<td>1</td>
</tr>
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<td>Apr-14</td>
<td>281</td>
<td>26</td>
<td>12</td>
<td>10</td>
<td>6</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>279</td>
<td>4</td>
</tr>
<tr>
<td>May-14</td>
<td>285</td>
<td>22</td>
<td>18</td>
<td>10</td>
<td>6</td>
<td>3</td>
<td>4</td>
<td>0</td>
<td>278</td>
<td>-1</td>
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<td>Jun-14</td>
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<td><strong>13</strong></td>
<td><strong>25</strong></td>
<td><strong>14</strong></td>
<td><strong>4</strong></td>
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<td><strong>1</strong></td>
<td><strong>282</strong></td>
<td><strong>5</strong></td>
</tr>
<tr>
<td></td>
<td>Total:</td>
<td></td>
<td></td>
<td><strong>84</strong></td>
<td><strong>25</strong></td>
<td><strong>14</strong></td>
<td><strong>4</strong></td>
<td><strong>Average Net:</strong></td>
<td><strong>3</strong></td>
<td></td>
</tr>
</tbody>
</table>

### PACE Enrollment & Disenrollment Comparison – FYE 2012 & FYE 2013

<table>
<thead>
<tr>
<th>FYE</th>
<th>Enrollments</th>
<th>Disenrollments</th>
<th>Net Enrollments</th>
<th>% Increase Over FYE 2013 (Net Enrollment)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>84</td>
<td>48</td>
<td>36</td>
<td>38%</td>
</tr>
<tr>
<td>2013</td>
<td>72</td>
<td>46</td>
<td>26</td>
<td></td>
</tr>
</tbody>
</table>

### Reasons for Disenrollment:
- 52% Death
- 17% Moved out of service area
- 17% Dissatisfied with services
- 10% Selected out of network nursing home
- 4% No longer willing to pay cost share
Total PACE Enrollment by City / Town Marketing Priority Catchment Areas
Central Falls, Cranston, Cumberland, East Providence, Pawtucket, Providence, Warwick, Westerly & Woonsocket

The nine cities and towns shown in yellow highlight are our top priority areas and comprise 83% of our current PACE population. During FYE 2014, 90% of enrollment came from these areas and 66% of enrollment came from Providence and Pawtucket (two large, urban cities with high health disparities). Cities and towns with an asterek represent our Northern Rhode Island market which currently comprises 21% of our overall population (with 59 participants).

Statewide Enrollment Results as of June 30, 2014 – Close of FYE 2014

<table>
<thead>
<tr>
<th>City / Town</th>
<th>FYE 2014</th>
<th>Total</th>
<th>City / Town</th>
<th>FYE 2014</th>
<th>Total</th>
<th>FYE 2014</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barrington</td>
<td>1</td>
<td>1</td>
<td>Hopkinton</td>
<td>1</td>
<td>2</td>
<td>Smithfield*</td>
<td>1</td>
</tr>
<tr>
<td>Bristol</td>
<td>2</td>
<td>2</td>
<td>Johnston</td>
<td>1</td>
<td>3</td>
<td>Warren</td>
<td>3</td>
</tr>
<tr>
<td>Burrillville*</td>
<td>2</td>
<td>2</td>
<td>Lincoln*</td>
<td>2</td>
<td>6</td>
<td>Warwick</td>
<td>4</td>
</tr>
<tr>
<td>Central Falls*</td>
<td>5</td>
<td>18</td>
<td>Narragansett</td>
<td>1</td>
<td>1</td>
<td>West Warwick</td>
<td>2</td>
</tr>
<tr>
<td>Coventry</td>
<td>1</td>
<td>4</td>
<td>North Providence*</td>
<td>1</td>
<td>6</td>
<td>Westerly</td>
<td>4</td>
</tr>
<tr>
<td>Cranston</td>
<td>4</td>
<td>15</td>
<td>North Smithfield*</td>
<td>1</td>
<td>6</td>
<td>Woonsocket*</td>
<td>4</td>
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<tr>
<td>Cumberland*</td>
<td>2</td>
<td>10</td>
<td>North Kingstown</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>East Greenwich</td>
<td>2</td>
<td>2</td>
<td>Pawtucket</td>
<td>7</td>
<td>20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>East Providence</td>
<td>3</td>
<td>4</td>
<td>Providence</td>
<td>43</td>
<td>143</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>84</strong></td>
<td>282</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Enrollment Results – PACE Priority Areas

<table>
<thead>
<tr>
<th>Target Market</th>
<th>FYE 2013 Enrollment</th>
<th>FYE 2014 Enrollment</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top priority areas – nine cities in town throughout RI</td>
<td>59</td>
<td>76</td>
<td>29%</td>
</tr>
<tr>
<td>High disparity areas – Providence &amp; Pawtucket</td>
<td>39</td>
<td>50</td>
<td>28%</td>
</tr>
<tr>
<td>PACE Northern RI market</td>
<td>14</td>
<td>14</td>
<td>0%</td>
</tr>
<tr>
<td>PACE Westerly market</td>
<td>2?</td>
<td>5</td>
<td>150%</td>
</tr>
</tbody>
</table>
Discover a full-service health plan that keeps seniors independent and engaged in life.

