Changing the face of aging for 35 Years

IMPACT REPORT 2016

Center for Elders’ Independence
35 Years Helping East Bay Seniors Age in Place.

Caring for vulnerable seniors and helping them stay in the community they love has been our mission since the early 80’s.

In our first decade, we transitioned from offering Adult Day Health Care (ADHC) services on the campus of Highland Hospital to becoming an early adopter of the innovative Program of All-inclusive Care for the Elderly (PACE). Since then, we’ve cared for thousands of East Bay seniors and are poised to quickly increase that number when our new PACE centers open this year.

But no matter how much we grow, we never lose sight of our mission to improve the quality of life for our seniors and help them age with dignity.
Reflecting on the care that we’ve provided to East Bay elders for 35 years fills me with optimism for the future — and an even deeper commitment to today.

I firmly believe that the future of healthcare will be based on interdisciplinary models much like the innovative care practices we’ve been honing for decades. This gives what we’re currently doing at the Center for Elders’ Independence the potential to one day improve outcomes for every individual who receives or gives care.

CEI is uniquely positioned to help the East Bay handle the coming “age wave.” Our expertise with the PACE model enables us to assist California in improving outcomes, increasing patient satisfaction and decreasing the overall cost of healthcare.

PACE has proven its worth over 45 years. So CEI is built on a stable foundation that already has and will continue to weather changing political winds. Our strength lies in taking the standard Medicare model a step further, addressing seniors’ total environment. This means addressing not just medical issues, but also the social determinants of health, such as food, safe housing and social interaction.

I’m excited to see our association CalPACE actively working with legislators to streamline regulations, improve the program and expand it throughout the state. In late 2017,

CEI will also be hosting the Senior Health Policy Forum with On Lok, our sister PACE organization, bringing together the Bay Area movers and shakers who have a direct hand in creating a better aging environment for seniors.

It’s doubtful that anyone envisioned this growth or potential when we opened Alameda County’s first Adult Day Health Care Center, a relatively new concept at the time. But CEI has always been quick to adopt forward-thinking policies and practices that positively affect the lives of so many people, every day.

And we’ve been able to have an even greater impact through generous support from the community. You are yet another reason why CEI has such enormous potential.

Michael Smart, our Board Chair, and I offer our sincerest thanks for your invaluable support. We are pleased to have you beside us as we continue to shape the future of healthcare.

Linda Trowbridge
Growing with an Escalating Need

With Baby Boomers now reaching retirement age, California will see unprecedented demand for senior services. This is especially true in Alameda and Contra Costa, where CEI operates.

Both Alameda and Contra Costa counties are projected to reach staggering levels of elder growth in the next decades. And this older population will be more racially, ethnically and culturally diverse according to the California Department of Aging.

CEI is already preparing for these changes.

In 2016, we secured the site for our largest PACE center yet, a beautiful new 15,682 sq ft facility in San Leandro. We also joined forces with Guardian Adult Day so we now have a center in West Contra Costa County that can provide ADHC services, as well as PACE services through CEI. And we’re actively seeking more partnerships and opportunities that will help us care for even more East Bay seniors.
But it’s not just about becoming bigger. CEI is becoming better.

Our participants now have much more input into everything from choosing activities to care planning. In fact, the design of the San Leandro facility with its coffee bar, library, computer lab and open kitchen is a direct result of suggestions from our participants.

CEI is also getting better at keeping seniors out of hospitals and nursing homes. Electronic medical records help us track participants’ health more closely. We’ve contracted with Ecolane to take more seniors to and from medical care and fun outings that add joy and strengthen their resilience. By getting better at delivering care, we can help offset potential cutbacks of government reimbursements—without cutting back on services.

We also believe that our community involvement can strengthen the safety net for today’s seniors — and tomorrow’s. CEI is working with our sister PACE program in San Francisco to host the 2017 Bay Area Senior Health Policy Forum, which is designed to inspire, educate and engage local advocates, providers, policymakers and other stakeholders. We’re working in the Age Friendly Communities movement that was started by the World Health Organization. And through CalPACE, we’re joining PACE organizations statewide to develop new and creative ways to help California seniors.

