A history of commitment

A LEGACY OF INNOVATION

Annual Report 2019
Our history and commitment to the community

The City of Boston and surrounding communities are experiencing a dramatic shift in demographics with an escalating number of residents becoming older adults. In fact, the number of those aged 60 and older is expected to increase to 20 percent over the next decade. As this population continues to age and live longer, many will have multiple chronic conditions and functional limitations that impact their ability to live safely at home.

One of the greatest challenges facing health and human services agencies today is ensuring that older adults can remain at home and in the community for as long as possible. Boston Senior Home Care (BSHC) is committed to meeting that challenge by providing consumer-centered services that empower those we serve to achieve the highest level of health, well-being, and social connection.

Our commitment to helping Bostonians live independently and with dignity in their place of choice dates back nearly 50 years. Founded in 1974, BSHC provides case management, social services planning, and in-home support services to older adults and people with disabilities. Today, we also serve family caregivers and continue to expand our programs and services to ensure that our consumers can live in a manner that meets their expectations, preferences and care needs.

Central to our ability to serve the community is our role as one of Boston's three Aging Service Access Points (ASAP). Over the years, ASAP programs have expanded to include a special emphasis on diverting and transitioning older adults from institutional settings to the home. Through our Home Care Program, we offer consumers individualized case management and home-based services so they can remain safe and comfortable in their place of choice.

Today, BSHC serves over 11,000 consumers across all of our programs, including Home Care, Supportive Housing, Options Counseling, Long Term Services and Supports, Senior Care Options, Family Caregiver Support, and Adult Foster Care. As we evolve to meet the community's changing needs, we will consistently put the consumer at the center of our decision making while engaging and supporting their family and support system to ensure the best care is provided with compassion, respect, and dignity.

Our mission, vision, and values guide all services

Our mission, vision and values guide everything we do. These tenets are foundational to our work and express our priorities when providing care and services, particularly to those most in need in our community.

**OUR MISSION**

BSHC is committed to ensuring that culturally diverse adults and individuals with disabilities, particularly those of limited means, can remain safely in their homes and community with dignity and independence.

**OUR VISION**

Support and empower people to achieve the highest level of health, well-being, and social connection through consumer-centered services and community engagement.

**OUR VALUES**

Consumer Centeredness
Employee Engagement
Diversity and Inclusion
Financial Responsibility and Sustainability
Teamwork
Letter from the CEO and Board Chair — Rising to the current challenge

Dear Boston Senior Home Care Supporters,

As we go to press on our 2019 Annual Report, we are in the midst of an unprecedented pandemic that has brought our world to a standstill. Although some regions of the country are beginning to reopen, Massachusetts, and especially Greater Boston, is still in the grip of a virus that has been deadly to those most vulnerable — older adults and people with chronic health conditions and disabilities. Through it all, we have witnessed how medical professionals and first responders on the frontline of this crisis have selflessly risked their health and safety to protect and care for those in need.

We have also seen how our own staff have reacted amidst challenging circumstances, demonstrating unwavering dedication and passion in serving consumers who rely on us for services and support. Every day people from across our agency continue to go the extra mile, working to ensure that those most in need have food, medication, home supports and, just as important, are secure in the knowledge that we are, indeed, all in this together.

As we rise to the ongoing challenges of this pandemic, we are especially grateful to the support of our generous donors who are recognized on page 10. Their financial assistance has helped us be responsive to ever-changing community needs, expanding access to essential services and supports even while working remotely. Funds raised during “Forever at Home,” our eighth annual fundraising event, held last October, were vital to our strategic response plan, providing critical home- and community-based services including groceries, medications, and other essential services to older adults and others to continue uninterrupted. Today, your ongoing support is essential to the growth of the many innovative programs and services we provide, which are highlighted in this report. We sincerely appreciate your trust and confidence, which is key to our mission of providing consumers and their family/support systems with the best care to live safely in their place of choice with dignity and independence.

