

America's Health Rankings® Senior Report: A Call to Action for Individuals and Their Communities

Preview for Public Information Officers

May 7, 2014



AMERICA'S
HEALTH RANKINGS®
SENIOR REPORT

UNITED HEALTH FOUNDATION*

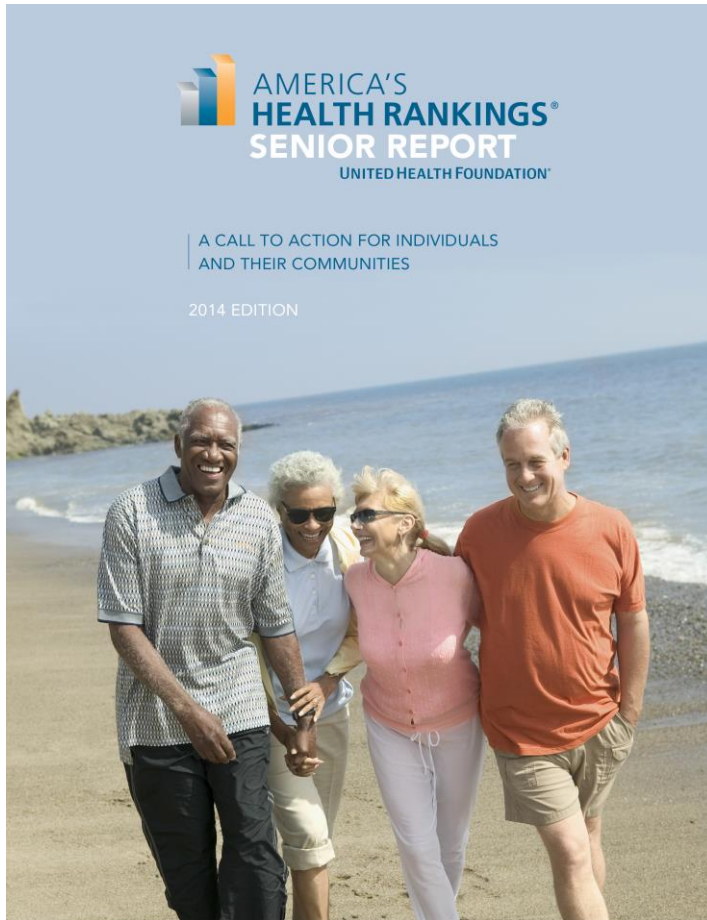
**Embargoed until May 21,
2014, at 12:01 a.m. EDT**



Introducing Today's Speakers

- **Tom Eckstein, MBA**
Principal, Arundel Street Consulting, Inc.
- **Shelly Espinosa, MPH**
Director, Community Affairs, United Health Foundation

Today's Agenda



- Introduction
- Model, Metrics and Methodology
- Senior Health in the U.S.
- Report Contents and State Rankings
- What We Can Do
- Discussion

*Please note:
All data embargoed until May 21, 2014, at 12:01
AM EDT*

Exclusive Access to Full Data

To view the data, report and sample infographics as they become available (no later than May 14), please visit:

- www.arundelstreet.com/2014senior
- username: AHR
- password: preview

EMBARGOED until
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America's Health Rankings® Senior Report

A Comprehensive Assessment of Senior Health

- 2nd edition, updates the data we gathered for the 2013 inaugural report.
- Offers a comprehensive analysis of senior health on a national and state-by-state basis across 34 measures of senior health.
- Report seeks to promote discussion around the health of Americans 65 years and older while driving communities, governments, stakeholders and individuals to take action to improve senior health.
- In compiling the report, researchers worked with a panel of leading public health scholars.
- Report draws data from more than 12 government agencies and leading research organizations, including the U.S. Department of Health and Human Services, the U.S. Department of Commerce, the U.S. Department of Labor, The Dartmouth Atlas Project, the National Foundation to End Senior Hunger and the Commonwealth Fund.

