

# HCP MANAGEMENT CONFERENCE & EXHIBITION 2025

*Confidence in Care: Resilience, Readiness, and Results*

# WELCOME

## Innovation in Home Care

### SPEAKER:

Sandy Lyons-Jackson, *Director of Clinical Services*, Companion Care of Rochester, Inc.

### TOPIC:

## Community Partnerships



# COMMUNITY PARTNERSHIPS

# WHAT ARE COMMUNITY PARTNERSHIPS?

- Defined as collaborations between different entities, such as government agencies, schools, businesses, and non-profits, to address shared community goals
- Remember....
  - Emergency Preparedness
  - DSRIP

# TYPES OF COMMUNITY PARTNERSHIPS

- Government Agencies:
  - LHD
  - DOH
  - RRDC
  - HCP Membership (State and Local Levels)
  - Emergency Services
- Schools:
  - Local Colleges
  - High Schools
  - Day Care programs

# OTHER COMMUNITY PARTNERSHIPS

- Other businesses
  - Local PCA training programs
  - Vendors you are contracted with
  - Other LHCSAs
  - MD offices, Social Workers, Day Programs
  - MLTCs/MCOs
  - Office of the Aging
  - Independent Living Centers / ALPs

# WHY?

## Mandated:

- Regulatory requirement for LHCSAs as part of our Emergency Preparedness readiness.
- Was mandated as part of DSRIP
- Agency began to understand the benefits....

## Benefits:

- We worked to understand the need for EMS to view our workforce and Essential...
- We formed relationships with other businesses as we worked on DSRIP projects.
- During COVID these built relationships helped us obtain needed supplies for our workforce.
- Referrals for workforce and clients improved with these relationships

# Thank You!



**SANDY LYONS-JACKSON MS, RN**

*Director of Clinical Services*

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# WELCOME

**SPEAKER:**

Jake Wilkins, Vice President, People Home Care Services

**TOPIC:**

**Innovate and Pivot**





**INNOVATE  
AND  
PIVOT**

# People Inc.

## People Inc.

- support for people with intellectual and developmental disabilities and their families
  - health care services
  - services for seniors
  - services for the Deaf and hard of hearing
  - affordable housing

# People Home Health Services

## PCA Services

- Challenges with staffing
- Reimbursement cuts

## NYS Pilot for CDPAP

- Single State-Wide FI

# People Home Health Services

## Pivots

- Gaps in Care
- Infusion Services
- In-home Therapy Safety Evaluations

# Thank You!



**JAKE WILKINS**

*Vice President*

**People Home Health Services**

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# WELCOME

**SPEAKER:**

Jennifer Redding, CEO, Allwel

**TOPIC:**

**Aging happens. Planning doesn't.  
We're working on that.**



Session Sponsor

When families are tasked with solving for an aging challenge, they're often alone, overwhelmed, uninformed, and don't know where to turn. And here's what we know:

- **Crisis drives action**

- Most families only seek help when there's already an emergency

- **The system is fragmented & complicated**

- Resources exist, but families can't find them when they need them most

- **We all struggle to reach them**

- Home Care Providers lack the resources to connect with families early in the aging journey

# WHAT 25 YEARS TAUGHT US

Most family caregivers to older adults are flying blind

- No experience
- No knowledge
- No training
- No roadmap
- No support

# WHAT WE DECIDED TO DO ABOUT IT

Develop a digital platform that empowered families with actionable guidance on all aspects of the aging care journey, and connecting them to the right resource, for the right reason, at the right time.

Helping families understand...

- What to know
- What to do
- Who to call
- What to expect next

# INTRODUCING CARENGEN

## The only platform that holistically integrates senior care into **prescriptive guidance for families**

A comprehensive aging care decision support and coordination platform that helps families become better caregivers.

### ✓ **Personalized Aging Plans**

- Contextually integrated guidance with local provider recommendations

### ✓ **Expert Articles & Resources**

- Direct exposure to family decision makers when they're seeking answers

### ✓ **Accessible to Families**

- Accessible to everyone who needs help caring for an older adult

# HOW THIS HELPS ALL OF US

When families are better informed and engaged, everyone wins:

- **Reduces your staff workload**

- Families come to you prepared and informed

- **Improves quality of care and satisfaction**

- Better outcomes for seniors and peace of mind for families

- **Reaches families early in their journey**

- Connect during planning, not just crisis—but can be used in a time of crisis as well

- **We are reaching out to partner organizations from care managers, to elder law, office for aging, and senior living to name a few.**

- Form a positive first impression through expert content and priority positioning

# THIS IS OUR MOMENT

We have a choice: We can keep doing things the way we've always done them, or we can come together and build something better.

**CareNgen isn't just good for families—it's good for all of us:**

- ✓ Representation and exposure for all
- ✓ Partnership opportunities including Expert Panel participation
- ✓ Local recommendations
- ✓ Access to resources for loved ones from anywhere

**Together, we can transform how families experience aging care.**

# Thank You!

**Jennifer Redding**

CEO, Allwel Home Care

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Session Survey



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**Learn more about CareNgen:**

[www.carengen.com](http://www.carengen.com)