CEI may be 35 years old, but we’re still on the cutting edge of senior care. Right where we plan to stay for the next 35 years.
2016 Highlights
Here are some of the honors and activities that stood out last year.

FUNDRAISING AND FUN AT THE PACE PARTY
Our annual PACE Party in May raised over $100,000 for frail, low-income East Bay older adults. The 250 guests enjoyed spectacular views from the University Club at California Memorial Stadium. CEI honored retired On Lok CEO Bob Edmondson with our Community Leadership Award. Farha Rahman received the Peter Szutu Outstanding Caregiver Award. She moved the crowd to tears as she expressed gratitude to CEI for making her life “a whole lot better.” Our fundraiser takes place on May 4, 2017.

FAMILY BRIDGES HONORS CEI
CEI and Family Bridges enjoy a successful partnership that benefits both organizations and their clients. At Family Bridges’ annual fundraising gala, Oakland City Council member Abel Guillen presented CEI with the Kenneth Hoh Award for Advocacy. “CEI has been at the forefront of providing innovative comprehensive care for the frail elderly, promoting aging in place and quality of life,” said Family Bridges’ CEO Corinne Jan.

INSPIRATION FOR STUDENTS ON CAREER DAY
When a local middle school invited CEI to participate in its Career Day, we appreciated the chance to share our expertise with these youngsters. A nurse, occupational therapist, social worker, recreational therapist and physician captivated the children with stories about the ways they work with frail seniors to improve health and happiness. Months later, Lloyd Wells, the social worker, later encountered a student who remembered him and said his job “sounded cool” and that he got a lot out of the CEI presentation.
CEI BOARD CHAIR HONORED WITH NATIONAL AWARD

The 2016 National PACE Association (NPA) conference was held in San Francisco and CEI was well represented. CEI’s board of directors chair Michael Smart received the Judy Baskins Volunteer Leadership Award, which recognizes "Leadership, Commitment, Passion, and Inspiration" for the PACE model of care. Mike has been a leader in community healthcare and PACE governance for more than 40 years. He has been on the governing board of CEI-PACE since 1992, and as Chair since 2000.

SENIORS REVEAL THEIR STRENGTH ON STAGE

Showing the value of exercise at any age, seniors from CEI energized and inspired the crowd at the City of Oakland’s Older Americans Month annual celebration at Ogawa Plaza. They enthusiastically demonstrated exercises designed to help seniors improve their strength, balance, and flexibility. Supported by an array of wheelchairs, walkers, and canes, they encouraged the audience to join in, offering clear evidence that no matter what one’s level of physical ability, just about everybody can exercise.

VIP ATTENTION AT AN OAKLAND A’S GAME

A field trip last spring to an Oakland A’s baseball game had participants from all four PACE centers cheering on the team and enjoying tasty snacks under sunny skies. The A’s staff treated the seniors to VIP attention, including escorting them to their seats. Activities like this that offer a change of scenery for fun and socializing stimulate the mind and spirit of frail seniors. Many participants mention the activities and friendly interactions with staff as big reasons for coming to the centers regularly.
Providing the PACE Model of integrated Services

A PARTNERSHIP BETWEEN CAREGIVERS & PARTICIPANTS

MEDICAL
Doctors and nurses staff medical clinics within PACE centers, and coordinate care among specialists, therapists and more.

IN-HOME
Nurses and personal care attendants ensure participants are properly fed and their home environment is safe and clean.

FAMILY SERVICES
Respite care, education and support are just some of the ways that PACE assists the caregivers who are so vital to participants’ well being.

SOCIAL
Care teams help seniors thrive in social environments where they can make friends, go on outings and participate in fun activities.

LOGISTICAL
All-encompassing care means coordinating PACE participants’ doctors visits, medications, transportation to and from appointments and more.

