What’s in an Aim?
AGENDA

PACE 2.0 Overview

Growth Aim Toolkits

Setting Your Aim

Sharing Your Aim

Achieving Your Aim
PACE 2.0: SCALE AND SPREAD

Scale – serving more people through the growth of currently operating PACE organizations, serving our current target population (Growth Stream 1)

Spread – serving more people through current and new PACE organizations expanding into new service areas, serving our current target population (Growth Stream 2)

New Populations – serving new eligible populations e.g. under age 55, at-risk of nursing home level of care, Medicare-only (Growth Stream 3)
PACE 2.0 GOAL: 200K PARTICIPANTS BY 2028

Serve 100K Participants by 12/2021

GOAL

GS1 - Current PACE Programs
GS2 - New PACE Programs
GS3 - New Populations
Total Baseline Participants
WAIT BUT WHY
WHY GROW?

Before I Found PACE

https://www.npaonline.org/pace-you/i-found-pace to view video interview series
WITHOUT PACE, OLDER ADULTS AND THEIR FAMILIES ARE STRUGGLING

Older Adults
- Isolated
- Bored
- Dependent
- Difficulty accessing care
- Uncoordinated care
- Fear of nursing home placement

Family Caregivers
- Worried
- Tired
- Running around (to get to care)
- Hard to maintain work schedule

Source: NPA review of PACE participant and caregiver interviews
PACE QUALITY

Fewer

- Hospitalizations
- Emergency Room Visits
- Unmet Needs

Better and More

- Years of Life
- Quality of Life
WHY SET AN AIM?

1. to guide your work:
   - how much
   - how fast
   - by when

2. to plan ahead

3. to motivate and engage

Clear Aims Increase Your Odds of Success
WHAT IS YOUR AIM?

Total Census
Average Net
Monthly Enrollment
Market Penetration
GROWTH AIM TOOLKIT — BASELINE AND BENCHMARKS

- Total Census
- Average Net Monthly Enrollment
- Market Penetration
GROWTH AIM TOOLKIT - ESTIMATED ELIGIBLE POPULATION

- Current Service Area
- Statewide

Criteria

- 55+
- NH Level of Care
- Medicaid Eligible

NH: Nursing Home
GROWTH AIM TOOLKIT — EXTERNAL FACTORS

- Other Health Plans

- State Policy
  - State Growth Factors Checklist
  - State Almanac
  - State Scorecard
GROWTH AIM TOOLKIT — INTERNAL FACTORS

- Leadership and Key Staff
- Infrastructure — Space, Systems
- Community Relationships
- Financial Capacity
- Strategic Fit
KNOW BEFORE YOU GO

- Right zip codes for your service area
- Right baseline: enrollment, net enrollment, market penetration
- State policy constraints (e.g. enrollment cap)
- Resources: Space (PACE Center, Alternative Care Sites), Systems, Staff
- Internal Support: leadership, financing
SETTING YOUR AIM — AMBITIOUS AND ACHIEVABLE

Demographics and Market-size

State and Federal Policies

Capacity and Resources

Space
Staff
Systems
Sources of Capital

Benchmarks
Regional
State
Market-size

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SHARING YOUR AIM

By December 31, 2021, [My PACE Organization] will serve a total of [X number] participants, enabling them to live their highest quality of life; this will require an average net monthly enrollment between March 31, 2019 and December 31, 2021 of [Y number] participants and will result in a market penetration of [Z percent].

Please email your aim to: AnitaG@npaonline.org by March 31, 2019
ACHIEVING YOUR AIM: PACE GROWTH MINDSET

If they come, we’ll Build it!
Incremental Growth

If we Build it, they’ll come
Exponential Growth

If they come, we’ll Build it!

Incremental Growth

If we Build it, they’ll come
Exponential Growth

Enrollment → Revenues → More Capacity → Enrollment

Revenues → More Capacity → Enrollment → Revenues

More Capacity

Enrollment

Revenues
ACHIEVING YOUR AIM: TOOLS

1. Use the PACE 2.0 Growth Model
2. Consider joining or forming a PACE 2.0 Learning Collaborative
3. Participate in PACE 2.0 Webinars
4. Access PACE 2.0 resources on the NPA website: www.npaonline.org
DISCUSSION