



2024

ANNUAL REPORT



Our Mission

NEI3A helps older persons respond to their evolving needs and choices.

Our Vision

Older persons have access to support that empowers them to live with choice and dignity in their communities.

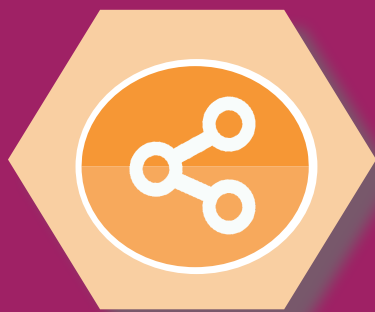


Responding to the evolving needs of older adults

The demographic landscape of America is undergoing a significant transformation, marked by the aging of our population. By the year 2030, a staggering 73 million people, equivalent to one in every five Americans, will have reached the age of 65 or older. Notably, within the last decade, Northeast Iowa Area Agency on Aging (NEI3A) experienced a subtle growth in its overall population while witnessing a remarkable 10% surge in individuals over 60.

Within the 18 counties in NEI3A's service area, 55% of individuals over 60 reside in rural communities. Fiscal year 2024 saw NEI3A extending its assistance to 3,333 individuals living alone and 1,858 individuals facing economic hardship.

This population growth and dynamics of the service area represent a tremendous opportunity to innovate and create new ways to address the needs of the expanding number of older adults. This is why our mission holds an even greater significance today, steadfastly guided by the evolving needs of older individuals. Our unwavering commitment lies in connecting them to a range of service alternatives, empowering them to lead lives of dignity within the communities and environments they personally choose.



Connecting you to services to remain independent



Providing caregiver support



Promoting active aging with health based programs



Enhancing health with nutrition services

Reflections on **FY2024**



Mike Donohue
CEO



Jacob Bates
Board President

In 2024, our agency experienced a transformative year marked by change and renewal. Faced with new challenges and tightening budgets, our staff showcased remarkable resilience, adapting to innovative business practices while keeping our consumers' needs at the forefront.

As the new fiscal year began, we faced rising inflation, which further strained our already limited financial resources. With an increasing waitlist for meals, respite, and various other services, a strategic planning committee set out to develop a comprehensive reorganization plan. This initiative aims to redirect savings back into programming to reduce or eliminate waitlists across our agency, focusing on program prioritization and fiscal sustainability while identifying opportunities for greater operational efficiency.

Our nutrition team conducted a thorough review of meal vendors and made the strategic decision to transition from TRIO to Mom's Meals. This change not only resulted in significant cost savings for our meal program but also altered our processes for delivering meals to consumers, prompting a reorganization of the nutrition department to align with our new delivery model. The additional benefits to our transition included more choice for our consumers, including the addition of medically tailored meals and a broader reach within our service area. As part of this restructuring, we have created three new lead positions within the nutrition department to drive our activities in nutrition, health and wellness and nutritional education. Additional positions were outsourced or eliminated, in an effort to increase efficiency, build capacity, and provide a sustainable fiscal foundation.

Our two national resource centers—the State Health Insurance Program Technical Resource Center (SHIP TA Center) and the Senior Medicare Patrol Resource Center (SMP Resource Center)—also underwent restructuring. Ginny Paulson, who led the SHIP TA Center since its inception in 2014, announced her retirement, while Nicole Liebau, who has managed the SMP Center since 2015, is shifting roles. In response, NEI3A established a new Joint Center Director position to oversee both national centers and streamline their operations. Brandy Bauer, who previously led the Medicare Improvements for Patients and Providers Act (MIPPA) Resource Center at the National Council on Aging, has been appointed as the new Joint Center Director.

As part of our commitment to staff engagement, a committee has developed our agency's core values, which the board has adopted and will be integrated into a new staff recognition program. Our core values are:

- **Dedication:** Committed to fulfilling our mission with integrity and passion.
- **Excellence:** Pursuing greatness in all we do.
- **Innovation:** Embracing change to meet evolving needs.
- **Collaboration:** Building diverse partnerships for maximum impact.
- **Person-Centered:** Empowering individuals and respecting their perspectives.

Reflecting on this past fiscal year, we are immensely proud of our staff and volunteers for their flexibility and adaptability in navigating constant changes. We are also grateful to our board of directors for their invaluable guidance and insights from the communities across Northeast Iowa.

Looking ahead, we remain dedicated to serving our communities by providing older individuals with the services they need to maintain their independence, continually adapting to the evolving needs of those we serve.