PACE Organization provides and coordinates community care for older Rhode Islanders who have significant health needs and want to continue living at home.

How is PACE different from other health plans?

Our healthcare professionals specialize in community care, and have years of experience responding to the medical and social needs of older adults.

Our dedicated staff will know your name and your story. With us, you'll never be just a number.

We offer community care services in your home, your neighborhood, and the PACE day center.

We help create a partnership between you, your family members, and your care providers - because better care means working with you, not just for you.

www.pace-ri.org
Our community care services include:

- Transportation
- Counseling Services
- Laboratory & X-ray Services
- Social Work Services
- Nutrition Counseling
- Dentistry
- Recreational Therapy
- Adult Day Services
- Occupational Therapy
- Physical Therapy
- Home Care
- Medications
- Medical Specialists
- Hospital Care
- Primary Care

Who is eligible?

The Community

The Department of Human Services, and are able to live safely in
individuals who meet the clinical level of care requirements set by
Residents of Rhode Island (excluding Block and Prudence Islands)
Adults age 55 and older
Community

We specialize in coordinated care. What is independence worth to you? We believe it’s priceless—and it should be accessible to everyone. That’s why we design care plans to suit each individual’s medical needs and personal goals. Our participants speak eight languages for the many cultures that make new friends — therapeutic center benefit from socializing and participating in activities that support emotional health and well-being. Whether you’re from Southeast Asia, Latin America or Rhode Island, we want you to know that we’re proud to have you as a member of our community.

Friendship

Art classes? We’ve got that covered too. And specialty care to the transportation which includes everything from primary and specialty groups and exercise groups here. We’ve got that covered too.

Peace of mind

Everything from personal goods to individual medical care plans to suit everyone. That’s why we believe independence is priceless—and it should be accessible to everyone. What is independence worth to you? We believe it’s priceless—and it should be accessible to everyone. That’s why we believe independence is priceless—and it should be accessible to everyone.
Participants operate in 31 states serving over 25,000 today, more than 100PACE programs.

Budget Act in 1997 with the passage of the Balanced Budget Act, became a permanently recognized model of care under both Medicare and Medicaid for their elderly families provide home-based long-term care.

**History of PACE**

**Setting the PACE**

Program of All-Inclusive Care for the Elderly

Rhode Island
What Makes PACE Unique?

• Providers
  PACE has a closed network of contracted care and services.

• PACE is both the insurer and provider of
  unique medical care and social needs.
  Individualized care plan addressing their
  Each participant receives an

Interdisciplinary Team -
The cornerstone of PACE is the
alleviates to nursing homes.
PACE offers an innovative and proven

Community
who wish to remain in the independence of frail elders.
To preserve and sustain the

MISSION
"People are saying..."

"What People are Saying..."

"The Interdisciplinary Team..."
Who Can Enroll in PACE?

- Be able to live safely in the community at the time of enrollment.
- Meet clinical level of care (highest).
- Meet Medicaid eligibility.
- Live in the service area.
- Be 65 years or older.
- Participants must be enrolled in Medicare and Medicaid.

However:
PACE can provide additional services that normally would not be covered under Medicare and Medicaid.
PACE can provide all services that would normally be covered under traditional Medicare and Medicaid.

How is PACE Reimbursed?

Private resource.
Monthly payments from Medicare combined with Medicaid or a participant's private resources.
**Our Current Profile**

- We serve a highly diverse population.
- Average daily census at our day centers is 85.
- Participants live in the community.
- As of December 2013, about 94% ofPACE currently serve 276 participants - this includes home-based clients and nursing home residents.
- PACE has cared for over 350 frail elders since opening in December 2002.

**Care & Services Provided**

- Personal Care
- Home Care
- Social Services
- Laboratory / X-ray Services
- Social Work Counseling
- Nutrition Counseling
- Domestic Support
- Massage Therapy
- Medical Specialty Services
- Recreational Therapy
- Adult Day Care
- Occupational Therapy
- Physical Therapy
- Speech Therapy
- Interpreter Services
- Home Care
- Emergency Services
- Nursing Home Care
- Medications
Questions

Enrollment Process

- Initial intake appointment usually conducted in the home.
- Potential participants visit one of our home care centers (Providence or Westminster) for a tour and assessment.
- A case plan is created in collaboration with the interdisciplinary team.
- Initial assessment takes effect the 1st of each month.
- Enrollment takes an average of 6 weeks.
- The enrollment process takes an average of 6 weeks.