



# PCA

PHILADELPHIA CORPORATION FOR AGING  
*Enriching lives, preserving dignity.™*

## *update*

### SPRING

### 2018

## What's Inside

- Patriot Award presented, page 2
- PCA promotes seniors' computer literacy, page 3
- Service coordination helps elders, page 4





## Embracing change, upholding values

This is a time of embracing change at PCA, even as we affirm the core principles that drive and define the agency.



PCA recently welcomed several new agency leaders. In October, Katherine E. Galluzzi, D.O., a professor of geriatrics at Philadelphia College of Osteopathic Medicine, became chair of the PCA board of directors. Judee M. Bavaria became vice chair; Sheri C. Gifford, LCSW, secretary; and

Barbara Waynant Murphy, treasurer. We were also delighted to have new members join the board: Louis A. Bove, Esq., Lydia Hernandez-Velez and Eloise N. Young. PCA's board members provide vital guidance in the running of the agency.

Two key staff members also came on board. In August, Najja Orr became chief strategy officer, in which role he leads the agency's planning and external relations efforts. He will also assist with drafting PCA's managed care business plans. In May, Abbey J. Porter became director of communications and legislative affairs, in which capacity she oversees the agency's internal and external communications and outreach to elected officials.

PCA also continues to prepare for a fundamental transition that looms on the horizon: Community HealthChoices

(CHC), the commonwealth's newest version of Medicaid reform, in which managed care organizations will oversee both medical and long-term care services and supports. Previously planned to launch in Southeast Pennsylvania in July 2018, CHC now will get underway in January 2019. PCA will take an active role in educating Philadelphia seniors about the program and will continue to update you, our valued Update readers, as CHC draws closer.

Despite these changes, however, PCA's core values of caring, compassion and professionalism will remain undaunted. Those values are embodied by the service coordination PCA provides, in which highly trained agency staff oversee seniors' long-term care. (See story on page 4.) Read on to learn more about how PCA continues to put its values into action, from working with Generations on Line to teach seniors to use computers (see page 3) to hosting a Thanksgiving celebration for low-income isolated seniors (see page 7).

I look forward to bringing you more news from PCA as we lead the way through the ever-changing landscape of aging services.

Sincerely,

**Holly Lange**

President and CEO, Philadelphia Corporation for Aging

### PHILADELPHIA CORPORATION FOR AGING BOARD OFFICERS & DIRECTORS:

Katherine E. Galluzzi, D.O., F.A.C.O.F.P., Chair  
Judee M. Bavaria, Vice Chair  
Sheri C. Gifford, LCSW, Secretary  
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Holly Lange, President and CEO

To submit comments or suggestions for publication,  
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### PCA President, CEO receives Patriot Award



Pictured at the Patriot Award presentation (from left) are Albert Newman, south east area chair of the Pennsylvania Committee for Employer Support of the Guard and Reserve and Army master sergeant, retired; Mark Myers, PCA Housing Department director and father of Colin Myers; Colin Myers, PCA Older Adult Protective Services (OAPS) investigator and Army National Guard first lieutenant; Holly Lange, PCA president and CEO; and Joseph Snyder, retired OAPS director.

The U.S. Department of Defense recently recognized Holly Lange, PCA president and CEO, with a Patriot Award. Lange was recognized for PCA policies that support agency employees in the National Guard and Reserve when they require special work schedule allowances because of military duty. Colin Myers, an investigator with PCA's Older Adult Protective Services and a first lieutenant in the Army National Guard, had submitted the award nomination.

## PCA collaborates to promote seniors' computer literacy

Being computer literate enables older adults to access information, stay socially connected and learn new things – all key to optimizing their quality of life, said Holly Lange, PCA president and CEO. PCA has helped seniors get online through classes and technology at PCA-funded senior community centers for years. Those efforts continue to gather momentum as computer technology evolves.

Most recently, PCA has collaborated with Generations on Line (GoL) in launching training for small, portable computer “tablets.” With Lange’s urging, in 2014, five PCA-funded senior centers helped to pilot a new, easier-to-use tablet tutorial application, or “app,” that GoL had developed. Ten other senior centers elsewhere in Pennsylvania later joined in the pilot program.



Seniors train to use computer “tablets” using the new Generations on Line tutorial application.

Several more senior centers have hosted Sip & Swipe Cafés and more formal classes since then, and the number continues to grow.