-Mike Donohue, CEO

- Jacob Bates, Board President

2024 NEI3A Board of Directors

- ◆ Les Askelson, *Winneshiek*
- ◆ Jacob Bates, *Black Hawk*
- ◆ Dan Byrnes, *Allamakee*
- ◆ Sally Davies, *Jackson*
- ◆ Diana Dawley, *Poweshiek*
- ◆ Julie Hinders, *Black Hawk*
- ◆ Kari Harbaugh, *Clayton*
- ◆ Janell McElree, *Fayette*
- ◆ Patrick Murray, *Howard*
- ◆ Greg Orwoll, *Dubuque*
- ◆ Chelsea Petersen, *Bremer*
- ◆ Kayla Reyes, *Black Hawk*
- ◆ Valerie Schwager, *Black Hawk*
- ◆ Amanda Stahley, *Fayette*
- ◆ Katie Thornton-Lang, *Grundy*
- ◆ Jessie Tibbott, *Delaware*
- ◆ Shannon Zoffka, *Tama*

LifeLong Links Assists Individuals to Remain Independent

Most of the aging population prefers to continue living in their homes for as long as possible. According to the AARP, nearly 90 percent of adults over 65 want to remain in their current homes as they grow older.

Older adults who choose to age in place may find that they need support in place, but do not know where to go for this information. At NEI3A our Information and Assistance specialists have the knowledge necessary to inform and empower people by connecting them to community resources and programs to ultimately improve the quality of life for older adults and help them remain in the most independent setting of their choice.

Lifelong Links, through Iowa's Aging and Disability Resource Center provides a single point-of-entry resource for anyone seeking information regarding assistance for older persons, persons with disabilities, veterans, and caregivers. In fiscal year 2024, Information and Assistance Specialists assisted 3,573 individuals with 8,036 units of service. Additionally, 838 caregivers were connected to vital resources and community programs through Information and Assistance that totalled 1,348 contacts. Call topics range from needing home delivered meals, transportation, homemaker, and benefits screening to determine eligibility for programs that assist with medical costs. Often the I&A specialist may refer on to an NEI3A Options Counselor to assist with more complex issues to provide additional advocacy and service coordination.

Along with utilizing our toll-free numbers to contact NEI3A, we provide alternative ways for individuals to search for services and connect with an Information and Assistance Specialist. Lifelong Links includes an online searchable database available to the public 24/7. Consumers can search by county and the services they are seeking to gain a list of agencies and providers available. Our Information and Assistance staff ensure those records are accurate and up to date. Over 750 records are reviewed annually to keep information current. A live chat feature is also available during regular business hours on the Lifelong Links website. Individuals are also able to directly connect with I&A staff via a request for information on-line form found on our agency website. In 2024, 239 web requests were received and followed up on. Our Information and Assistance Specialists fielded approximately 6,558 total calls in fiscal year 2024. Our staff continues to answer the call to help individuals navigate through a system of support and resources to remain independent.

3,573

*Individuals assisted
with Information and
Assistance*

Caring for the Caregiver

Family caregivers are the backbone of the nation's long-term services and support system. According to estimates from the National Alliance for Caregiving, during the past year, 65.7 million Americans served as family caregivers for an ill or disabled relative. This encompasses 1 in 5 Americans. Further, the CDC states 30% of these caregivers provide care at least 20 hours per week, compared to a part-time job. Family caregivers often lack support networks or the time to access available support networks, which can put them at risk of social isolation.

Caregivers face a multitude of challenges and NEI3A strives to build their support network to carry out their obligations of keeping adults safe and secure. NEI3A's caregiver program provides informative options for care and support, case management, emotional support through informal counseling, support groups, respite care, and training and education opportunities.

In FY24, 838 caregivers were provided with 1,348 contacts of information and referral assistance. Additionally, NEI3A Caregiver Specialists delivered 351 hours of options counseling which is short term case management with enrollment of 90 days or less, to 110 caregivers. Case management for on-going advocacy and care planning was provided to 141 family caregivers and totaled 1,116 hours of assistance. These caregivers receive OAA

237

Caregiver support group
sessions held

Consumer Testimonial

My Aging Specialist from NEI3A has been caring, attentive, and effective in supporting me in this most challenging role as caregiver for my husband. She is an important person in my support network. Thank you—well done and keep up the good work in all you do.

funding for respite care services and providing case management services to them ensures monitoring the services they are receiving. NEI3A was able to directly fund 188 caregivers with 14,270 hours of respite services to reduce stress and allow a break to rest and recharge. Out of home respite, often an adult day center setting, was provided utilizing OAA funding to 17 Caregivers. Some Caregivers continue to be employed outside the home and out of home respite is a beneficial option for them. Our Caregiver Specialists often provide reassurance and emotional support during telephone contacts and home visits. 507 sessions were recorded as informal counseling. This often provides the caregiver with time to be heard and listened to. Another opportunity to allow caregivers to express their challenges are support groups. Currently NEI3A facilitates four in-person support groups and one weekly virtual support group. In FY2024 NEI3A had 46 caregivers participate in a support group with a total of 237 sessions.


