



# Exploring Public/Private Business Strategies to Improve Older Persons' Health and Well-Being

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# Our Region's Status

- One of highest projected growth rates of aging population in the nation
- Federal and state grants are not sufficient
- More than 5000 individuals waiting for services
- Federal and state grantors have encouraged area agency on aging (AAA) exploration of public/private partnerships to:
  - Expand services
  - Diversify resources

# Market Analysis

- The metro Atlanta market has multiple large Medicare Advantage (MA) managed care plans
- Thousands of MA members could benefit from ARC's services . . . and that number is growing
- MA plans have increasing flexibility to provide "supplemental benefits"

# ARC's Value

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- Deep knowledge and expertise serving high-cost populations
- “One-stop shop” linking individuals to services and supports, regardless of funding source
- Person-centered, customized approach to services
- Home and community-based services:
  - improve quality of life for older persons
  - lower preventable cost to payers

# Adapting Business Operations

## Grant Receiving

Demand far exceeds supply

Limited ability for growth

Predictable funding

Little or no financial risk

## Public/Private Partnerships

Opportunities to meet needs of significantly larger population

Significant revenue growth opportunities

Funds delivered according to individual contract payment terms; variable income

Risk-bearing determined by contract and market realities

# Work to Date

- Analysis of MA plans in the region
- Identified current services that positively benefit health outcomes
- Increased knowledge of commercial models and pay structures
- Identified other AAAs doing similar work to learn from their experiences
- Identified next steps to build ARC's internal capacity to contract with providers
- Presentation of business consultant work to:
  - Advisory Committee on Aging
  - ARC Executive Team

# Questions?

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