As we look to the future, we will continue to advocate for the needs of consumers and the communities we serve with compassion and integrity. There is so much good work to be done and BSHC is proud to help lead the way. We firmly believe that together, we will triumph over this crisis and emerge stronger, kinder and more resilient.

Sincerely,

Margaret Hogan, CEO

Karl Baker, Board President

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BSHC PROGRAMS AND COMMUNITY-BASED SERVICES INCLUDE:

- **Boston ElderINFO**, an information and referral service and the main entry-point to home- and community-based services for elders, caregivers, people with disabilities and their families.

- **Home Care Program** provides individualized case management and care coordination of in-home support services such as homemaking, home-delivered meals, skilled nursing and rehabilitation services, personal care, etc.

- **Adult Foster Care**, a statewide program, which allows seniors who are 60 years of age or older and those who are 16 years of age or older with disabilities to remain at home with a caregiver.

- **Family Caregiver Support Program** provides a variety of services and supports to caregivers to ease the strain and minimize the challenges of caregiving.

- **Supportive Housing** provides a variety of support services to individuals who live in contracted senior or subsidized housing throughout Greater Boston.

- **Evidence-based Programs** help individuals manage their chronic diseases, prevent falls and improve balance and strength.

- **Options Counseling** provides disabled individuals with information on long-term care and support services and connects them to resources to help them live independently.

- **Senior Care Options** offers individuals aged 65 and older who are dually eligible for Medicare and Medicaid specialized support services as well as respite care for families and caregivers.

- **One Care Program** offers individuals with disabilities aged 21-64 who are dually eligible for Medicare and Medicaid assistance with independent living and long-term services and supports.

- **Accountable Care Organization Program** provides eligible individuals aged 18-64 and over who are enrolled in a MassHealth Accountable Care Organization, with a variety of long-term services and supports to help them live independently.

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**History of Commitment – Meeting the diverse and changing needs of consumers**

**ONE SIZE DOES NOT FIT ALL**

Margaret was having difficulty adjusting to living alone after her husband of 52 years recently died. Then, the Supportive Housing Program resident service coordinator knocked on her door to invite her to a coffee hour to learn about the services available in her building. Now Margaret knows she has someone to turn to when she has questions or needs advice, and she has begun to participate in exercise and social events with other residents in her building.

Michael was struggling to care for his wife who was recently diagnosed with Alzheimer’s Disease. But thanks to the support, counseling, and guidance he receives from an advisor from the Caregiver Support Program, he is now better able to provide the care his wife needs at home.

Alice wanted to remain in the home and community she has lived in for over 40 years. Ruth was referred to our Home Care Program and now feels safe and secure due to the help she receives with meals, light housekeeping, and personal care.

Today, older adults and people with disabilities who wish to remain at home and in their community have a variety of options and support services to maintain health, independence, and quality of life. At BSHC, we understand that providing optimal services and support requires a personalized approach that meets the unique racial, cultural and linguistic needs of consumers as well as their family or loved ones. We focus on enabling consumers and are committed to providing innovative programs and supports, both in the home and in the community, to meet their changing needs and circumstances. We believe in a consumer-directed and person-centered model where choices are honored, and the preservation of dignity and respect are foremost. Empowerment and independence of the consumer are the driving force behind all we do.
Legacy of Innovation – Advances in in-home and community-based care

USING TECHNOLOGY TO PREVENT HOSPITALIZATIONS

Today, technology is ubiquitous across all industries, particularly in healthcare where it has widespread applications for linking medical care with services and supports. BSHC’s Supportive Housing program is integrating technology with onsite home care services to boost the quality of care for residents. By partnering with Mavencare, a technology-enabled home care provider, BSHC is using mobile technology to provide potentially life-saving medical interventions for residents at Lower Mills Apartments, a BSHC Supportive Housing site in Dorchester, MA.