As social isolation remains a concern amongst older adults, we continue our partnership with GrandPad by leasing 50 devices to keep them connected. The easy-to-use and secure tablet does not require internet service while allowing use of many features such as video calls, email, sharing photos, music, games, and current event articles. It keeps our consumers engaged and connected to their family and friends.

To support caregiver self-care, NEI3A offers the evidence-based Powerful Tools for Caregivers class, Caregiver Wellness Days, and online training. The Powerful Tools class runs weekly for six weeks, focusing on self-care. In FY24, we raised awareness with two Caregiver Wellness Events, highlighting caregivers' value. We also partnered with Trualta, an online platform with short modules tailored to caregivers' needs. Through these initiatives, we served 74 caregivers, providing 403 direct hours of education and training. Our community partnerships continue to enhance support for caregivers in the NEI3A service area.


2024 CAREGIVER UNITS

507 
Informal Counseling

1,348 
Information & Assistance


1,116 
Case Management hours
of assistance

351 
Options Counseling

 = 100 units

14,270
Respite Hours



 = 100 units

Promoting Active Aging *with health based programs*

“Healthy aging” is a popular term, but at NIE3A, it’s something we truly care about. We want to help older adults understand how their daily activities affect their health and what they can do to improve it. Our proven programs are in high demand, and we sometimes struggle to offer as many as we’d like. We’ve found that people prefer short, easy-to-fit-in educational sessions.

That’s why we’ve introduced a new program called Healthy Steps for Older Adults, which is a 5-hour program that we’re excited to bring to your community. Our Tai Chi for Arthritis and Fall Prevention program is also very popular, and we trained new instructors last fall. In fiscal year 2024, we offered 25 evidence-based programs, including A Matter of Balance and Walk with Ease. We also provide some virtual programs, especially in the winter when travel can be challenging

25

Evidence-based programs offered

Enhancing Health *with nutrition services*

Our nutrition program is improving to better meet what people want and to keep costs down. In January, we switched about 95% of our home-delivered meal clients to a new Iowa-based service that delivers fully prepared meals right to their doors. People can choose 10 meals every two weeks, giving them more variety and flexibility. This change also lets us offer meals that are tailored to specific medical needs, giving even more options. It’s been a good decision financially too, saving us over \$2 per meal. Although we still have a waiting list for these meals, we can now start serving high-priority clients within a few weeks instead of months.

Our Iowa Café meals are also very popular, with a lot of people looking for these meals for both social reasons and to help with food insecurity. We serve nearly 2,600 meals a month to over 700 different people through our Iowa Café partners.

Additionally, our pop-up program, which brings meal services to places where people are already gathering, is growing and well-received. People enjoy inviting others to join, and we’re also using these events to provide information about healthy aging. The community really appreciates these efforts.

2,600

Meals served each month through the Iowa Cafe program

181,539

Meals served in FY 2024

Elder Abuse Prevention and Awareness (EAPA)

Elder abuse is a critical yet often overlooked social issue, impacting 1 in 10 older Americans annually. This abuse takes many forms, including physical, emotional, and sexual abuse, as well as neglect and financial exploitation. Sadly, victims of elder abuse face increased risks of serious health problems, hospitalizations, premature nursing home placements, and even early death.

The Elder Abuse Prevention and Awareness (EAPA) Program provides services to adults aged 60 and older who are experiencing, or at risk of experiencing, abuse, neglect, or exploitation. Our elder rights specialists conduct thorough assessments to identify risks, develop effective intervention and safety plans, and coordinate essential services to mitigate or eliminate those risks. In the past fiscal year NEI3A provided EAPA services to 73 older adults, investing over \$29,000 in services and supports aimed at preventing and addressing abuse.

A key focus of the EAPA program is raising awareness about elder abuse in our communities. We offer comprehensive training and educational resources to law enforcement, healthcare providers, social workers, and community organizations. Our outreach efforts include participating in health fairs, observing World Elder Abuse Awareness Day, and serving as a resource for professionals working with older adults. Last year, our initiatives reached more than 9,000 individuals, significantly advancing community awareness and support for elder abuse prevention.



73

Individuals provided
EAPA services

9,000

Individuals reached
with EAPA community
awareness

Person Center Funding

NEI3A's Person Centered Funding is a comprehensive care management program where Aging Specialists work with individuals and their families to assess their specific needs, develop a care plan to address those needs, and identify resources and funding to implement their care plan. Services funded through this program include case management, chore, homemaker, home modifications and repairs, lifeline, personal care assistance, and transportation.