Model, Metrics and Methodology

Model and Metrics

Behaviors

- Smoking
- Chronic Drinking
- Obesity
- Underweight
- Physical Inactivity
- Dental Visits
- Pain Management

Community – Macro

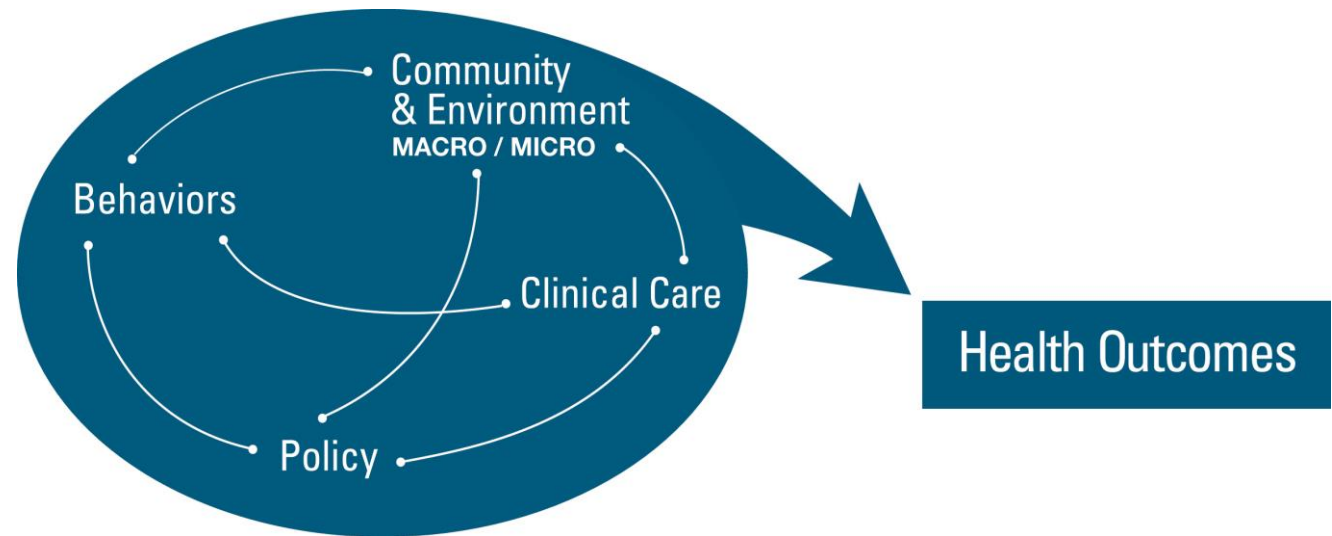
- Poverty
- Volunteerism
- Quality Nursing Homes

Community – Micro

- Social Support
- Food Insecurity
- Community Support

Policy

- Low-Care Nursing Home Residents
- Prescription Drug Coverage
- Geriatrician Shortfall



Clinical Care

- Dedicated Health Care Provider
- Recommended Hospital Care
- Flu Vaccine
- Health Screenings
- Diabetes Management
- Home Health Care
- Preventable Hospitalizations
- Hospital Readmissions
- Hospice Care
- Hospital Deaths

Outcomes

- ICU Usage
- Falls
- Hip Fractures
- Health Status
- Able-Bodied
- Premature Death
- Teeth Extractions
- Mental Health Days

Data Updates

Two Changes:

- Highly-rated Nursing Homes → Quality Nursing Homes
 - Shift from number of 4- and 5-star beds per 1,000 adults aged 75+ to percentage of beds that are rated 4- or 5-stars.
 - Change focus of measure from capacity to quality.
- Data source for Falls data (BRFSS) changed definition from self-reported falls in last 3 months to self-reported falls in last year.

All data is latest available as of March 1, 2014:

- Not all metrics were updated due to data availability.
- Hospice care data jumped years from 2007 to 2010.