Mavencare’s proprietary technology alerts BSHC staff when there may be an impending healthcare issue with a resident to help prevent a possible hospitalization or trip to the emergency room. Also, the presence of an on-site nurse enhances BSHC’s ability to respond to the healthcare needs of residents who rely on us for support.

Mavencare will gather in-home data and use predictive analytics to help measure social determinants of health, such as food insecurity, social isolation or income, which will gauge the impact of our interventions on residents’ overall health and quality of life. We will then use the data collected to develop and launch a new transitions-of-care model to prevent health complications and re-hospitalizations of chronically ill residents.

“We are excited to contract with Mavencare, a technology-enabled home care agency that is committed to supporting Boston’s aging population and their families so they can age in the place they call home,” said Meg Hogan, CEO of BSHC. “This contract demonstrates our commitment to using the latest technology to ensure residents who live in supportive housing sites receive the services they need to maintain their independence with dignity and compassion.”

OUR CULTURALLY AND LINGUISTICALLY DIVERSE STAFF – DEVOTED TO EXCELLENCE

We value and appreciate our culturally diverse workforce.

BSHC is proud of the many individuals who make up our diverse workforce, which is woven of many faiths, cultures, ethnicities, races, and orientations.

Inclusion and diversity are central to our efforts to provide culturally appropriate services and supports to our consumers which include older adults, their caregivers, and people with disabilities. We are an inclusive and vibrant agency that embraces and promotes diversity at the highest levels and believes in providing a work environment where ideas thrive, successful careers begin, and staff support each other and are committed to our mission.

Our responsibility to those who rely on us for services and support also challenges us to advocate – both directly and by example – for care that is equitable, accessible and effective. We continually strive to uphold the dignity and autonomy of every individual we serve by using an interdisciplinary, consumer-centered approach to coordinating care.

Our multicultural staff speaks a variety of languages that are reflective of the Boston community including Cantonese, Mandarin, Italian, Spanish, Portuguese, French, Haitian Creole, Cape Verdean Creole, Vietnamese, and Russian. This ethnically and culturally rich environment is an incredibly powerful way to engage with consumers and build cultural bridges in the community to better understand the diverse needs of those we serve.
ACO AND LTSS PROGRAM

In 2019, the Accountable Care Organization (ACO) program was in full swing with BSHC at the forefront of providing long term services and supports (LTSS) to MassHealth enrollees. This statewide initiative, launched in 2018, focuses on improving the health outcomes of ACO enrollees through integrated care coordination. BSHC plays an integral role in that process, providing enrollees with physical and developmental disabilities age 18-64 with access to long term services and supports. Our LTSS Care Coordinators work in partnership with two Community Partners: Boston Allied Partners (a Boston Medical Center Health Plan affiliate) and LTSS Care Partners. At the vertex of that care integration are ACOs who provide medical care while managing healthcare costs by overseeing the enrollee’s continuum of care.

Our care coordinators work with enrollees to strengthen connections with healthcare providers and community-based services and supports to help them meet their health and wellness goals. Our experience in that regard has been widely praised, having earned the highest marks from state auditors for providing outstanding care coordination in our collaboration with Boston Allied Partners. Going forward, the ACO program will expand to accommodate the growing complexity of consumer needs, including working with children with disabilities (age three and up), helping them receive the social services and supports they need to remain healthy and safe.

ADULT FOSTER CARE PROGRAM BECOMES CARF ACCREDITED

BSHC has been awarded a three-year accreditation for its Adult Foster Care program from the Commission on Accreditation of Rehabilitation Facilities (CARF). Accreditation is an official recognition that BSHC is guided by internationally recognized service standards and best practices and that the organization strives to ensure that services are of the highest possible quality.