Iowa Return to Community

IRTC is a specialized program designed to help older individuals make a smooth transition home from a hospital or care facility and reduce readmissions. NEI3A currently has a partnership with Unity Point hospitals and clinics in Waterloo, Marshalltown, and Grundy Center, with plans to expand with other healthcare systems.

Transportation Assistance Program

The Transportation Assistance Program is a vital service designed to support older adults in accessing essential transportation. This program aims to enhance mobility and independence for participants, ensuring they can attend medical appointments, grocery shop, and engage in community activities. This year, our program provided:

- 15,369 paratransit rides to 497 consumers. Paratransit services offer curb-to-curb transportation, for individuals with mobility challenges who are unable to use conventional public transit.
- 5,858 rides to 102 additional consumers using our fixed route services. These routes provide scheduled, reliable transportation along established paths, ensuring consistent access to key destinations.

Our transportation network includes 9 transportation lines, that include both fixed route and paratransit options. This comprehensive system ensures broad coverage across our service area, effectively connecting individuals to vital services and community resources.

15,239

Paratransit rides provided

400

Consumers provided services through IRTC program



NEI3A Awarded a Grant for Benefits Enrollment Center

NEI3A was awarded a 20-month grant as a Benefits Enrollment Center. The Grant is administered by the National Council on Aging. The grant runs Jan 1, 2024, through August 31, 2025.

The purpose of the Benefits Enrollment Center (BEC) program is to develop and implement coordinated, community-wide, person-centered, and more seamless systems for finding, enrolling, and retaining Medicare-eligible older adults and adults with disabilities in all the public benefits for which they are eligible. The idea behind the BEC program is to help connect individuals with as many benefits as possible and at one location.

The primary focus of this grant is to screen and assist clients in enrolling in at least one of the five core benefit programs:

1. Medicare Part D Extra Help/Low Income Subsidy (Extra Help/LIS)
2. Medicare Savings Program
3. Medicaid
4. Supplemental Nutrition Program (SNAP)
5. Low Income Energy Assistance Program (LIHEAP)

The requirement of this grant is to submit a minimum of 250 applications during the grant cycle within these five core benefits. The consumer must be a Medicare beneficiary.

In fiscal year 2024 we completed the first six months of the grant. NEI3A served 116 consumers and 158 core applications. This was 63% of our goal of a minimum of 250 and completed in just six months with fourteen more months of the grant period left. We are hopeful to apply for additional grant funds through NCOA in the future. NEI3A is making a huge impact in the daily lives of the consumers we serve, making them more secure and safe.

Customer Testimonial

A consumer was referred by her local hospital to apply for the Elderly Waiver for her husband. NEI3A staff conducted a home visit to help complete the application for the Elderly Waiver, Medicaid, Medicare Savings Program, and Extra Help for medication costs. During the visit, they discovered the consumer's income exceeded the Elderly Waiver limit, requiring a Miller Trust. NEI3A staff explained the Miller Trust and resource attribution in detail. The consumer expressed gratitude for the assistance, noting she would have given up without NEI3A's help, and appreciated having a "real person" to guide her through the process. She is thankful to have NEI3A to call with any future questions.

116

Consumers connected
to extra benefits

158

Core applications
completed



Educating people and communities to help make Iowa a place where people with dementia can thrive.

The Dementia Friendly Iowa statewide initiative continued significant traction in its third year. This program has played a crucial role in educating communities and organizations about dementia through Dementia Friends sessions and Dementia Friendly Organization/Business training.

Statewide, 5,083 individuals participated in 293 sessions, becoming Dementia Friends and bringing the total to nearly 11,000 Dementia Friends in Iowa. Additionally, 86 new Champion Volunteers—comprising professionals, caregivers, students, and community members—were trained to deliver these educational sessions, contributing to a total of 188 active volunteers across the state.

An impressive 50 new businesses and organizations joined the initiative by hosting dementia training for at least half of their staff, bringing the statewide total to 137 Dementia Friendly Organizations since the program's inception. A notable participant included Lowell Elementary School in Waterloo, where almost 400 students and staff became Dementia Friends. Other participating organizations included financial institutions, dentists, community foundations, beauty salons, healthcare clinics, volunteer groups, faith-based organizations, senior centers, universities, high schools, first responder agencies, assisted living and long-term care centers, libraries, and more.



5,083

People became
Dementia Friends

At the community level, two new Dementia Friendly community initiatives were officially launched in Linn County and Clarinda, Iowa. Additionally, new action teams have formed in the Des Moines metro area, Marion County, Delaware County, and Bettendorf/Davenport, while existing teams in Cedar Valley, Vinton, Maquoketa, Dubuque, and Johnson County received technical assistance as they continue their efforts to implement local dementia friendly changes.