Senior Health in the United States

Media Rollout Strategy

- National press release and state-specific press releases.
- Advance national and local outreach focused on key findings.
- Day-of media interviews in English and Spanish.

Key National Takeaways

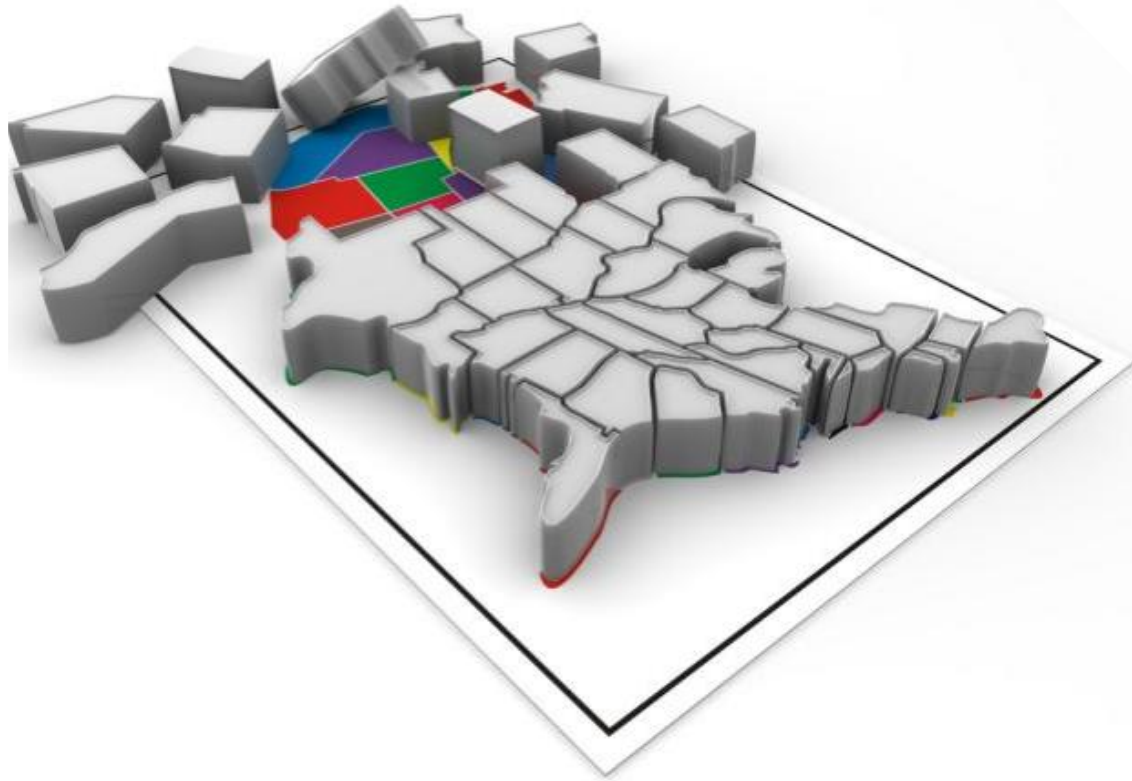
- Now in its second year, the annual America's Health Rankings® Senior Report reveals some encouraging data about senior health.
- While we should celebrate the gains since last year, we must remember that states face serious challenges and a growing aging population, so it's important to focus on continuing to improve.

Senior Health Across the U.S.

- **This year's senior report reveals some encouraging data related to senior health:**
 - Seniors are significantly more active than last year.
 - **Physical inactivity** decreased from 30.3 percent to 28.7 percent of seniors.
 - More seniors than last year are pursuing preferred options for **end-of-life care**.
 - Use of **hospice care** increased from 36.7 percent to 47.5 percent of decedents aged 65 and older.
 - **Hospital deaths** decreased from 30.1 percent to 25.0 percent of decedents aged 65 and older.
 - More seniors than last year are avoiding **preventable hospitalizations**.
 - Percentage decreased from 66.6 to 64.9 admissions per 1,000 Medicare beneficiaries.
 - **Nursing home quality** improved in the past year.
 - Percentage increased from 42.0 percent to 46.8 percent of beds rated 4 or 5 stars.