“Attaining CARF-accredited status for our Adult Foster Care program required a significant effort, strong teamwork, and a commitment to providing quality services to enhance the lives of our consumers,” said Meg Hogan, Chief Executive Officer of BSHC. “It demonstrates that our organization is committed to reducing risk, addressing health and safety concerns, respecting cultural and individual preferences, and providing the best possible quality of care to those we serve. I am exceedingly proud of the entire staff for this accomplishment.”

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SUPPORTIVE HOUSING PROGRAM – PROVIDING ALL THE COMFORTS OF HOME

Ruth W. lives a quiet life at Blackstone Apartments in Boston’s West End neighborhood. She is a proud and dignified woman whose deep brown eyes and warm smile give little indication of her personal loss and hardships. Ruth grew up in Dorchester, married and started a family when a tragedy changed her life forever. Her husband died in a car accident leaving her with three small children to raise on her own. To keep food on the table and support her family, Ruth went to work at a local grocery store. Years later, after her youngest daughter finished school and began a life of her own, Ruth was on her own again. Now in her early eighties, Ruth reflects on her life as a single mother and is content to be where she is today.

“Those years raising my children by myself were a challenge,” said Ruth. “But they grew up right and are now off on their own raising their own families. Today, I have a new family – right here at Blackstone.”

The Blackstone Apartment complex is one of BSHC’s 15 Supportive Housing Program sites. A Preservation of Affordable Housing (POAH) property with 145 units, Blackstone Apartments is a collaboration between BSHC, Mass General Hospital Senior HealthWISE, and POAH. The program, which is staffed by specially trained resident service coordinators and nurses, provides onsite health and wellness programs, preventive education, structured activities, and social programs that link older adults to community supports and services.

“I enjoy the exercise programs and the weekly social hour,” Ruth said. “I’ve made friends here and feel a sense of community with many of the residents. We’ve all had our share of problems, but the staff is a great help.”

Research on the impact of supportive housing suggests that it improves access to services, enhances health status and quality of life and supports residents’ ability to age in place. Supportive housing residents are less likely to use the emergency department or move to a nursing home and are more likely to use preventive health and wellness services.

Over the years, Rose has had her share of health issues, including some difficult treatments for cancer, and is grateful for all the services and oversight provided by BSHC. “I’ve had help with my insurance, assistance coordinating appointments with my doctors and someone to talk with when I was in treatment,” said Ruth. “The BSHC staff make my life a little bit easier and I feel more confident knowing I’m not alone.”

HELPING JOANNE CARE FOR STELLA

Today, with more than 850,000 caregivers across the Commonwealth, more and more families need home- and community-based services and supports to care for their elderly parents. Through our Family Caregiver Support program, BSHC provides the services and support caregivers need to ensure a safe and comfortable home environment for their loved ones.

During our 2019 ‘Forever at Home’ fundraiser, Joanne Keane, a caregiver in our Family Caregiver Support program, shared a heartfelt story about her mother, Stella, who became too frail to live alone. After Joanne moved Stella into her home, she faced unexpected challenges of providing full-time care.

“There is so much that goes into taking care of mom from monitoring her medications and cooking meals to arranging doctors’ visits, and bathing, dressing, and other personal care needs. This is just a partial list of everything involved in her care,” Joanne said.

To help, BSHC worked with Joanne to develop a care plan that provided a roadmap of the services, supports, and interventions needed to keep Stella healthy and safe. That care plan involved maximizing Medicare benefits to pay for durable medical equipment, such as a hospital bed, commode, and a walker. In addition, we provided Joanne with respite care so she could take time for herself and for her emotional wellbeing. “BSHC has been a blessing to me and my family. They have helped me become a better caregiver and, because of their assistance, I can honor my mother’s desire to remain at home instead of in a nursing home.”
The importance of community engagement

Community engagement is a central component of BSHC’s outreach initiatives. Our staff works collaboratively with a wide variety of state and local agencies, health insurance companies, businesses, and individuals to address issues affecting the wellbeing of consumers who rely on us for services and supports.
Boston Senior Home Care had revenue growth of $1.5 million in 2019, which is a 3.7% increase over the prior year. As the chart below illustrates, our financial performance is based on several factors, including operational efficiencies, innovation, and an expanding philanthropy program. Looking ahead, our focus on fiscal responsibility, sustainability, and an investment in the resources needed to thrive will enable us to continue to serve consumers in need while reaching our financial goals.