The program also hosted three undergraduate interns throughout the year —two from Wartburg College and one from the University of Northern Iowa. Another highlight was the release of the Dementia Friends Iowa Evaluation Report, authored by Megan Zimmerman, Dementia Friendly State Coordinator at NEI3A, and Joe Sample, Director of Policy & Outreach at i4a. The report, formally presented at the USAging Conference in July 2024, showcases the program’s impact on improving dementia knowledge, enhancing social comfort among attendees, and inspiring dementia friendly actions within communities over the past 2.5 years. You can read the full evaluation report here.

Lastly, NEI3A received another five years of funding from the Iowa-GWEP to support the continuation of the Dementia Friendly Iowa program. A significant enhancement in this grant cycle will be the pilot of a new Dementia Service Specialist position. This position will provide dementia-specific outreach and care consultations in the NEI3A service area. The pilot is aimed at advancing the state legislative priority of expanding an innovative Dementia Services Program across all Area Agencies on Aging (AAAs).

50

Businesses and organizations recognized as Dementia Friendly Dementia Friends





Special Projects

NEI3A is proud to house two national resource centers: the SHIP Technical Assistance Center (SHIP TA Center) and the Senior Medicare Patrol Resource Center (SMP Center). The two national centers provide resources and services for each of the 50 states and the District of Columbia, Guam, Puerto Rico, and the U.S. Virgin Islands.



SHIP

State Health Insurance
Assistance Program

Navigating Medicare



SMP

Senior Medicare Patrol

Preventing Medicare Fraud

Leadership Change

Ginny Paulson, who has led the SHIP TA Center since its inception in 2014, announced that she will retire in late 2024. Nicole Liebau, who has led the SMP Center since 2015 will be shifting roles but will continue to support the SMP Center grant within the agency. NEI3A created a new Joint Center Director position to oversee both national centers and streamline their work. Brandy Bauer, who formerly led the Medicare Improvements for Patients and Providers Act (MIPPA) Resource Center at the National Council on Aging, joined the team in August 2024. You can learn more about her and other staff of both centers in the About section of www.shiphelp.org and the Contact Us page on www.smpresource.org.

National State Health Insurance Assistance Program Technical Assistance Center (SHIP TA Center)

The SHIP TA Center helps NEI3A meet its mission by helping older persons respond to their evolving Medicare needs and choices – not just in Iowa, but nationally. Through a competitive federal grant from the U.S. Administration for Community Living (ACL), it serves two major audiences: The national Medicare public and the 54 State Health Insurance Assistance Programs (SHIPs).

SHIPs nationally help Medicare beneficiaries, their families, and caregivers navigate Medicare. SHIPs are local and unbiased. Medicare education and counseling for Iowans is provided by the Iowa SHIP, not by staff of NEI3A's SHIP TA Center.

The SHIP TA Center's website, www.shiphelp.org, educates the public about SHIP and helps the public find their SHIP. This site was visited 930,000 times by 620,000 people in the past year, and 1.8 million pages were viewed. This is a 20% increase in annual website traffic. On this site and elsewhere, we advertise our national toll-free number for helping the public find their local SHIP. Over 20,000 people called this toll-free number in the past year (a 30% annual increase).

930,000

Number of site visits at
www.shiphelp.org

You can also find the SHIP TA Center on Facebook and YouTube. We use these media channels to promote SHIP services and explain how we can help them find local and individualized Medicare help.

The SHIP TA Center provides training and technical assistance to SHIP programs, such as in these ways:

- **Password-protected website for SHIP staff and volunteers.** 8,300 unduplicated SHIP personnel were active users of our website in the past year. There, they access resources to help them do their work. In the past year, SHIP personnel logged in 107,000 times (7% annual decrease).

- **Online Counselor Certification and Training tool.** SHIP counselors used courses and certification tests in this tool over 61,000 times (13% annual increase).
- **Medigap comparison tool.** This password protected Medigap Supplement plan comparison tool for SHIPs compares Medigap options and costs based on individual circumstances. SHIPs accessed this tool 33,000 times in the past year (6% annual increase).
- **Data System.** We provide training and technical assistance for all 12,000+ users of the SHIP national data reporting system, called STARS. STARS data informs the federal government’s SHIP reports to Congress.
- **Webinars.** We provide webinar training on all aspects of SHIP operations, often in collaboration with the national Senior Medicare Patrol (SMP) Resource Center at NEI3A. In the past year, we offered 41 webinars that were attended by over 14,000 SHIP personnel (40% annual increase).
- **Newsletters.** We write and publish monthly newsletters where we feature successful practices, Medicare news, and our training materials. Over 8,000 SHIP personnel subscribe to our newsletters (15% annual increase).
- **Medicare Minutes.** These monthly education packages are produced by our major partner, the Medicare Rights Center. Together with the SMP Resource Center, we distribute them to SHIPs and SMPs nationally for educating local audiences about Medicare. They also form the basis of our monthly blog at www.shiphelp.org.
- **One-on-one Technical Assistance.** We provide one-on-one technical assistance on all aspects of SHIP operations. 52 of the 54 SHIPs contacted us for one-on-one technical assistance in the past year.

