



SeniorResources 
Area Agency on Aging
Serving Muskegon, Oceana and Ottawa Counties

ANNUAL REPORT 2023

Our Mission

To provide a comprehensive and coordinated system of services designed to promote the independence and dignity of older persons and their families in Muskegon, Oceana and Ottawa counties—a mission compelling us to focus on older persons in greatest need and to advocate for all.

Fiscal Year 2023 - October 1, 2022 - September 30, 2023

CEO Report



While this annual report looks back over fiscal year 2023, it's a must to note as I write this that January of 2024 marks 50 years for Senior Resources! We became the area agency on aging for Muskegon, Oceana, and Ottawa counties in January of 1974, with a mission to help older adults age with dignity and independence. I am confident that we have stayed true to that mission and will continue to do so. We will reflect upon that more in next year's annual report, but this quote speaks to me right now.

"Remember to celebrate milestones as you prepare for the road ahead." — Nelson Mandela

Annual reports are a great opportunity to celebrate successes, reflect on what could be improved, and recognize those who helped get your organization where it is. You'll see more details on what we accomplished in the pages to follow, but here are a few highlights:

- Our Primary Care at Home in-home medical program received national recognition. This program began in mid-2020. We were proud to be recognized in 2023 by our national association with a USAging Aging Innovations Award.
- We received reaccreditation from the National Committee for Quality Assurance (NCQA) through May of 2026. NCQA provides a rigorous and comprehensive framework to measure quality improvement. They evaluate our programs in several categories and help us improve operational efficiencies while demonstrating our commitment to quality. It is the most widely recognized accreditation program in the country. Kudos to our team for all of their work on this – it is no small task!
- Our caregiver support specialists added two new support groups in Jenison at GT Connections and in Coopersville. There are caregiver support groups throughout our region, offering resources, respite, and human connections to people caring for older adults.
- We distributed \$12,700 to direct care workers in need of assistance with rent, car repairs, utility bills, and a funeral. We have been fortunate to use some reserve funds to help those who are directly serving older adults.
- We refreshed our website and added online referral forms so that those in need of our services, or their family member, can reach out when it's convenient to them. The referral forms go directly to our staff, who then reach out to the person during regular business hours. We hope these online forms empower people to connect when it works best for them.
- We received a behavioral health grant from the Michigan Health Endowment Fund. We have known that mental health needs are increasing for older adults. The MHEF grant allows us to expand our services to reach more people in need of a trained listening ear.
- We worked on a statewide committee for an alternate mid-year actuarial rate review. Actuaries use mathematical and statistical modeling to evaluate risk and cost analysis. They recommend capitation rates to the state for services such as the MI Choice Waiver program. There was general consensus that the state actuarial review did not seem to reflect the increases in cost of business, so a second opinion was sought with hopes to increase the rates going forward.

Fiscal year 2023 was not without challenges, but our commitment to the people we serve keeps us moving forward in FY24. As Dory says in Finding Nemo, "Just keep swimming!"

I'll close with another quote that resonates and seem pertinent:

"Building a business is knowing how to do something. Being proud is to create something that will make a real difference in other people's lives." — Richard Branson

A handwritten signature in black ink that reads "Pam Curtis".

Pam Curtis, CEO



813

Participants
Enrolled

ACCESS TO SUPPORTS AND SERVICES

813 people enrolled (some FY22 carried over) in an Access Program during the 2023 fiscal year.

