PROPOSAL SUBMITTAL FORM

Agency Information

Agency Name: Nursing Home Ombudsman Agency of the Bluegrass, Inc.

Mailing Address: 3138 Custer Drive, Suite 110, Lexington, KY 40517

Street Address: same

Phone: (____) 277 - 9215

Is your Agency registered with the IRS as a 501(c)3 organization? ☑ Yes ☐ No

*Note: Agencies **must** be registered with the IRS as a 501(c)3 organization to be eligible for ESR Program funding.*

Does your agency have a current profile with Blue Grass Community Foundation's GoodGiving.net? ☑ Yes ☐ No

*Note: Agencies **must** have profiles with GoodGiving.net to be eligible for ESR funding.*

Website Address: www.ombuddy.org

Agency Representative *(typically the Executive Director - Name, Title, Phone, Email)*:

Sherry Culp, President, sherryculp@ombuddy.org

Person Completing Application *(Name, Title, Phone, Email):*

Susie D. Hillard, Director of Philanthropy and Administration, susiehbullock@ombuddy.org 859-277

Program Information

Name of program for which funds are being requested: **Fayette County Ombudsman Services**

Total Funding Amount Requested: $ **60,000**

RFP #11-2019 PROPOSAL SUBMITTAL FORM

- **Save this PDF formatted Proposal Submittal Form to your hard drive before beginning to enter responses in it to ensure your responses are saved to the form.**
- **LIMIT RESPONSES IN TEXT BOXES TO 250 WORDS**
- **REMINDER: All proposals must be written in a clear and concise manner, as there will be no follow-up or clarifications to proposer's submittal form once the evaluation process begins.**

5.1 Program Proposal & Design

5.1.1 Needs Statement—Purpose of the Program Proposal / Problem Statement **15 Points**

Using local data, provide a description of the problem in Fayette County. Identify the specific population your program is targeting (i.e. age, geographical region, economic status, etc.) and explain why. Discuss whether this population is under-served or at-risk. Describe your understanding of the local system of services addressing this problem, obstacles and/or opportunities your clients face, and how your agency fits within this system of services.

The Nursing Home Ombudsman Agency of the Bluegrass, Inc. is the only organization that provides Ombudsman services for residents of long-term care facilities in Fayette County. Uniquely qualified and authorized by federal law, we monitor the health and advocate on behalf of 2,914 residents of Fayette County long-term facilities. In the course of assisting these underserved, at-risk residents, Ombudsmen will make 2,000 visits to nursing homes, personal care homes, and family care homes in FY20. The need for Ombudsman services will continue to grow as the population ages.

NHOA also is the only source of accurate, unbiased, and free information about the nursing home industry in Kentucky. Half of the nursing home population in Fayette County has Alzheimer's disease or other forms of dementia. Because this neurodegenerative disease affects cognition and the ability to communicate, its victims have a higher risk of suffering from physical, psychological, financial, and sexual abuse. Adding to their plight is the fact that 70 percent of residents are impoverished. Women comprise 80 percent of the long-term population. The average age is 80, and the average length of stay is 2.5 years. The most distressing statistic, however, is that 60 percent (1,748 seniors in Fayette County alone) would have no visitors, ever, if not for their Ombudsman.

5.1.2 Service Delivery Model **15 Points**

What steps will you take or what activities will you provide to assist clients in achieving these goals? Describe each "unit of service" you will provide for clients and how often and how long this service will be provided (e.g. a one-time three-hour training; a weekly one-hour support group for 12 weeks; one 30-minute health exam twice a year; 1-3 hour advocacy services as needed; etc.) How will these services address the problem as identified in the Needs Statement above? Be specific.