Special projects

- **AARP Collaboration.** We partnered with AARP to recruit SHIP speakers from 32 SHIP programs to participate in AARP virtual seminars titled “Key Questions to Consider About Medicare Initial Enrollment.” In these seminars, SHIP Medicare counselors present and also host a 30-minute Q&A with the audience about their specific Medicare issues.
- **Navigating Challenging Client Contacts Resource Guide.** We brought national aging and disability organizations together to contribute training materials to help personnel at SHIPs, SMPs, AAAs, and ADRCs. Challenging client contacts include but are not limited to racist, antigovernment, and potentially violent or suicidal contacts. Challenging client contacts can impact the professional well-being of staff and volunteers in the aging and disability networks.
- **U.S. News and World Report** featured NEI3A’s SHIP TA Center in August 2024 in the article “How SHIPs Can Help With Your Medicare Questions and Problems.” It explained the role of SHIP in providing assistance, comparing Medicare plans, navigating coverage and costs, and addressing billing and claims concerns.

Senior Medicare Patrol National Resource Center (SMP Center)

The SMP Center, under the direction of the U.S. Administration for Community Living (ACL), serves 54 SMP projects nationally. The SMP Center's primary goals are to provide professional expertise, training, and technical assistance to the SMP projects and promote national visibility for the SMP program to assist the general public in locating their state SMP project and to bring awareness and prevention on trending Medicare fraud schemes. In 2023, SMP had 5,532 active team members (3% increase from 2022). Those SMP team members conducted 22,356 group outreach and education events reaching an estimated 1,244,697 people. Additionally, SMPs had 270,348 individual sessions with, or on behalf of, Medicare beneficiaries.

The SMP Center supports training and resources for ACL's SMP national data system, casework, successful practices, Volunteer Risk and Program Management, center platforms, SMP-specific roles, and "how-to" topics based on program needs. The SMP Center maintained a national SMP website, www.smpresource.org, and a password-protected SMP Resource Library and learning management system, TRAX: Training Tracker, containing 1,683 resource entries from for 7,549 users.

1,683

*Resource entries
on smpresource.org*

The SMP Center's public-facing website houses resources, news, and videos to educate beneficiaries and their families about pressing Medicare fraud trends. It includes links to the Center's Facebook, Instagram, and LinkedIn accounts, which are updated regularly. Some of the SMP Center's main initiatives for this NEI3A fiscal year included:

- Development of four ongoing publications that serve the public, the Aging Network, and SMP and SHIP professionals.
- 53 additional resource entries for SMP training and technical assistance use.
- Development of six diversity, equity, and inclusion self-paced training modules (to be released in fall 2024).
- National media interviews with KFF Health News (two separate fraud topics and correspondents), Bloomberg, KSL-TV in Salt Lake City, the New York Times, Guardian Post, and the Washington Post. Other national media included:
 - AARP SMP articles fall 2023: <https://www.aarp.org/money/scams-fraud/info-2023/most-common-medicare-scams.html>, <https://www.aarp.org/health/medicare-insurance/info-2023/how-to-volunteer-for-senior-medicare-patrol.html>, and <https://www.aarp.org/health/medicare-insurance/info-2023/senior-medical-patrol-detects-fake-charge.html>.

- o A December 2023 Society of Certified Senior Advisors' (CSA) Journal article: Hospice Fraudsters Using a Death Benefit on the Living: How a Valuable Program's Payment Structure Is Exploited for Profit (Distributed to 3,000 members)
- o PR Newswire press releases on trending fraud topics
- Social media successes since July 2023 included: SMP Center's Facebook page had 139 posts and a total reach of 301,398. There were also 892 new page followers and 4,359 total content interactions.
- There were 1,348 potential fraud cases reviewed by the SMP Center that were sent to the Office of Inspector General (OIG) via ACL.
- National Health Care Anti-Fraud Association (NHCAA) Artificial Intelligence (AI) fraud work group participation with national partners.
- Hosted/cohosted (with SHIP TA Center) 25 webinars.