NUTRITION
Nutritionists oversee participants’ diets to provide meals that have adequate calories, are culturally appealing and don’t interfere with medical conditions.
CEI Services Can Include:

**Medical**
- Primary and Nursing Care
- Hospital Services and Surgery
- Emergency and Urgent Care Services
- Medical Specialists
- Prescription Medications
- Medical Equipment
- Dental Care, Optometry, Podiatry
- Physical, Occupational, Speech Therapy
- Outpatient Labs and X-rays
- Nursing Home Care
- Acupuncture
- Massage Therapy

**In-Home**
- Personal Care
- Light Housekeeping
- Meal Delivery for Home-Bound Seniors

**Nutrition**
- Ongoing Dietary Reviews and Weight Management
- Hot Meals Provided at PACE Centers

**Logistical**
- Transportation to PACE Centers and Medical Appointments
- Coordination of Medical Services, Appointments, Medications

**Social**
- Ongoing Case Management and Behavior Monitoring
- Recreational Therapy Programs
- Outside Social Activities
- Unstructured and Structured Social Opportunities at PACE Centers

**Family Services**
- Caregiver Support
- Meetings with CEI Personnel
- Life Care Planning

“CEI is uniquely positioned to help the East Bay handle the coming “age wave.” Our expertise with the PACE model enables us to assist California in improving outcomes, increasing patient satisfaction and decreasing the overall cost of healthcare.”

— CEI CEO, Linda Trowbridge
Mary Abraham was born in Memphis, Tennessee, and has lived in the Bay Area for 64 years. She was a working mother of four until a series of setbacks caused her to withdraw from many things she loved. A year ago, she came to CEI and has blossomed ever since.

**Could you tell us a little about your life?**

My mother always cooked for us! I guess you could say that I was inspired by my mother and our Southern roots. Cooking became my passion because of how it made me feel and how I could make others feel through my food.

I studied Culinary Arts at Laney. After college, I worked at the Main Post Office in Oakland and then at a floppy disk factory in Berkeley.

**How did you learn about CEI?**

I got really sick soon after having my fourth child and became depressed. I went from having a job, being a hands-on mom and churchgoer to never leaving my house. Unfortunately, around this same time, my oldest son passed. I was so overwhelmed and depressed that I knew I needed help.

One day, when I was watching TV, I saw a commercial about CEI. I asked my youngest son to check it out, and before I knew it, I was a CEI Participant. That’s when my life changed. I decided to be happy again.

**What do you love about CEI?**

Now that my health is better, I’m able to go to the center twice a week. I love being able to visit friends and participate in the center’s activities. And I can get the help I need while staying in my own home, thanks to my home care team and Meals on Wheels.

**Do you have any words of wisdom for today’s youth?**

I would say that it’s very important for people to make the choice to be happy. And always speak up for yourself!
Joanna Kim-Selby began her career as a social worker in Korea before moving to the Bay Area. She serves the community by volunteering as the chairwoman of the East Bay Korean-American Senior Services Center since 2007 and the CEI board of directors since 1998.

How did you first hear about CEI and the Korean-American Senior Center?

I was on the Commission on Aging for Alameda County when I met Peter (Szutu, former CEI president and CEO). Peter said, “hey, the Koreans need some help.” I started writing grant proposals. That’s how we got funding for the meals and social services for the Korean-American Senior Center.

As chairwoman, what do you do for your seniors?

I’m like a den mother! I have about 50 people come in here daily for meals, we actually cook here and serve ethnic food, and then they have a small program. Bingo, cards, karaoke, dancing. Citizenship lessons, history lessons, classes on voting. All kinds of things. They say this is their second home.

Sometimes they need help with insurance, something like this. The people here know, just take it to the chairwoman and see whether she can handle it.

How is the Korean-American Senior Center affiliated with CEI?

We are the linkage. Some of our seniors need special help, so I refer them to CEI. Most are frail, over 80 years old, some nineties. CEI does the portion that I can’t, then I can provide the meals and the rest of the things. It is really a great way to coordinate efforts to take care of the seniors.