A \$25,000 community grant from Philadelphia’s Digital Literacy Alliance for 2017-18 is enabling GoL, in collaboration with PCA, to introduce Easy Tablet Help for Seniors to thousands more of the city’s older adults. Through Sip & Swipe Cafés and other trainings being launched at additional sites through the grant, seniors will have the opportunity to become computer literate using the new app. PCA is helping GoL to extend training to more senior centers and expand its outreach to additional senior-serving organizations for this initiative, Lange said.

The new app, EasyTablet Help for Seniors, which launched publicly in 2017, reflects feedback from that pilot study. It can be downloaded for free on Apple iPad and Android tablets and can be used by seniors to learn computer skills in a home or group setting. (While it can be used on a smartphone, the screen is too small to be practical.)

PCA’s relationship with GoL, a Philadelphia-based nonprofit dedicated to helping seniors tackle the digital divide, goes back more than a decade. GoL first pioneered senior computer literacy by creating an interactive software program for personal computers (PCs) used at senior centers, libraries and other places serving older adults. GoL launched its PC-based program at Philadelphia Senior Center – Avenue of the Arts. The PC edition was also used at several other PCA-funded centers over the years, said Tobey Dichter, GoL founder and CEO. “Although we still offer the PC program, more centers – and more seniors – want the tablet edition,” she said.

When lower-cost computer tablets became available in 2013, GoL began offering tablet training to older adults through Sip & Swipe Cafés at sites like senior centers and senior housing facilities, where seniors congregate. In these congenial coffee-and-learning sessions, seniors made use of GoL’s tablet training with the help of a volunteer peer coach.

### PCA partners with Comcast to promote internet access, safety

PCA is a collaborator for Comcast’s Internet Essentials (IE) program, through which, qualifying low-income Philadelphia residents 62 and older can have high-speed internet service in their homes at a cost of \$9.95 per month plus tax. IE also offers those who qualify the option to purchase an internet-ready computer for less than \$150 and provides access to free digital literacy training in print, online and in person. There is no contract, no credit check and no installation fee. In-home Wi-Fi is also included. Seniors who are connected with a PCA-supported senior center or receive other services through PCA can call the program at 1-855-804-8010 to enroll and be immediately eligible.

“PCA is thrilled to partner with Comcast to help spread awareness of the many important benefits our seniors will realize with home internet access and to help them get connected and, as importantly, trained and comfortable using the internet,” PCA President and CEO Holly Lange said.



## PCA service coordination helps frail Philadelphia seniors remain at home

On service coordinator Nora DeVine's first visit to a senior's home, she begins to evaluate the person's long-term care needs as soon as she reaches the door. "If there are outside stairs, I check to see what condition they are in and if there is a railing," she said. "Can participants get in and out of the doorway if they are in a wheelchair? When I go inside, I ask, 'What is your typical day like? What do you need help with?'"

The majority of older adults want to age at home, in the community. DeVine is among nearly 200 service coordinators at PCA who are vital to helping them do so when they become frail. Each year, the agency provides service coordination for more than 17,000 older Philadelphians.

### An individualized plan

When an individual is found to be eligible for long-term care services and supports through the state's Aging Waiver or Options programs or the federal/state Caregiver Support program, PCA assigns a service coordinator who will work with the participant or his or her caregiver to create a comprehensive individual service plan (ISP) focused on the person's goals and choices.

"We assess the participant's ability to perform essential daily living activities like eating, dressing and bathing and other important activities like preparing meals and taking prescribed medications," said Ann Danish, PCA's director of care management. "We also look at the person's home environment for safety and other concerns."

In creating an ISP, service coordinators "focus on the participant's strengths – for instance, coping skills from dealing with past challenges. They also want to understand the participant's natural support system, such as family and friends, and then determine what the gaps are," Danish said. An ISP can include formal services such as personal care provided by an agency, home-delivered meals, the provision of specialized medical equipment, transportation, home modifications and adult day centers. Service coordinators help facilitate these services by letting participants know what is available, then arranging to implement the services through the providers the participant chooses. ISPs can also include informal services such as transportation provided by a local volunteer organization or meals prepared and delivered by family members, depending on participants' choices and circumstances. In addition, participants can elect to direct their own care under the programs' consumer-directed models of care. These models allow Aging Waiver care recipients to hire a friend, neighbor or other trusted individual as their personal care worker, rather than arranging for a worker through an agency.



Care arranged through service coordination can help frail seniors with activities of daily living.