Care Management

Eliminated wait list

Case Coordination & Support

Maintained Community Health Worker & Michigan Medicare Assistance Program certification for all Supports Coordinators

Decreased wait list time while experiencing increased referrals

Medical Loan Closet

9,291 medical loan closet items given to community members at an estimated value of \$161,482

8,121 donations received at an estimated value of \$141,665

Targeted Care Management

Resumed home visits – involved retraining, equipment procurement and updates

Veterans Directed Care

Received 3 new referrals with 3 new participants enrolling in the program for a total of 13 current participants; referrals must come directly from the Veterans Administration

+2

Support Group
Locations

CAREGIVER SUPPORT & TRAINING

Added Jenison (GT Connections) and Coopersville support group locations

13 Caregiver Support Group opportunities throughout the region each month

Presented Miles for Memories products to caregivers (in conjunction with rollout to first responders and the public)

55

Total
Cases

LONG TERM CARE OMBUDSMAN SERVICES

Investigated and addressed 55 total cases

46% care complaints; 21% autonomy, choice, resident rights concerns; 12% admission, transfer, discharge eviction concerns; and 21% dietary concerns

Addressed 96 information and assistance calls

Completed 104 in-person visits to long term care facilities

496

Web-Based
Referrals

LONG TERM CARE OPTIONS COUNSELING

15,004 calls/contacts made or received

231 contacts were walk-ins

Received 496 web-based referrals

+20%
Hours of
Counseling

MICHIGAN MEDICARE ASSISTANCE PROGRAM (MMAP)

One-on-one MMAP services were provided to 3,219 beneficiaries; of those, 33% were estimated to be low income

Established a regional site in Oceana with the Oceana County Council on Aging

Through changing plans and/or applying for assistance programs, MMAP Counselors assisted beneficiaries with a cost savings totaling \$713,521.

MMAP reached 76,408 consumers through speaking engagements, newspaper articles, ads, birthday mailings, and brochures.

2,255 hours of counseling provided

+53%
Home
Visits

PRIMARY CARE AT HOME

Patients Served: 318

New Patients: 114

Patient Census at Year End: 259 (from 181 at year start with 30% attrition)

Provider Visits: 1,607

Behavioral Health Counseling Visits: 427

Emergency room visits average 6%

Hospital inpatient stays average 3%

Revenue from Services: \$440,000

USAging Innovation Award Winner

207
People/Families
Assisted

MI CHOICE HOUSING COORDINATION

207 individuals/families were assisted with information and applications for both independent living and assisted living options.

56 participants were placed in appropriate Assisted Living communities. Due to continued staffing shortages and more complex care needs, finding appropriate placement continues to be a challenge.

18 participants secured independent living options, such as subsidized housing and rooms to rent. Despite new, affordable living properties being built, the number of lower income units within these properties is limited. Waitlists are a common barrier to immediate availability.

19 of those, for whom housing was secured, transferred from a Skilled Nursing Facility to a less restrictive, more independent setting.

“Caring for others is the highest expression of humanity.”

– Harriet Beecher Stowe, Uncle Tom’s Cabin (1852)



Ranked
1st

MI CHOICE WAIVER

Served 1,299 participants

Ranked 1st out of 20 MI Choice Waiver agents related to the submission of accurate, acceptable encounter data

Received 110% of the annual quality withhold from Michigan Department of Health and Human Services due to quality ranking amongst Waiver agents

Continued collaboration with provider partners to combat the direct care worker shortage

Distribution of \$12,747.46 to direct care workers in need to assist with rent, car repairs, utility bills and other items

Provided facilitation of advance care planning meetings to support participant preferences and promote quality of life

Obtained NCQA Re-Accreditation through May 2026

Waiver Performance Improvement Initiatives

Reduce Prevalence of Participant Falls to < 23%.

10/1/21 Baseline = 27.05% FY22=25.8% FY23=24.2%

Increase Senior Resources MI Choice Waiver participants who have completed written Advance Directives on file and distributed appropriately to necessary entities by 10%.

10/1/21 Baseline % = 39% FY 22= 41% FY23= 43%

The leadership and quality team will strive to implement strategies and interventions to satisfy the requirements. Both initiatives and goals will continue for FY 2024.