What’s your favorite part of the volunteer work you do here?

My favorite part is helping the people out and when we succeed, they feel good, I feel good. Together, we got something accomplished. That’s the pleasure I get out of it.
Funding the Programs That Matter

CEI fills a critical need for seniors, families and communities in the East Bay. This wouldn’t be possible without the generosity of donors and foundations. In 2016, the Fund for Elders’ Independence was able to raise support for several important programs.

**Meal Delivery for Homebound Seniors**

As experts in geriatric healthcare, we understand that healthy eating habits and access to good food are essential to managing complex, chronic medical conditions.

In 2016, CEI delivered 38,000 meals to nearly 100 homebound seniors who are enrolled in our program. CEI’s Healthy Meals for Seniors are planned by a registered dietitian in accordance with each participant’s medical needs and cultural preferences.

“The value of keeping a senior healthy and well-fed at home is priceless,” says CEO Linda Trowbridge.

**San Leandro PACE Center**

The planning of CEI’s newest PACE center has “provided us an opportunity to approach foundations for grants of capital support,” explains Lenore McDonald, CEI’s Director of Development and Executive Director of Fund for Elders’ Independence. When the new center opens next summer, “visitors, families and our seniors will see commemorative plaques recognizing the generosity of HEDCO Foundation, Eden Township Healthcare District, Joseph and Vera Long Foundation and others who are making significant contributions.”

Although we are reimbursed for care through Medicare and Medi-Cal, this doesn’t leave much margin for growth. CEI’s goal is to fund all of the furnishings, fixtures and equipment in the new facility through contributions of grants and gifts.
CEI has launched Caring for the Caregiver, a complete support and education program for family and friends who are on the front lines of helping seniors live at home.

According to studies by AARP, unpaid family caregivers provide the vast majority of long-term care for America’s seniors. Most of these people are largely unprepared for the stress and demands of the job. CEI’s Caring for the Caregiver is an 8-week support and education program that prepares caregivers for the challenges they face. It’s open to the public and free of charge. Caregivers get practical, hands-on guidance from nurse educators, social workers and others on CEI’s interdisciplinary team. Attendees gain skills that help them take care of their own mental and physical well-being, while preparing for the future. They also get the chance to network with a supportive community of caregivers. CEI offers classes at our downtown Oakland office, as well as in East Bay churches, community centers and other facilities.

“\nIt’s nice to know that caregivers are not a forgotten group. The letter inviting me to participate came at a time when I really needed help.”

“I learned that it is important to be aware and to be honest with myself if I need to take time off. I learned things from the other caregivers in the class.”
Thank You to Our Donors
January 1, 2016 – January 1, 2017

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Berkeley Hearing Center
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Berkeley Symphony
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Brushstrokes Studio

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by Linda Van Loben Sels
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by Earl & Janet Ellisen
Jim & Yvonne Reid
by Felicia Reid
John & Mattie Kunney
by Christopher Kunney

Tribute Gifts
In 2016, gifts were
made in honor of:
CEI by Tamara Perry
Diana Peterson
by Clay Van Batenburg
We regret any errors or
omissions. For corrections
please contact Lenore
McDonald at: (510) 433-1150
Serving East Bay Seniors and their Families

CENTER LOCATIONS

Downtown Oakland PACE Center
1955 San Pablo Ave.
Oakland, CA 94612

Berkeley PACE Center
1497 Alcatraz Ave.
Berkeley, CA 94702

Eastmont PACE Center, Upper Level
7200 Bancroft Ave., Suite 275
Oakland, CA 94605

Josie Barrow PACE Center at Eastmont, Lower Level
7200 Bancroft Ave., Suite 188
Oakland, CA 94605

ALTERNATIVE CARE CENTERS

Guardian – Adult Day Health Center
3905 San Pablo Dam Rd.
El Sobrante, CA 94803

Hong Fook – Adult Day Health Center
1388 Harrison St.
Oakland, CA 94612