1. Ombudsmen will complete 2,000 visits to the 36 licensed homes in Lexington. Most facilities are visited two times per week. Homes with fewer residents or few complaints are visited less often. Each visit may range from 30 minutes to several hours. These visits allow Ombudsmen to develop trusted relationships with residents and work on complaints they receive from residents, families, and even staff.
2. Ombudsmen will provide information and assistance to 800 residents and families. These consultations will be used to provide Kentucky-specific, non-biased information to help individuals navigate the long-term care system. Topics include residents' rights, Medicare and Medicaid, and how to find a long-term care home.
3. Ombudsmen will provide15 training sessions to long-term care staff on topics including residents' rights and elder abuse. These free training sessions will inform staff of how they can support residents' rights and prevent elder abuse.
4. Ombudsmen will provide 30 community education sessions to inform the public of ombudsman services and issues affecting long-term care residents.
5. Ombudsmen will investigate 500 resident complaints and resolve at least 70% to the satisfaction of the complainant.

5.1.3 Client Eligibility and Requirements **5 Points**

What eligibility requirements must clients meet to qualify for services? What are the expectations of clients while receiving services? (e.g. client must pay $30 fee for each class; client must remain sober; client is responsible for chores; nothing other than participation in services; etc.)

There are no eligibility requirements or expectations of residents receiving Ombudsman services. The Nursing Home Ombudsman Agency of the Bluegrass provides all of its services at no charge to residents or their families and loved ones.

5.1.4 Evidence-Based/Best Practice **10 Points**

Describe the evidence-based or promising practice model on which this service approach is based. Provide particular sources that indicate what you are doing is best-practice.

NHOA's long-term care Ombudsman services are delivered following guidelines provided by the Older Americans Act, the 2016 federal Ombudsman regulations, as well as the Standard Operating Procedures (SOPs) issued by the Kentucky Department for Aging and Independent Living. The Bluegrass Ombudsman Program is monitored annually by the State Long-Term Care Ombudsman Program. Federal program guidelines set a goal of 1 ombudsman for every 2,000 residents, and NHOA's Bluegrass program typically keeps a ratio of 1 ombudsman for every 200 residents. Our close ratio and high complaint resolution rate makes NHOA a model program.

As a model program, the National Consumer Voice advocacy group regularly consults with NHOA on training practices, including our groundbreaking training on the prevention and detection of sexual assault of nursing home residents. NHOA's staff is also regularly invited to speak at state, regional, and national conferences. In 2018, District Ombudsman Denise Wells presented our sexual assault training at the Kentucky Domestic Violence Coalition Conference and our manual to protect residents from financial exploitation at the Southeastern Area Agency on Aging Conference. In 2019, Ombudsman Wells is presenting at the Kentucky Bar Association's Elder Law Conference and the National Guardianship Association's annual conference.

5.2 Program Measures & Evaluation

5.2.1 Service Efficacy & Desired Outcomes **10 Points**

What do you hope to help your clients achieve? What are some examples of goals you will set with clients? What is your service philosophy in terms of helping your clients achieve these goals? Describe how you define "successful" completion of services. (e.g. service is complete if: client remains for entire three-hour training; client continues services until judge orders otherwise; etc.) What percentage of clients meet that criteria for success?

Our mission is to improve the quality of care for residents in long-term care, with the hope that all of Kentucky's nursing home, personal care home, and family care home residents receive the care they need with dignity and self-determination.

As resident advocates, our service philosophy is to empower residents to address problems themselves if they are able. If a resident prefers to work on their complaint themselves, we support them in their self-advocacy. Many residents, however, are unable to self-advocate due to illness, cognitive impairment, or fear of retaliation. When working with a resident cannot advocate for themselves, NHOA's ombudsmen provide complaint management. Successful complaint management is measured by the resident's satisfaction. Our goal is for a complaint to be "resolved" to the resident's satisfaction. Other outcomes include "partial resolution," "no resolution," "systemic action required for resolution." NHOA's goal is to resolve 70% of these complaints to the resident's satisfaction.

When providing information to residents, families, and individuals, service is successful if the person indicates satisfaction with the information shared. NHOA's goal is for 80% of clients to be satisfied with the information shared.