### Aging at home

Melanie Starks-Montgomery has been a service coordinator at PCA for 22 years. Her job inspires her every day, she said. "I love helping people and educating them about the assistance they are entitled to and seeing when a care plan comes to fruition," she said. The participants she serves "realize they do not have to do go into a nursing home – that they can age safely at home, in the community, because they can get the help they need," she said.

Service coordinators like Starks-Montgomery help to alert participants and caregivers to needs they may not realize are present. In one case, an elderly woman's caregiver felt she was mentally alert because she always managed to answer his routine questions during their daily phone calls. Starks-Montgomery, however, noticed possible signs of early dementia based on standard evaluation questions she asked during her initial visit. With authorization from family members, she contacted the woman's doctor, who agreed with her assessment, and Starks-Montgomery developed an ISP that included intensive support appropriate for someone with the woman's apparent cognitive decline.

Through phone calls and home visits, service coordinators monitor how ISPs are working: whether services are being delivered as ordered, whether participants are satisfied with those services, whether participants need to be re-evaluated, and whether ISPs need to be adjusted due to changes in participants' health status or for other reasons.

Service coordinators also help participants take advantage of benefits they qualify for, such as the Supplemental Nutrition Assistance Program (SNAP, formerly known as food stamps), the annual Senior Farmer's Market Nutrition Program produce voucher distribution and the Low Income Home Energy Assistance Program (LIHEAP).

*continued on page 5*

## Service coordination (continued)

### A saving place

As part of their role identifying resources to help Options and Waiver participants live independently, service coordinators can assist with finding appropriate housing. One of Starks-Montgomery's most memorable on-the-job experiences occurred when she helped a participant change to a residence that made a marked difference in his quality of life. He had been living with a daughter and grandson and wanted to relocate to his own place in a facility that would better meet his needs, the service coordinator said. Starks-Montgomery learned about a new senior housing facility that was about to open in North Philadelphia. It was completely wheelchair-accessible, which was especially important for this individual, who is a double amputee.

Starks-Montgomery inquired whether there were openings, and upon getting a positive response, assisted the participant (who was in the hospital at the time) with the application. "He moved into his new apartment as soon as he got out of the hospital," she said. "He seemed like he was the happiest man alive. He thought I saved him. He continues to thank me whenever I talk to him."

For more information about PCA service coordination, call the PCA Helpline at 215-765-9040 or go to [pcaCares.org](http://pcaCares.org).

### Community HealthChoices to change delivery of long-term care

The way many of Pennsylvania's older adults and people with disabilities receive long-term care services through Medical Assistance, or Medicaid, soon will change with the start of a state-mandated program called Community HealthChoices (CHC). Through CHC, private managed-care companies will take over coordinating both physical health and long-term care services for eligible Medicaid beneficiaries. The program is set to start in the Southeast region of the state in January 2019.

Those covered by CHC include older "dual eligibles" with both Medicaid and Medicare benefits, as well as those 21 and older who need a nursing-home level of care.

Currently, if these seniors qualify for long-term care help and are not in a nursing home, they are typically in the state's Aging Waiver program, through which a service coordinator from PCA or another agency connects them to government-funded home help.

Under CHC, seniors will be asked to choose from among three managed-care organizations (MCOs): AmeriHealth Caritas Pennsylvania, PA Health & Wellness, and UPMC Community HealthChoices. If they don't make a choice, the state will assign them to one, although they can switch at any time.



### Najja R. Orr becomes PCA's chief strategy officer

Najja R. Orr (former director of the Bucks County Area Agency on Aging) has joined PCA as chief strategy officer, a role in which he will lead the agency's planning and external relations efforts. Long-time PCA chief planning, development and government relations officer David Nevison is preparing to retire in June, at which point Orr will take over that position. Orr is chair of the Pennsylvania Department of Aging Cultural Diversity Advisory Council and a graduate of the American Society on Aging's New Ventures in Leadership program.



### Abbey J. Porter becomes PCA's communications director

Abbey J. Porter has been named PCA's director of communications and legislative affairs, responsible for overseeing the agency's print and electronic publications; social media; media relations; [pcaCares.org](http://pcaCares.org), PCA's primary external website; and internal communications. She also directs communications for PCA's strategic initiatives and is responsible for tracking, analysis and response to legislation affecting older adults; and for developing and maintaining relationships with legislators and their staffs. Porter previously was director of publications for Fox Chase Cancer Center.



## New board officers, members elected

PCA's board of directors announces the election of two new board officers and three new board members.