56

Individuals
Helped

UNMET NEEDS FUND

\$32,255 for FY22/23

56 individuals helped with items such as dental services, medical supplies, mattress & box spring, bedding & linens, hearing aids



Shyenne Cole and Behavioral Health participant



U.S. Rep. John Moolenaar with CEO Pam Curtis in Washington DC

FY23 Review

+186%
Dementia
Friends

COMMUNICATIONS / MARKETING

Led redesign of agency website with online referral form

Exceeded goal to increase Senior Perspectives ad sales

Senior Perspectives won multiple national awards in excellence through the North American Mature Publishers Association for a total of 87 over our membership years

Led Older Michiganians Day communications efforts statewide

All-time high presentation reach – 3,200+ through resource fairs, presentations to municipal boards, medical offices, agencies, and more

Presented Dementia Friends to 140 people, our highest number since before the pandemic

10
New
Employees

HUMAN RESOURCES

Successfully onboarded 10 new staff members

Set up several lunch-n-learns with Mutual of America for staff to attend

Worked through our first 403(b) retirement plan audit

Helped interview and onboard interns and volunteer for LTC Ombudsman



2023 Aging Innovations Award



Older Michiganians Day Group



FOX17 Morning Show Interview



Holland Pride Festival

Grant Funded Services



As one of 16 Michigan Area Agencies on Aging, we are awarded Older Americans Act (OAA) and Older Michiganians Act (OMA) funds and then grant those funds to organizations serving Muskegon, Oceana, and Ottawa counties. The following organizations received grant funding in FY23:

- AgeWell Services
- Lakeside Rehabilitation
- Alzheimer’s Association - Greater Michigan Chapter
- Legal Aid of Western Michigan
- Community Access Line of Lakeshore
- Oceana County Council on Aging
- D.A. Blodgett - St. John’s
- Ottawa Food
- Evergreen Commons
- Pioneer Resources
- Flowers by MaryAnn
- The Little Red House
- Four Pointes Center for Successful Aging
- Tri-Cities Habitat for Humanity
- Hackley Community Care Center

Service Category:	Impact	Participants Served
Adult Day Services Provides participants with care and activities in a safe environment while providing relief for caregivers	5,434 hours	20
Caregiver Support & Training Identifies, prevents, and provides support and training to family caregivers	413 sessions/hrs	172
Case Coordination and Support Assess, develop and monitor an individual plan of service and arrange and evaluate these services	2,698 sessions	286
Congregate Meals Healthy, nutritious meals served in a group setting to adults 60+	67,449 meals	1,360
Elder Abuse Prevention Public education and outreach to help prevent abuse, neglect, and exploitation	334 hours	1,426*
Friendly Reassurance Regular phone calls to homebound older adults providing wellness checks and socialization	1,951 contacts	52
Health Promotion Training and education to assist seniors in avoiding illness and improving their health	437 sessions	410*
Home Delivered Meals Low-cost, nutritious meals delivered to people who are challenged to prepare their own meals	171,296 meals	1,262
Home Repair Home repair or modifications	12 hours	1
Information and Assistance Connects individuals to service providers that address their needs	3,457 hours	6,914
Kinship Care Support for relatives who step up to raise children or grandchildren	229 sessions/hrs	48
Legal Services Protects legal rights through education, advocacy, counseling, and legal assistance	354 hours	357
Transportation Access services, reduce isolation, and promote independent living through assisted/public transportation	12,312 rides	657
TOTAL PARTICIPANTS SERVED		12,965*

**Participant count may be duplicated numbers. Muskegon County Senior Millage grants are not included.*

“Help the life of one person and you can help the community.”

– Steven Sawalich

In-Home Care Coordination by the Numbers

Our provider network is the foundation of our organization, allowing us to deliver support to the older adults and those living with disabilities in our region. We thank them and appreciate their partnership. A nationwide shortage of direct care workers providing hands-on care continues. We will continue to advocate for improvements at the local, state, and national levels.