When providing facility training or community education, service is successful if the participants indicate an increase in knowledge relating to the presented topic. Success is measured through evaluations collected from participants, and NHOA's goal is for 80% of participants to indicate an increase in knowledge.

5.2.2 Client Empowerment & Community Impact **10 Points**

Describe what meaningful difference these services make in the lives of people served. What value is added to the community? Provide examples. (e.g. client demonstrates change in attitude; client has behavior change; etc.)

Ombudsman services create meaningful difference in thousands of lives each year. Nursing home residents frequently experience isolation, which NHOA combats through regular visits and a volunteer "Friendly Visitor" program. 60% of residents - 1,315 residents in Lexington - have no one else visiting them. Many view the ombudsman as a friend and confidant.

More than 40% of the complaints investigated each year address poor care. Without Ombudsman intervention, hundreds of residents would not receive the basic care they need. NHOA's regular presence at residents' bedsides helps prevent the neglect and abuse of residents in those homes. Ombudsmen also resolve complaints about activities, the environment, staff attitudes, and more.

Last year, NHOA received notice that a resident was being kicked out of the nursing home for "non-payment." The Ombudsman met with the resident, whose son was managing his affairs. After investigation, the Ombudsman found the son was using the resident's money on himself and not paying the nursing home. With the resident's permission, NHOA reported the issue to Adult Protective Services and appealed the discharge. The Ombudsman contacted the resident's daughter, who took over the resident's finances. The discharge was rescinded and the resident is still in the nursing home receiving the care he needs.

The community benefits from Ombudsman services in a multitude of ways. NHOA is a source of free, non-biased, Kentucky-specific information, including a directory of homes in the county, a guide to finding, choosing, and paying for long-term care, and other resources in the community.

5.2.3 Data Assessment & Quality Improvement **10 Points**

While it doesn't have to be complicated, evaluation is more than saying "we provided this many 'units of service.'" How will you know if your services have been effective? How does this relate to the desired outcomes for your clients? How will the information gathered be used to improve your services in the future? Be specific (for example, data collection may be through focus groups, pre-and post-tests, client satisfaction surveys, etc.), and also **be specific regarding sampling size and frequency of evaluation.**

Staff record all activities as they occur and every visit, case/complaint, consultation, training and community education session is entered into Ombudsmanager. Ombudsmen keep paper records throughout the month, which are reviewed by supervisors before data is entered monthly.

For information/consultations with individuals, ombudsmen record the topics discussed and whether the recipient was satisfied with the information provided. We evaluate effectiveness based on the percentage of recipients who indicate satisfaction, with our goal being 80% satisfaction.

For complaint resolution, ombudsmen record details about every complaint, actions taken, resolution, and resident satisfaction. We measure effectiveness by the percentage of residents/complainants who are satisfied with the ombudsman's efforts to resolve the issue. Effective complaint resolution is the foundation for ensuring that residents' concerns are addressed and their needs are met. Our goal is to resolve 70% of complaints worked.

After Community Education and Provider Training sessions, ombudsmen distribute surveys asking whether attendees know more about the topic, whether their questions were answered, whether they will be better able to serve residents, and whether they would like additional information. The percentage of participants who report increased knowledge reflects increased capacity to access needed services and to better serve residents. Our goal is for 80% of participants to indicate an increased knowledge of the topic presented.

5.3 Capacity & Sustainability

5.3.1 Staff Qualifications & Experience **5 Points**

Provide information on the key/primary individuals that will be involved in the provision of services and demonstrate that they have the capacity to address the stated need. List each position by title and name of employee, if available. Describe the anticipated roles and responsibilities for each person as it relates to this project. Describe the experience, expertise, and capacity of each individual to address the proposed activities.