Senior Health Across the U.S., Cont.

- **Celebrate the gains, but we still face challenges:**
 - In the next 25 years, America’s senior population will double.
 - Make healthy behaviors the option seniors choose in order to make much-needed progress against diabetes, heart disease and other chronic health conditions.
 - 35.8 percent of seniors have multiple chronic conditions;
 - 25.8 percent of seniors are obese;
 - 28.7 percent of seniors are inactive; and
 - Only 59.4 percent of seniors received the flu vaccine in the last 12 months.
 - The report and its related tools are designed to identify health opportunities in communities and multi-stakeholder, multi-discipline approaches to improving the health of our populations.
 - United Health Foundation’s role is:
 - To put a spotlight on the health of seniors;
 - To accent evidence-based ideas and means to improve health; and
 - Integrate with other efforts.



Report Contents and State Rankings

Senior Rankings

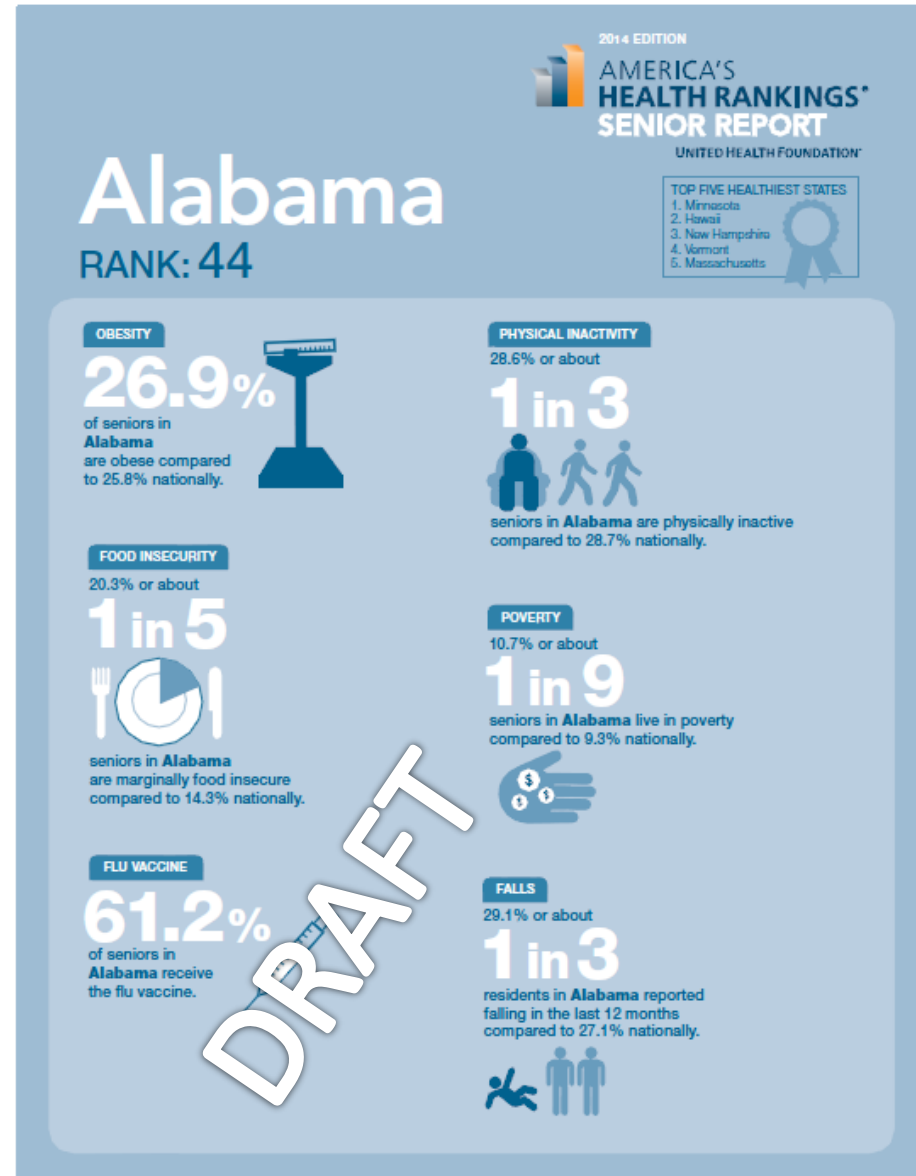
State	Rank
1	Minnesota
2	Hawaii
3	New Hampshire
4	Vermont
5	Massachusetts
6	Colorado
7	Utah
8	Oregon
9	Delaware
10	Wisconsin
11	Maryland
12	Connecticut
13	Iowa
14	Maine
15	Washington
16	Nebraska
17	Kansas
18	California
19	North Dakota
20	Michigan
21	Virginia
22	Pennsylvania
23	Arizona
24	New Jersey
25	Idaho