Senior Resources' Nurses and Social Workers Provided:	Impact
Care Management Services An assessment of a person's living situation for those who do not financially qualify for the MI Choice Waiver program	165 participants
Case Coordination Services Assess, develop and monitor an individual plan of service and arrange and evaluate these services	329 participants
MI Choice Waiver Services For those who meet a nursing home level of care but choose to remain in their own homes or community-based setting of their choice, provides a wide variety of home and community-based services managed by nurses and social workers: Paid by Medicaid.	1,299 participants
Nursing Facility Transitions Assistance for residents living in a skilled nursing care facility who wish to return to community-based living.	88 participants
Veterans Services Additional programs and services to allow veterans to live at home rather than in a nursing home	20 participants
Senior Millage Services Programs funded through the Muskegon County Senior Millage; including community living supports, homemaker services, medication management, personal care, emergency response systems and respite care	173 participants
Caregiver Support Services Group and individual support services provided throughout our region	107 participants
Purchased In-Home Services	
Adult Day Care Provides participants with care and activities in a safe environment while providing relief for caregivers	13,250 hours
Home Delivered Meals Nutritious meals delivered to people who, through assessment, are challenged to prepare their own meals	49,980 meals served
Homemaker Maintains a healthy living through tasks like laundry, meal preparation, light housekeeping, and shopping	10,222 hours
Personal Care/Homecare Help with bathing, dressing, toileting, eating, transferring, and more	465,493 hours
Respite Care (in & out of home) Provides companionship, supervision and/or help with activities of daily living in absence of caregiver	7,067 hours
Nursing, Counseling/Training & Med Mgmt Help with setting up and monitoring medications	23,731 hours
Transportation Help access services, reduce isolation, and promote independent living through assisted or public transportation	12,730 trips / 44,371 miles 24 bus passes
Chore Services Tasks to increase safety and independence, like snow removal and heavy duty household chores like a bed bug prep project	2,882 hours / 1,302 per service
Medical Supplies & Equipment (Per Piece / Supply Provided) Equipment and supplies needed to help keep older adults safely in their homes	79,377
Emergency Response Systems (Monthly Monitoring) Electronic devices that monitor participant safety and give access to crisis intervention and monthly monitoring	812 participants
Home Repair/ Modification/ Environmental Aid (Per Service / Supply Provided) Assessment of a residence and environment to identify barriers, with a plan to make needed repairs/modifications	10
Community Support Services - Residential Care Help participants accomplish tasks they could not normally do, beyond support provided by the residential setting	60,906 days
Fiscal Intermediary Services A person or organization that pays bills on behalf of a participant	36 participants

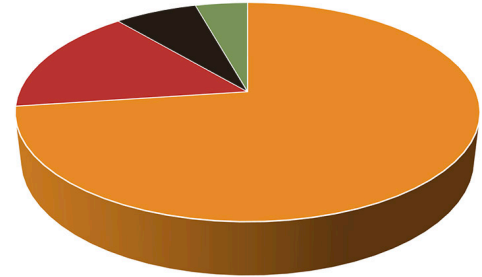
FY23 Financial Overview



Summary Statement of Activities

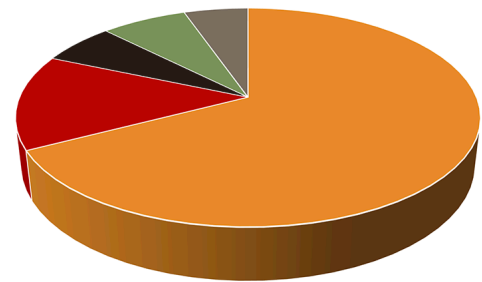
Revenue

MI Choice Waiver Program	\$ 23,933,381	72.9%
Aging Programs	\$ 5,232,507	15.9%
Muskegon County Senior Millage	\$ 2,248,238	6.8%
Other Revenue, Net	\$ 1,428,744	4.4%
Total Revenue & Support	\$ 32,842,870	100.0%