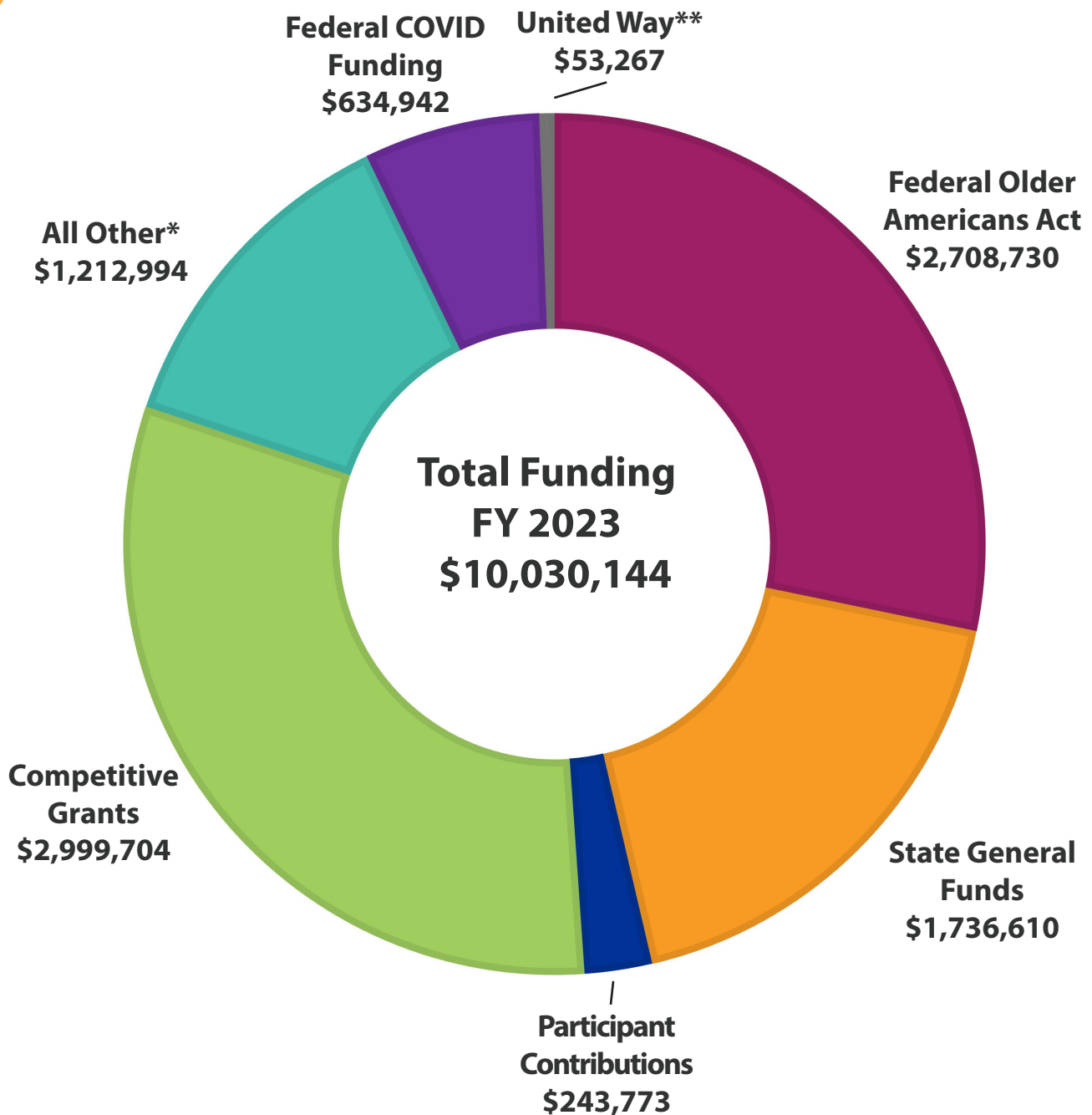
Medicare Fraud Prevention Week SMP Center Results

The SMP Center hosted the third national Medicare Fraud Prevention Week the week of June 5. This event was promoted by ACL, the Office of the Inspector General (OIG), Federal Trade Commission, Social Security OIG, and many more national partners.

The event was promoted on Google, Facebook, Spotify, and PR Newswire, resulting in the following:

- Google results: 3,470 clicks, 635 conversions (traffic to the website), and 418,000 million impressions, with an overall cost of 52 cents per click.
- Facebook results: 200,396 people reached, and 697 page follows.
- Spotify results: 41,666 reach, 54,586 impressions, and clicks to our website, with an average frequency (the average number of unique listens) of 1.31.
- PR Newswire results: 553 pickups (placements and exact match pickups), 14,484 views, 889 multimedia (including web crawler hits, plays, and downloads), and 152 engagements (the total number of click-throughs, email shares, posts to social media and print actions). This doesn't include the data for all the potential views from the pickups or AP outlets distributed from the networks shown below.

