

Going the Extra Mile for Our Communities

TUFTS HEALTH PLAN IS A RECORD-SETTER IN THE FIGHT TO END ALZHEIMER'S. LITERALLY.



Our leadership in this fight comes from all levels of the company. Two senior leaders have served on the board of the Alzheimer's Association of MA/NH and hundreds of employees participate in Walk to End Alzheimer's events in their own communities and as part of the Tufts Health Plan team.

Caring about community is at the heart of who we are. Senior leaders serve on the boards of 32 nonprofit organizations, and many other employees serve in leadership roles for community nonprofits.

Our relationship with the Alzheimer's Association is one example of what we can accomplish when we integrate leadership and employee engagement, innovate products and services, and invest in community.

WHY ALZHEIMER'S AND WHY NOW

We're committed to the fight to end Alzheimer's for many reasons.

- **Alzheimer's disease is the sixth leading cause of death in the country.** It is the only top 10 cause of death that cannot be prevented, cured or even slowed, according to the Alzheimer's Association.
- **Alzheimer's is the most expensive disease in America,** costing the country in excess of \$250 billion a year. According to the Alzheimer's Impact Movement, for every \$100 the National Institutes of Health (NIH) spends on Alzheimer's research, Medicare and Medicaid spend a combined \$12,500 to care for those with the disease. Funding for

Alzheimer's research at a national level lags far behind cancer and heart disease.

- Tufts Health Plan serves a large population of adults over 65 in Massachusetts — **the age range most at risk for Alzheimer's**.
- Many employees of Tufts Health Plan have a parent or other family member living with Alzheimer's; **it's personal**.

STEPPING IN AND STAYING IN

Tufts Health Plan President & CEO Tom Crowell's own experience opened his eyes to the challenges people face with navigating the health care system. It also inspired him to enhance the work Tufts Health Plan was doing with the Alzheimer's Association's local chapters.

As a result, our relationship with the Alzheimer's Association is addressing the needs of those living with Alzheimer's in three important ways:

- Helping to **increase access to care** for patients and caregivers
- Educating health care providers and community members on how to **recognize and respond appropriately to the needs of individuals** with Alzheimer's or other forms of dementia
- Raising money to **advance critically needed research**

KEEPING PACE WITH FUTURE NEEDS

Alzheimer's disease doesn't just affect the individual. It also takes a devastating toll on caregivers and families. Started as a pilot four years ago, our **Dementia Care Coordination program** is now available to every member family affected by a dementia diagnosis. According to the Alzheimer's Association, it has helped as many as 400 families each year.

As more and more older people are aging in place and staying in their communities, the needs of individuals with dementia are also becoming a greater priority for public safety personnel and health care workers outside of institutional settings.

In response to these growing needs, the Tufts Health Plan Foundation recently awarded the Alzheimer's Association a **two-year, \$240,875 grant to expand its work with first responders**. The grant provides training for new recruits in Massachusetts police academies, paramedics and volunteer firefighters as well as non-emergency government employees.

The Alzheimer's Association also will **train allied health professionals**—nurses, social workers and direct home care workers—in collaboration with the Home Care Aide Council and vocational schools to support and build the capacity of this important workforce, making them proficient in responding to and understanding the needs of those living with dementia.

COMMITTED TO REACHING BEYOND

Our work to make systems and communities safer, more respectful and inclusive for those living with dementia and their care partners doesn't stop there. The Tufts Health Plan Foundation is also a primary funder and leader in the **Dementia Friendly Massachusetts Initiative**. This effort of more than 40 organizations recognizes success requires broad collaboration.

On the national front, leaders at Tufts Health Plan joined with Alzheimer's Association advocates from around the country to support increased research for Alzheimer's disease. In May 2017, legislation was signed to **expand NIH funding for Alzheimer's by \$400 million**.

And Tufts Health Plan employees continue to rally around the cause. In 2017, more than 320 employees, friends and family participated in seven walk locations across three states, making Tufts Health Plan the **#1 Walk to End Alzheimer's regional team** for the third straight year. Since 2012, we've contributed \$688,000 to the Walk to End Alzheimer's to support research, programs and services for those living with the disease.