Expense

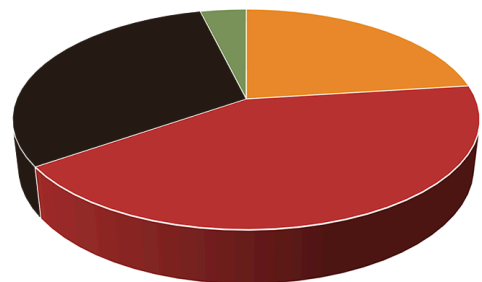
MI Choice Waiver Program	\$ 23,351,880	67.2%
Aging Programs	\$ 4,892,695	14.1%
Muskegon County Senior Millage	\$ 2,115,316	6.1%
Other Programs and Services	\$ 2,467,486	7.1%
Total Program Expense	\$ 32,827,377	94.7%
Administrative, Management, and non-Service Expense	\$ 1,847,349	5.3%
Total Expense	\$ 34,674,726	100.0%



Summary Statement of Financial Position

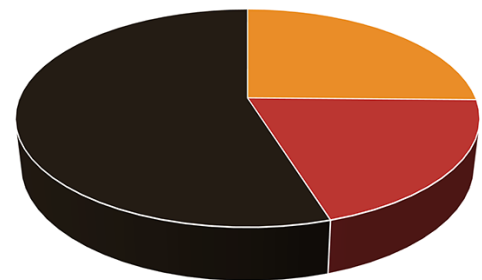
Assets

Cash	\$ 1,534,399	23%
Investments	\$ 2,825,342	42.3%
Grants & Other Receivables	\$ 2,059,022	30.9%
Other Assets, Net	\$ 254,069	3.8%
Total Assets	\$ 6,672,832	100.0%



Liabilities and Net Assets

Payables	\$ 2,149,542	32.2%
Other Liabilities	\$ 1,692,145	25.4%
Unrestricted Net Assets		
Beginning of year	\$ 4,663,001	
Change in Net Assets	\$ (1,831,856)	
End of year	\$ 2,831,145	42.3%
Total Liabilities & Net Assets	\$ 6,672,832	100.0%



NOTE: Financial Statement audit conducted by Hungerford Nichols
See the complete audited financial statements at <https://seniorresourceswmi.org/our-agency/>

Participant Story



Judy and Ernest (Ernie) Prince were first introduced to Senior Resources when they did estate planning with a local attorney. Ernie had bacterial cellulitis and was in the hospital dealing with that and some other issues; he wanted to go home.

The last hospitalization, the orthopedic physician said the best option appeared to be amputation. After a change in antibiotics for another issue, they took him off the surgery schedule. He then was diagnosed with COVID – and so was Judy. They went to rehabilitation but his body wasn't strong enough to heal. From there he went to a long-term care facility. He learned to use a sit to stand device but needed help. They had built a new, accessible home next to the cottage in which they had previously resided. "I told him he was going home tomorrow; it's like he woke up," Judy recalled. "Now the kids come over, and friends. It's just been wonderful."

"Senior Resources found help when we both had COVID," Judy recalled. "I couldn't get my steam back. We've had help five mornings a week since then; I couldn't get through the day." The homecare agency comes for a few hours each day to help with toileting, bathing, and meals.

Physical therapy came in to help Ernie walk a bit and he was getting stronger. "We're hoping to get to the point where he can stand and pivot with only one person helping," Judy said.

Senior Resources also coordinated wheelchair transportation. "We couldn't do without it," Judy affirmed. "It's changed our life. They are dependable. We are blessed. We've had many good people helping."

Supports coordinator Avley took on the case and met Ernie and Judy in December of 2021 and started coordinating his care. "I remember calling for help to get him home. We were finally successful. We've seen a big improvement each month."

Daughter Jackie said the new house came about because "mom always talked about having dad home. When he was in the hospital and then rehab, we were looking at long term care with the intent to get him home. Knowing Mom has help every day is huge. The consistency is nice. It's a relief for us (family). We're available and we can come and help, but some of us have families. Having someone there is critical. I don't know how people do it who haven't heard about" Senior Resources.