**Katherine E. Galluzzi, D.O., F.A.C.O.F.P.** has been elected board chair following the retirement of Glenn D. Bryan (who remains a board member). Galluzzi specializes in geriatrics, hospice and palliative care. She is a professor and chair of the Department of Geriatrics at the Philadelphia College of Osteopathic Medicine and serves as medical director of VNA Hospice of Philadelphia.



**Eloise N. Young, M.B.A.**, senior vice president for strategic planning and information services for Philadelphia Gas Works (PGW). At PGW, she oversees information technology (IT), the design and deployment of a new strategic planning program and the program management office. She also has co-sponsored a facility consolidation plan.



**Judgee M. Bavaria** has been elected board vice chair. Bavaria is president and CEO of Presby's Inspired Life, a not-for-profit, faith-based ministry that provides continuing care and affordable housing to 3,000 older adults in more than 30 senior living communities throughout the Greater Philadelphia area.

**Sheri C. Gifford, LCSW**, continues as board secretary and **Barbara Waynant Murphy** continues as board treasurer.

### New board members are:



**Louis A. Bové, Esq.**, principal and founding member of the regional insurance coverage law firm Bodell Bove LLC. He concentrates his practice in the fields of insurance coverage and bad faith litigation, construction defect litigation, and product liability litigation.



**Lydia Hernandez-Velez, J.D.**, Philadelphia's deputy managing director for aging. She directs the Mayor's Commission on Aging (MCOA), which connects city seniors with opportunities for training and employment, and is a provider for the APPRISE health insurance counseling program.

### Advisory Council welcomes new members

Two new members have been named to PCA's advisory council. The council serves as an advocate for older people, providing input to PCA's board of directors on matters including development, administration, programs and the annual budget; and reviews and comments on PCA's four-year plan.

### New advisory council members are:



**Jennifer Russell, J.D.**, programs director for Ralston Center, a West Philadelphia organization whose mission is to improve the health and quality of life for older adults in Philadelphia. Russell oversees the coordination and administration of existing and emerging programs like Age-Friendly Philadelphia, Ralston Wellness and Ralston Awards.



**Linda Tyler**, former controller for Deliverance Evangelistic Church. Tyler teaches at the church's Bible Institute and is a recipient of the institute's Teacher of the Year Award. She also has worked as a travel agent.

### PCA: Get to know us

PCA provided 1.5 million home-delivered meals to more than 7,000 homebound older Philadelphians in Fiscal Year 2016. *Read more in PCA's latest State of the Agency report at [pcaCares.org/stateofagency](http://pcaCares.org/stateofagency).*

## PCA events roundup

### Regional Conference on Aging

Nearly 600 professionals in aging-related fields attended the 2017 Regional Conference on Aging, presented by PCA Sept. 27-29. Held at PCA, this seventh annual conference offered 30 sessions over three days. Locally and nationally recognized experts presented on the growing Alzheimer's epidemic, elderly empowerment, creating age-friendly neighborhoods, myths and facts about the aging brain, and more. A "panel of pundits" also discussed aging issues in the Trump era. Sponsors included Always Best Care Senior Services, Cigna HealthSpring, Health Partners Plans, Independence Blue Cross, Mom's Meals, Moravia Health and SarahCare Home Health Agency.

### Fall Clergy & Seniors Day

PCA's Clergy-Aging Interfaith Coalition presented its annual Fall Clergy & Seniors Day on Oct. 5. Held at the Courtyard by Marriott Philadelphia City Avenue, it focused on the theme "Empowering Clergy: Understanding the Challenges & Issues for the Alzheimer's Caregiver." The event drew more than 220 clergy, lay leaders and senior-serving professionals to discuss ways faith-based organizations can be part of the family caregiving team. Participants also had the chance to learn about aging services in the resource room. Sponsors included Always Best Care Senior Services, Cigna HealthSpring, Gateway Health and Health Partners Plans.

### The Senior Strut: A Health Event in the Park



"The Senior Strut: A Health Event in the Park," presented by the Fairmount Park Conservancy, Philadelphia Parks & Recreation, and PCA, took place Oct. 13. Following a musical send-off by a Mummer's string band, more than 500 seniors walked for health and enjoyment in a one-mile loop down scenic Boathouse Row on Kelly Drive. After the walk, participants enjoyed a health and information fair with free health screenings at Lloyd Hall and fitness and entertainment activities led from a demonstration stage.