**FY2019 Total Revenue**  
$45,440,940
Support from our generous donors

We are so grateful to those who share our commitment to helping older adults and people with disabilities remain safe and comfortable in their own homes and communities for as long as possible. Whether your gift came in the form of a donation, event sponsorship, program book advertisement, a grant from a local foundation or other type of support, your investment in our mission makes a truly profound impact in the lives of those who rely on us for services and supports. We are truly grateful for your generosity.
“Forever at Home” a Great Success

Over 250 guests, staff, and members of the Board of Trustees gathered on October 16th to support BSHC at the organization’s annual fundraiser “Forever at Home” held at the Mandarin Oriental in Boston. This year we honored two highly respected community leaders for their commitment to our community and the consumers who rely on us for services and support.

Honored were the Honorable Aaron Michlewitz, Chairman of the House Ways and Means Committee, and Catherine Dunham, Senior Advisor at the Preservation of Affordable Housing.

“As friends and supporters of our agency, Chairman Michlewitz and Catherine Dunham enable Boston Senior Home Care to continue to provide the services and support low-income seniors and people with disabilities need to remain safe and secure in their own community,” said Meg Hogan. "Both shared examples of their connection to our agency and the important services we provide, which illustrated the critical work we do."

Hosted by former Emmy-award winning news anchor and consumer reporter Susan Wornick, this spectacular evening featured delicious food and drinks, musical entertainment and an elaborate silent and live auction. The event raised more than $220,000 to support programs and services that benefit low-income older adults and people with disabilities in communities served by BSHC.

Congratulations to the staff and volunteers who helped make this event such a wonderful success!
Help us help those in need in your community

Your generous gift to BSHC allows us to provide services and programs to low-income older adults and people with disabilities who wish to remain in their own homes and communities as safely and independently as possible. For almost 50 years, we have provided help and hope to thousands of people living in the neighborhoods of Boston by giving them the choice to stay at home with dignity and respect. With your support, we can continue our efforts.

Do you want to observe an important occasion, honor a special person for their birthday, memorialize a loved one, or just emergency food, clothing, and bedding. It can also be used for transportation, medicine and utility costs when no other means of support exist. Funds are also needed to assist family caregivers with needed respite care, supplies, and support.

OTHER WAYS TO GIVE INCLUDE:

- **Memorial and Tribute Gifts**: You can pay tribute or honor someone who has made a difference in your life with a gift to BSHC. We will acknowledge your thoughtfulness with a personal letter to the individual being honored. If your gift is in memory of a friend or family member who has passed away, we will send an expression of sympathy to the next of kin to acknowledge your memorial gift.

- **Company Matching Gifts**: Many companies sponsor programs that will match charitable contributions made by their employees. Check with your employer’s Human Resource Department to find out if they offer a matching gift program.

- **AmazonSmile**: When you shop on AmazonSmile, a portion of your purchase price of eligible products will be donated to the charitable organization of your choice. Simply choose BSHC when you visit smile.amazon.com.

- **Bequests**: A simple way to provide support is through a bequest in a will or living trust. Any part, percentage, or component of an estate or trust assets can be designated to BSHC and will help to reduce inheritance taxes.

- **In Lieu of Flowers**: If you’ve recently lost a loved one, a donation to BSHC in lieu of flowers is a wonderful way to honor their memory while helping others. For more information or to request memorial gift envelopes, please contact the Development Department at:
  - Phone: 617-303-8307
  - Fax: 617-451-6631
  - E-mail: development@bshcinfo.org

Make your online gift today at bshcinfo.org