All NHOA staff members are Certified Long-Term Care Ombudsmen in compliance with state and federal regulations. Certification requires 24 hours of training, a certification examination, continued education throughout the year, and recertification every two years.
Bluegrass District Ombudsman Denise Wells has been with NHOA for nearly 5 years. Denise trains and supervises the Facility Ombudsmen and Coordinators, along with providing ombudsman services, placement counseling, community education, systems advocacy and more. Denise has a BA in Sociology & Psychology, has completed graduate coursework in Sociology, and worked for a LTC facility for 4 ½ years. Denise is supervised by State Long-Term Care Ombudsman Sherry Culp.
Fayette County Coordinators Sue Landis (8 years) and Vicki Talbert (4 years) act as Facility Ombudsmen and Coordinators. They mentor and supervise the work of teams of other Facility Ombudsmen, including Claud Bledsoe (25 years), Angela Carpenter (4 years), Sharon Chestnut (6 months), Linda Dickinson (3 years), Helen Downing (8 years), Omelia Franklin (6 months), Madge Lynn (33 years), Brenda Mannino (3.5 years), and Carol Pruette (2.5 years).

5.3.2 Partnership & Resource Leverage **5 Points**

How do your programs and services support our community's comprehensive response to the identified priority area of Community Wellness & Safety? Does your organization have any formal agreements or informal working relationship with other local service programs?

What role does your governing board members, volunteers, and / or donors play in facilitating viable service delivery and program administration? Does your program have any major civic benefactors or corporate sponsors? Describe other secured funding sources and committed operational resources your organization has allocated for the proposed program.

We collaborate with other agencies on a variety of issues related to long-term care, but NHOA Ombudsmen are the only ones who regularly visit and advocate for residents. We work with Kentucky's Office of Inspector General on facility surveys and complaints to ensure residents' needs are met. We also work with Adult Protective Services and local law enforcement on abuse cases. We partner with Legal Aid of the Bluegrass to appeal transfer and discharge notices and Medicaid denials. We work with Bluegrass.org and Kentucky's Department of Behavioral Health, Development and Intellectual Disabilities to implement the Interim Settlement Agreement. Other partners include the Kentucky Long-Term Care Ombudsman Program; Department for Aging & Independent Living; State Guardianship Program; Lexington Senior Citizens Center; Bluegrass Elder Abuse Council; Bluegrass Area Agency on Aging & Independent Living; United Way of the Bluegrass; Bluegrass Care Navigators plus churches, civic groups, and businesses.

Providing Ombudsman services couldn't happen without the leadership of NHOA's board of directors. The board set records for giving and involvement at Designer Showcase 2018, a friend- and fund-raising event that required 250 volunteers to plan and carry out. Many new
benefactors who contributed to the success of the 17-day event have remained involved and committed to providing regular support. Major corporate sponsors include Toyota, Don Jacobs Automotive, and Central Bank. Going forward, our focus is on cultivating, stewarding, and soliciting new and existing individual, foundation, and corporate supporters.

5.3.3 Outreach & Inclusion Strategy **15 Points**

Demonstrate how the program will ensure services are available and accessible by all potential participants, especially related to language barriers for persons with limited English proficiency; persons with physical or other disabilities; and persons impacted by poverty and economic distress.

Has your organization enacted any policies (or employs any standard operating procedures) to ensure equitable service opportunity and / or benefit program to a diverse cross-section of the greater community?

Most direct ombudsman services are provided at the long-term care facilities where residents live. Ombudsmen visit residents in their rooms and/or in communal settings, depending on the resident's activities and desires. Nearly all of NHOA's services are provided over the phone or in-person at a location convenient to the client.

Ombudsmen are trained in the physical, psychological and cognitive issues that may affect residents' ability to communicate, and in how to make accommodations. When needed, ombudsmen have access to electronic tablets and a projector to help communicate with residents with vision, hearing, and/or developmental disabilities. NHOA has translated printed materials on Residents' Rights into Spanish, and we have access to translation and interpretation services through the State Long-Term Care Ombudsman Program.

Approximately 70% of our clients utilize Medicaid, meaning most of our clients are impoverished. All of our services are provided free of charge, and we are accessible by a local phone number, toll-free number, email, snail-mail, fax, and of course in-person visits.

