

LIAISON REPORT

AGENCY: Heartland Senior Service

LIAISON: Andrea Rich, Liz Hunt

1. Need for Program. Describe who the target population is and whether their numbers are increasing or decreasing. Indicate the source of this information. Also, indicate how the program/service is different and how it is similar to others and what would happen if the program/service ceased to exist. List the priorities established by ASSET Funders, which the programming addresses.

Heartland Senior Services (HSS) provides resources and socialization to seniors throughout Story County. HSS has four program areas: outreach, adult daycare, activities, nutrition (home delivered meals- through partnership with Mary Greeley Medical Center).

HSS addresses the health and income needs of seniors by providing resources directly through programming as well as through connecting seniors with other resources in the community.

2. Program Strengths. Pick two to four factors that contribute most importantly to the program/service outcomes. Do not list everything that is satisfactory. We will assume that things not mentioned are okay. For each strength describe some supporting evidence.

HSS has continued to capitalize on partnerships with other community agencies to bring the best possible quality of life for seniors in Ames and Story County. HSS has continued to successfully partner with Mary Greeley Medical Center to provide meals on wheels to individuals in need throughout the county. HSS is responsible for volunteer coordination and delivering the meals prepared by MGMC kitchens. This allows for nutritious meals to be provided at a much more affordable price. It has also removed the burden associated with the care and maintenance of the HSS kitchen, as well as ongoing staffing issues.

HSS also utilizes community partnerships to proactively seek solutions to meet future infrastructure needs, by participating in planning for the Ames Healthy Life Center. If the Healthy Life Center moves from planning stages into implementation, HSS will be able to move out of its current location, which is no longer ideal for HSS's need and also in need of considerable maintenance. These partnerships also allow HSS to tap into resources at the City and the University, which provides additional opportunity for the clients served.

3. Program Weaknesses. Select factors that detract most from the program/service achieving its outcomes. Present details as described above. Recommendations for reducing these weaknesses should follow the discussion of each weakness.

HSS continues to face challenges of a changing aging population, which has required creativity in meeting the needs of seniors in a manner that is meaningful and desirable to the aging population. This means shifting away from programming at HSS (although those services still exist) and seeking new solutions

4. Financial Outlook. Current funding concerns should be described. In addition, the assessment of the program's plan to cope with shrinking resources should be given.

HSS has encountered the uncertainty and heartburn that seems to be associated with the changing landscape surrounding Medicaid and Managed Care. HSS has made the decision to continue to provide care for the seniors that need it in the Adult Day Center,

even though changes to managed care can make reimbursement uncertain. This is a concern for all agencies that provide medical and social support for the population- not just for seniors needing to meet basic needs. HSS has made the commitment to support seniors aging in their home, which is best for the individual and also the most responsible economic choice.

5. Internal Management Practices. Summarize your assessment of the management of the agency, and the role of the Board. If there are deficiencies, details should be provided. Conclude with recommendations when appropriate.

HSS executive director Nancy Carroll continues to tackle real issues with infectious positivity and energy. Moving HSS from a place for seniors to go to a resource bridge for individuals who are often isolated has been a tremendous step in the right direction. The focus on outreach is responsive to the current needs of the aging population.

6. Agency Suggestions/Comments. Make note of any suggestions, comments or questions agencies may have with regard to the ASSET process, budget forms and or anything else that relates to the process.

N/A

GENERAL ASSESSMENT:

HSS demonstrated a creative, head-on approach to partnering with numerous community agencies to provide the highest possible standard of living for Story County residents. HSS also demonstrated a collaborative nature between the four program areas.