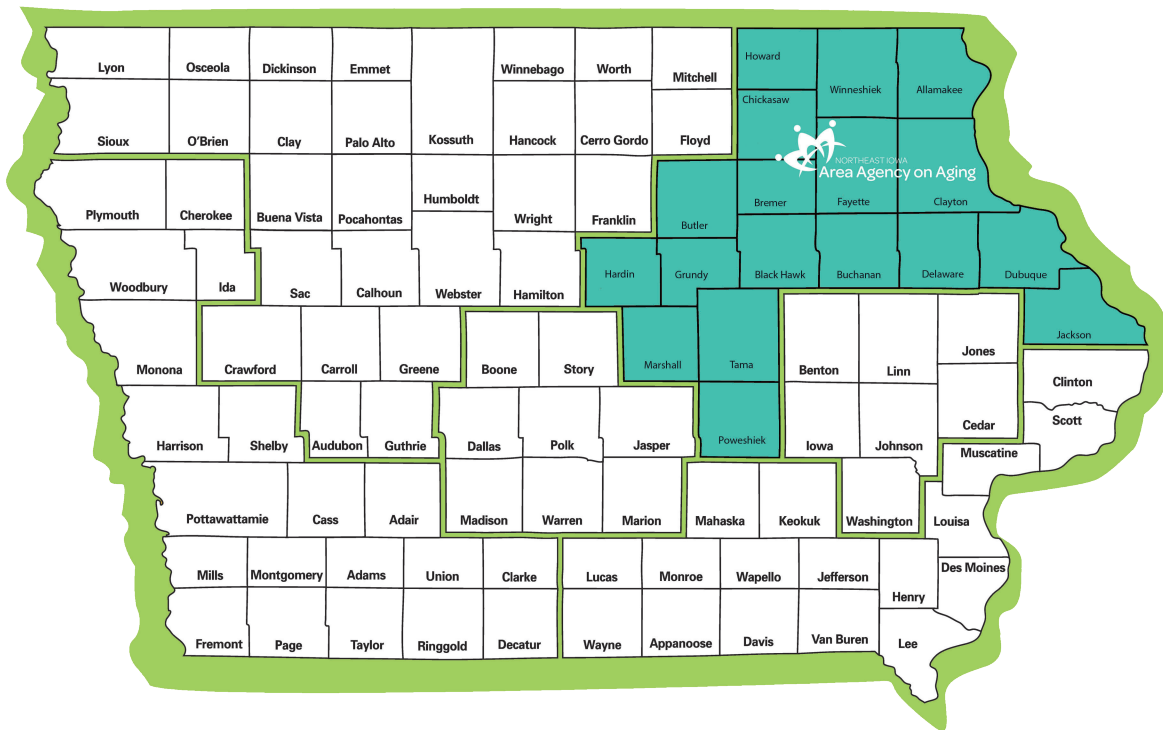
Sources of Funding



In Kind Contributions
\$440,124 (includes only labor)

**Includes fundraising, private contributions and other local cash*

***Includes United Way of Cedar Valley, Winneshiek County, Marshall County, Dubuqu, and Waverly.*



2024 Area Advisory Committee

- Marcia Bauer, Black Hawk
- Rosie Bruns, Black Hawk
- Sandy Chilson, Howard
- Lori Egan, Winneshiek
- Lamoyne Gaard, Poweshiek
- Jerry Gade, Grundy
- Sharon Harms, Grundy
- MacKenzie Jaeger, Dubuque
- Heather Levinson, Winneshiek
- Margaret Mjones, Dubuque
- Mary Peters, Dubuque
- Linda Ridihalgh, Fayette
- Don Shonka, Buchanan
- Brian Schoon, Black Hawk
- Linda Von Holten, Marshall
- Kelsey Umthun, Black Hawk
- Ron Welper, Black Hawk

Core Values: Our guiding principles and beliefs

Our core values define who we are and what we do. NIE3A's core values represent what is most important and serve as a foundation for living out our mission to help older adults respond to their evolving needs and choices.

Dedication

Committed to fulfilling our mission with integrity and passion.

Excellence

Pursuing greatness in all we do.

Innovation

Embracing change to meet evolving needs.

Collaboration

Building diverse partnerships for maximum impact.

Person-Centered

Empowering individuals and respecting their perspectives.



NEI3A serves older adults, caregivers, and persons with disabilities in Allamakee, Black Hawk, Bremer, Buchanan, Butler, Chickasaw, Clayton, Delaware, Dubuque, Fayette, Grundy, Hardin, Howard, Jackson, Marshall, Poweshiek, Tama, and Winneshiek Counties.

In accordance with the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973 and the Aging Discrimination Act of 1975, it is the policy of Northeast Iowa Area Agency on Aging to provide services to all persons eligible under the provisions of the Older Americans Act of 1965, as amended, without regard to race, creed, color, religion, national origin, sex, sexual orientation, handicap, or age.





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