Judy said having help in the home allows her to do other things, such as staying involved in the chorale group at Evergreen Commons. "The fact that I could continue to go to chorale is a real blessing." Their family – four daughters – are "extremely supportive." They have all taken shifts before more help was available.

Ernie is also a patient of Primary Care at Home, the home-based primary care program of Senior Resources. "That's been very helpful," Judy said. "People call to check up on him every month; they even did a portable x-ray for Ernie.

"We get a lot of use" out of Senior Resources programs, Judy said.

Now that he's home, the family comes regularly for euchre tournaments. They have a lot of company on holidays and weekends. "His mood is improved, his cognition. He reads the newspaper. We have a good time. We've had the best of everything in our life, especially family. We have been blessed."

Does Ernie like being back home? "You betcha!" he replied with a smile.

"I told him he was going home tomorrow; it's like he woke up."

Team Building



2023 Purchase of Service Providers

A New Beginning
A & J Total Care
AHSL Jenison Operations
Advantage Ramp and Home Modifications
Agape Home at Blueberry Fields
Agape Home, Inc.
AgeWell Services of West Michigan
AgeWell Services-Transportation Division
Airway Oxygen, Inc.- Muskegon
Appledorn Assisted Living Center
Arcadia Home Care & Staffing
Bedside Buddies
Carelinc
Care Plus TLC
Carewatch of Michigan Home Care
Cherry Blossom Manor
Choice Care In Home Services
Christian Care Senior Care Community
Christian Haven Home
Comfort Keepers
Connect America.com LLC
Continuum Home Health
Daybreak Adult Services, Inc.
Dayspring Assisted Living and In Home Care
Elders' Helpers
Endless Compassion Services
Evergreen Commons
Families Manor
Fountain View Assisted Living
Four Pointes
Functional Homes, Inc.
Georgetown & Cambridge Manors
Golden Years Personal Care Home, LLC
Grand Pines Assisted Living Center
Great Lakes Home Modification, LLC
Great Lakes Healthcare Resources
Green Acres Standale
Good Samaritans Medical Transport
GT Independence
Guardian Medical Monitoring
Hallstrom Castle
Happier at Home
Health Care Associates
Heart and Hands In Home Care
Help at Home of Michigan
Homestyle Direct, LLC
Interim Healthcare of West Michigan
Kate's Transportation
Kidbit Services Inc.
King Home
Lakeshore Assisted Living Homes
Lakeshore Home Health Care Services, Inc.
Lakeshore Senior Care
Leaves Personal Care
Martell and Company Home Care and Assistance
Medscope American Corporation
Mom's Meals - Pur Foods, LLC
Northcrest Assisted Living Community
Oceana County Council on Aging
O'Malley's Pest Control, Inc.
Pampered Auto Transportation
Pinewood Retirement Home
Pro Med
Preferred Employment and Living Supports
Ready Ride Transportation
Resthaven Maple Woods
Robbinswood Assisted Living Community
Roskam, Pete
Rural Home Care Services, Inc.
Sanctuary at the Oaks
SarahCare at Metro Health Village
Seminole Shores Assisted Living Center
Sheldon Meadows Assisted Living Center
Spring Lake Compassionate Living
St. John's Health Care, PC
Stuart T. Wilson, CPA, PC
Sunset Home Services
The Hume Home of Muskegon
The Key
The Little Red House, Inc.
Twin Lake Assisted Living
VRI
Water's Edge
West Shore Medical Personnel Services, Inc.

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*Deceased

Muskegon County Senior Millage grants are not included.



Located at Tanglewood Park

560 Seminole Road

Muskegon, MI 49444

Phone: (231) 733-3585

Toll Free: 1-800-442-0054

www.seniorresourceswmi.org