The event featured a special appearance by Bill Bergey, former Eagles All-Pro middle linebacker. Major sponsorship for the event was provided by Always Best Care Senior Services and Health Partners Plans. Additional sponsors included Bath Fitter, Bayada Home Health Care, Cigna HealthSpring, CityLife Neighborhood Clinics, Gateway Health, Independence Blue Cross, JEVS at Home, Liberty Resources, Moravia Health, the Pennsylvania Lottery, SarahCare Home Health & Hospice, and UPMC for Life.

### Latino seniors' conference

PCA's 16<sup>th</sup> annual conference for Spanish-speaking elders on Oct. 21 focused on the theme "Developing New Skills for a Healthier Life." Held at the Community Center at Visitation, the event featured presentations on fall prevention, medication management, preparation for medical appointments and more. Sponsors included Age in Place Home Care, Always Best Care Senior Services, Cigna HealthSpring, Health Partners Plans, Moravia Health and SarahCare Home Health Agency.

### PCA Thanksgiving celebration

Thanksgiving came early for 350 seniors who enjoyed a festive meal Nov. 19 at PCA. The agency has hosted a Thanksgiving dinner for isolated, low-income older adults in Philadelphia since 2000. This was the first such celebration to take place on-site at PCA. The merchants of Reading Terminal Market and SEPTA co-sponsored the event.

### The AIDS Memorial Quilt



Joel (left) and Daniel Yoffee pose next to The Quilt panel that commemorates their brother, Alan Yoffee, who died of AIDS.

A 12-by-12-foot block of The AIDS Memorial Quilt was displayed at PCA beginning on Nov. 20 to raise AIDS awareness in advance of World AIDS Day (Dec. 1) and to memorialize former PCA Communications Associate Alan Yoffee, who died of AIDS in 1992. The Quilt block, shown in partnership with AIDS Fund, included a panel commemorating Yoffee and was on display at PCA for two weeks.



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Philadelphia Corporation for Aging (PCA), a private, nonprofit Area Agency on Aging, was established in 1973 to coordinate social services for Philadelphians who are older or who have disabilities and to assist them in achieving their optimum levels of health, independence and productivity.

One of the region's largest nonprofit organizations, PCA is funded in part by the federal Older Americans Act and the Pennsylvania Lottery, channeled through the Pennsylvania Department of Aging, and by Medical Assistance, channeled through the Pennsylvania Department of Human Services.

## CALENDAR OF UPCOMING EVENTS

### MARCH

**Aging System Resource Training\***  
**Wednesday, March 14**  
1:30 to 4:30 p.m.

**Clergy Quarterly Meeting**  
**Thursday, March 15**  
Noon to 2 p.m.  
For information: call 215-765 9000, ext. 4470 or email Sandra.Lawrence@pcaCares.org.

**How to Better Serve African and Caribbean Seniors\*\***  
**Wednesday, March 21**  
1:30 to 4:30 p.m.

### APRIL

**How to Better Serve Russian Seniors\*\***  
**Wednesday, April 4**  
1:30 to 4:30 p.m.

**Conference for Social Workers  
Serving Latino Seniors**

**Thursday, April 12**  
10 a.m. to 1 p.m.  
Location TBD  
For information: call 215-765 9000, ext. 4470, or email Lissette.Sarfraz@pcaCares.org

**How to Better Serve Asian Seniors\*\***  
**Wednesday, April 18**  
1:30 to 4:30 p.m.

**Improving the Quality of Services and Supports Offered to LGBT Older Adults\*\***  
**Thursday, April 19**  
10 a.m. to 4 p.m.

**Information and Referral Council**  
**Tuesday, April 24**  
12:30 to 2:30 p.m.  
For information: call 215-765 9000, ext. 4470 or email Wanda.Mitchell@pcaCares.org.

### MAY 2018

**PCA presents Celebrate Arts and Aging during Older Americans Month in May**  
**Monthlong arts celebration featuring senior art exhibits, special arts opportunities for seniors and more**

For information: call 215-765-9000, ext. 5055 or email events@pcaCares.org. Information also will be available later this spring at pcaCares.org.

*Events held at PCA, 642 N. Broad St., Philadelphia, unless otherwise specified.*

*\*For information or to register for PCA training programs, go to [regonline.com/pca-trainingcatalog2017-2018](http://regonline.com/pca-trainingcatalog2017-2018) or call 215-765-9000, ext. 5065.*

*\*\* For information or to register for these PCA training programs, go to the web address above or call 215-765-9000, ext. 5340.*

Cover photo: Members the Mummies' All Star String Band provided a musical send-off for a one-mile walk at "The Senior Strut" and posed with individual participants for photos after the walk. (Photo by Evangelina Iavarone)