State	Rank
26	Rhode Island
27	South Dakota
28	Florida
29	North Carolina
30	Montana
31	Ohio
32	New York
33	Wyoming
34	South Carolina
35	Illinois
36	Alaska
37	Indiana
38	New Mexico
39	Missouri
40	Georgia
41	Texas
42	Nevada
43	Tennessee
44	Alabama
45	West Virginia
46	Arkansas
47	Oklahoma
48	Kentucky
49	Louisiana
50	Mississippi

Infographics

Accent:

- Obesity
- Physical Inactivity
- Food Insecurity
- Poverty
- Flu Vaccine
- Falls



Commentary

Measuring Elder Abuse, Neglect, and Exploitation: The Role of the Health Care Community



KATHY GREENLEE
Administrator and Assistant Secretary for Aging
Administration for Community Living
US Department of Health and Human Services

In 2011, the first of more than 70 million baby boomers turned 65, marking the beginning of a major demographic shift in the US population. While this shift will affect the entire country, some states will bear the pressure more than others. In addition, states vary greatly in how prepared they are to address the needs of these aging boomers. Earlier this year, United Health Foundation released the inaugural edition of its *America's Health Rankings*®

Senior Report, which focused on select health determinants for individuals aged 65 and older

2030 in the population aged 65 and older ranges from a relatively low increase of 29 percent in West Virginia to a 100 percent increase, or a doubling, of the older population in Arizona. While the coming demographics have been predicted for more than a decade, as a nation, we are woefully unprepared to deal with one specific and dangerous public health issue facing our seniors—the problem of elder abuse.

Elder abuse is a significant public health and human rights problem. The most recent data available on the prevalence of elder abuse suggests that at least 10 percent of older Americans—approximately 5 million persons—experience emotional, physical, or sexual abuse and neglect each year, and many of them

What We Can Do

How to Put the Rankings to Use

- Use America's Health Rankings® Senior Report as a news hook to discuss strengths/challenges of your and other states and to highlight programs and activities geared toward seniors.
- Use the Rankings to help people understand the importance of key interventions.
- Help promote the America's Health Rankings® “take action” library and your own websites and programs to translate knowledge into action.
- Direct inquiries to resources on AmericasHealthRankings.org, which we are upgrading to be a responsive site in advance of the launch of the Senior Report. These include a PDF version of the Senior Report, state-specific infographics, custom-report tools and Spanish-language content.
- Leverage successful models and advocate for change as individuals, a community and public health professionals.
- United Health Foundation is committed to being a part of the solution, providing a full array of tools to help empower your missions to improve public health.

Thank You!

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