



FOR IMMEDIATE RELEASE
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AARP Florida, American Eldercare Agree with Florida Voters in Supporting Nursing Home Diversion Program Funding

(TALLAHASSEE, FL) – The AARP Florida and American Eldercare, Inc. today announced a recent poll showing overwhelming support in fully funding the Nursing Home Diversion Program and other home and community-based programs.

Seventy (70) percent of likely voters favored the funding of the Nursing Home Diversion Program and other home and community-based programs to reduce state funded nursing home admissions, according to a poll done by McLaughlin & Associates. The survey of 600 likely voters in Florida was conducted August 12-13, 2009, with an accuracy of +/- 4%.

“AARP Florida is extremely supportive of programs which allow our elder Floridians to receive care and assistance in surroundings that our familiar to them,” said Leslie Spencer, AARP Florida’s Associate State Director for Advocacy. “Home and community-based programs save our state money while offering independence and the ability for seniors to age in place.”

American Eldercare Inc., the state’s largest contractor for the Nursing Home Diversion Program, works directly with the Florida Department of Elder Affairs to provide its members with long term care services and coordinates each member’s primary care through his or her Medicare plan. The Program is less than one third the cost of placing a senior in a nursing home and finds that frail elders were more likely to delay entry into a nursing home.

“The Nursing Home Diversion Program is one which we encourage the Florida Legislature to fully fund during the upcoming Session,” said Robert Schemel, President of American Eldercare, Inc. “This is a program that is successful on so many levels in providing independence to seniors, while saving the state dollars by delaying or avoiding nursing home services.”

The McLaughlin & Associates poll is attached.

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About American Eldercare:

American Eldercare is the state’s largest contractor for the Nursing Home Diversion Program. They provide eligible individuals with quality home health care and community-based services designed to help them to delay or avoid long term placement in a nursing facility. The Program began in 1999 and currently serves over 15,000 participants in 35 Florida counties. Additional information may be found at www.AmericanEldercare.com.



MEMORANDUM

From: McLaughlin & Associates

Re: Executive Summary

Date: August 18, 2009

Methodology:

This survey of 600 likely voters in Florida was conducted on August 12-13, 2009. All interviews were conducted via telephone by professional interviewers. Interview selection was random within predetermined election units. These units were structured to correlate with actual voter turnout. The survey of 600 likely voters has an accuracy of +/- 4.0% at the 95% confidence interval. The results in this summary have been rounded.

Summary:

Seven in ten voters (70%) favor the Florida Legislature fully funding the Nursing Home Diversion Program and other home and community based programs to reduce state funded nursing home admissions. Only 15% of voters oppose fully funding the Nursing Home Diversion Program. Support for this program transcends party lines as 69% of Republicans, 72% of Democrats and 70% of Independents favor it. African American voters (75%/10%) and Hispanic voters (77%/15%) are more likely to support the program than white voters (68%/16%). Women (71%/16%) and voters under age 55 (73%/15%) are slightly more likely to favor fully funding the Nursing Home Diversion Program than men (69%/14%) and those over age 55 (70%/15%).

The Nursing Home Diversion and other Medicaid home and community based programs are designed to delay or avoid having to put frail elders in nursing homes by providing them health care services in their own home or local community. The cost of Nursing Home Diversion is less than one third the cost of putting someone in a nursing home. Would you favor or oppose the Florida Legislature fully funding the Nursing Home Diversion Program and other Home and Community based programs to reduce State funded nursing home admissions?

	Total	Rep	Dem	Ind	White	Afr-Am	Hisp	Under 55	Over 55	Men	Women
FAVOR	70	69	72	70	68	75	77	73	70	69	71
Strongly	49	44	56	43	48	49	57	44	52	46	52
Somewhat	22	25	16	27	21	25	20	29	18	24	19
OPPOSE	15	15	16	14	16	10	15	15	15	14	16
Somewhat	6	6	6	9	7	3	4	8	5	6	6
Strongly	9	9	10	5	9	6	10	7	10	8	10
Don't Know	15	16	13	16	15	16	9	13	15	17	13