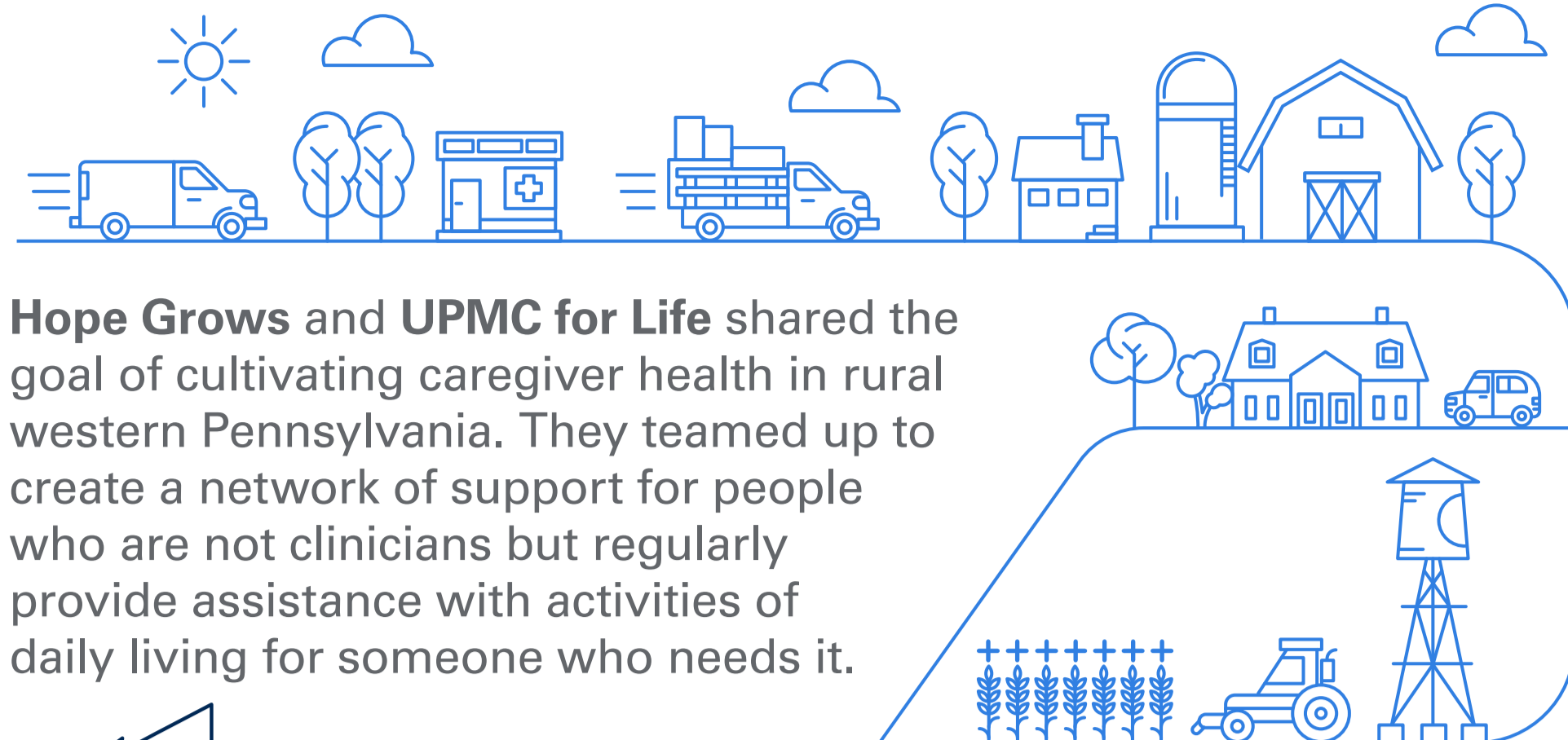


GOING THE EXTRA MILE TO CARE FOR CAREGIVERS



Hope Grows and **UPMC for Life** shared the goal of cultivating caregiver health in rural western Pennsylvania. They teamed up to create a network of support for people who are not clinicians but regularly provide assistance with activities of daily living for someone who needs it.



Hope Grows is a nonprofit that empowers caregivers to seek wellness of mind, body and spirit through counseling, supportive therapeutic respites and other services.



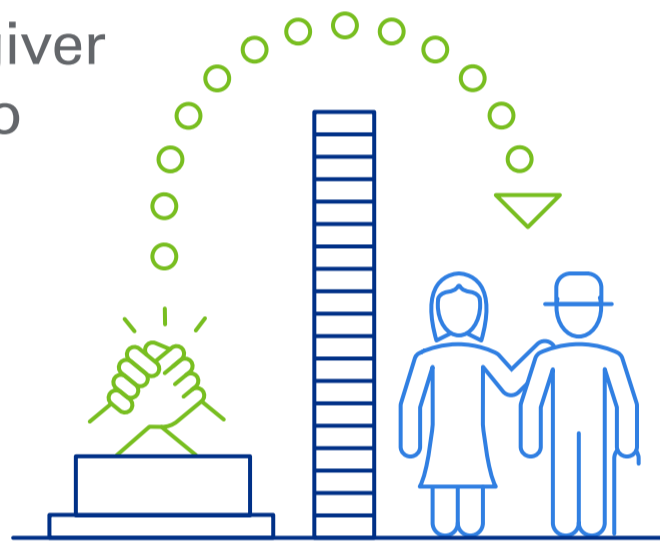
UPMC for Life is part of University of Pittsburgh Medical Center's health plan division and provides Medicare Advantage coverage to older adults in Western Pennsylvania.



The two organizations were no strangers to the challenges of supporting caregivers when they joined the HCC: They had been collaborating for 10 years through a UPMC Health Plan grant.

To meet their objective of strengthening caregiver support in rural areas, the organizations had to overcome some obstacles:

Many people don't recognize themselves as caregivers and aren't connected through data-gathering sources, making them more difficult to reach.



Most are family members with little medical training who are filling a valuable role without realizing they can receive support if needed.

The partners responded to this challenge with three goals in mind to advance their efforts.

I GATHER MORE RELEVANT DATA

The partners began reaching caregivers who don't self-identify or are reluctant to share information by:

- ◉ Taking a more proactive approach in gathering information.
- ◉ Changing how surveys and Health Reimbursement Arrangements are written.



The partners gained valuable insights to improve services and attract more funding.

II BETTER UNDERSTAND COMMUNITY NEEDS

The partners identified food security as a challenge facing many households in the community.



Thanksgiving meal deliveries and subsequent nutritional support became a gateway for encouraging rural caregivers to seek care services from Hope Grows.

III IMPROVE OUTREACH PROGRAMS

They improved recognition and adoption of rural outreach programs by:

- ◉ Building relationships with local organizations.
- ◉ Leveraging caregivers' awareness and trust of those organizations.



A plan to launch a mobile Caretaker Cafe that provides food and counsel is in the works and will call on the support of local organizations to sign up more caregivers for Hope Grows' services.

Both Hope Grows and UPMC for Life are driven by the principle that people's health and well-being are boosted by the support and services they receive. The organizations recognize this is more difficult within the isolation of rural living.

With the help of the HCC, these two established partners rallied around this challenging goal. The partners learned new lessons that helped them pause, test assumptions and move forward with greater efficiency, effectiveness and satisfaction for themselves, as well as for the caregivers they serve.