NHOA's policy is to provide our services to anyone who needs them without an eligibilities or exclusions.

6.0 Program Budget Summary Form Instructions

Proposal Submittal shall be considered incomplete and shall be rejected without completed Budget Summary Form. *(Including total amount of ESR grant request.)*

For organizations requesting funding for more than one program in this RFP, combine into a single Program Budget narrative for the proposal.

Please note that the Program Budget will be part of the grantee agreement with LFUCG and regular tracking and expenditure reporting will be required.

To ensure readability and uniformity, please use the Program Budget form included. Provide brief line-item detail as specified in each section below and verify all calculations.

This section provides a summary of the total proposed Program Budget for FY 2020. It requests the allocation of all projected funding amounts (City and non-City sources) for anticipated FY 2020 program expenditures.

Total Program Budget

Column A should reflect projected expenditures for the entire program (not just the proposed LFUCG ESR grant funding request portion). When the chart is completed this column should equal ESR Grant Funding Request plus other/non-ESR program funding. (A=B+C)

ESR Grant Funding Request

Column B is the grant amount being requested from this RFP to support this program's services to eligible Fayette County Participants.

Non-LFUCG Program Funding

Column C is the non-LFUCG ESR funding that is allocated to the Total Program Budget (A-B = C).

This form is for the budget for the PROGRAM applying for ESR funds, not the total agency budget.

For each category identify the amount requested and the amount to be leveraged through other programs or organizations (if applicable).

Staff Salaries – Identify the number of Full-time position salaries allocated to the program, and part-time positions allocated to the program, and the amounts of each allocated to Columns A, B, & C.

Consultant Services – In the "List Details" box, **briefly** describe any expenses associated with providing expanded supportive services or other services for which the organization intends to contract with another entity. Any of these expenses to be provided by the proposing organization should be included in other line items.

Space/Facilities – In the "List Details" box, **briefly** list the basis of the allocation of rental costs, utilities, janitorial costs, and any other facility costs for the Program. Identify any office or program space in an LFUCG owned building, and any other costs (rent, monthly utilities, etc.) reimbursed to LFUCG.

Scholarships/Stipends – In the "List Details" box, **briefly** list the type of scholarships or stipends, and include the number of people or organizations to receive funds.

Operating Expenses – In the "List Details" box, **briefly** list the costs associated with expenses, supplies, utilities, and any other expense associated directly with the operation of the project.

Other – In the "List Details" box, **briefly** list any other costs for the Program not covered above.

PROGRAM BUDGET SUMMARY

Agency Name **Nursing Home Ombudsman Agency of the Bluegrass, Inc**

Program Name **Fayette County Ombudsman Services**

FY 2020 (July 1, 2019-June 30, 2020) Total Program Budget

	# of Employees:	Column A Total Program Budget [= B+C]	Column B ESR Grant Funding Request	Column C Non-ESR Program Funding [A-B]
1. Staff Salaries for Program				
Full-Time (FTE)	2	90,500	**35,295**	55,205
Part-Time	11	48,120	**18,767**	29,353
Total Salaries		138,620	**54,062**	845,580
3. Consultant Services	$	9,750	**0**	9,750
list details	Independent Contractor to provide office administration services			
4. Space/Facilities	$	4,305	**0**	4,305
list details	Rent			
5. Operating Expenses	$	12,733	**5,938**	8,601
list details	ESR: auditor, translation services; supplies, postage. Non-ESR: IT, bookkeeping, background checks, strategic planning, marketing, phone, software			
6. Scholarships / Stipends	$	0	**0**	0
list details - numbers & amounts				
7. Other	$	7,361	**0**	7,361
list details	Donor relations, professional development			
8. TOTAL PROGRAM BUDGET	$	172,769	**60,000**	114,575

Cost per Program Participant: $ **78.85**

I understand that this document in its entirety is incorporated into my grant Agreement with the Lexington-Fayette Urban County Government.

Authorized Representative *(typed name)*: Sherry Culp

Title: President **Date**: 4-18-19