

Cash & Counseling Press Release

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DATE

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New State Program Helps Medicaid Beneficiaries Take Control of Their Personal Care Services

Innovative “Cash & Counseling” program begins enrollment NEXT WEEK

CITY — The first program in the state to offer elderly and disabled Medicaid clients the ABILITY TO HIRE THEIR OWN IN-HOME PERSONAL CARE WORKER begins enrollment NEXT WEEK, program administrators announced today.

Beginning DATE, Medicaid-eligible seniors and adults with disabilities throughout STATE who require personal assistance services—help with basic and intimate needs such as bathing, dressing, grooming, and cooking—to stay in their homes and out of long-term care facilities, can be the first consumers to enroll in PROGRAM NAME, a new option that provides a monthly cash allowance in place of personal care provided and directed by a state-contracted agency.

“PROGRAM NAME is a model program that has been wonderfully successful in other states in empowering the consumer to decide what personal care they need, and how and when they want to receive it,” said PROGRAM OR AGENCY DIRECTOR. “We are pleased to be able to offer this option in our state.”

PROGRAM NAME consumers use the cash allowance to hire a provider of their choosing, such as a family member or friend, or to purchase equipment and devices like wheelchair ramps and microwaves that alleviate their dependence on paid assistance. The program also provides counselors to help consumers navigate the process of directing their own care.

Over the next three years, NUMBER people will be able to enroll in PROGRAM. The program also provides other services that have never before been available to Medicaid beneficiaries, SUCH AS \$100 IN CASH EACH MONTH TO PAY FOR INCIDENTALS LIKE TRANSPORTATION AND OVER-THE-COUNTER MEDICINES.

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The **STATE DEPARTMENT OR AGENCY** implemented **PROGRAM NAME** with a \$250,000 grant from the Robert Wood Johnson Foundation (RWJF) and the U.S. Department of Health and Human Services (DHHS). **PROGRAM NAME** is one of 11 Cash & Counseling programs in states across the country currently being implemented with funding and support from RWJF, DHHS Office of the Assistant Secretary for Planning and Evaluation, and the Administration on Aging.

In a national demonstration and evaluation that compared the experiences of consumers directing their own care in Cash & Counseling with those of consumers in traditional state-directed agency services, consumers directing their own care rated their quality of life and satisfaction with services much higher.

“Cash & Counseling increased consumer’s access to paid services, and lowered expenditures on other Medicaid services like nursing homes and home health services,” said Kevin Mahoney, PhD, director of the national Cash & Counseling program and a professor of social work at Boston College. “Overall health outcomes for consumers in Cash & Counseling was no worse—and often better on some indicators—than for those receiving traditional services.”

More consumers in the Cash & Counseling demonstration, funded by RWJF and DHHS, reported getting the paid services they were eligible for, and their informal caregivers cited significantly less burnout and worry about the quality of care their loved one was getting.

Elderly and disabled Medicaid consumers interested in **PROGRAM NAME** can call **PHONE** to find out if they are eligible to enroll.

For more information on **PROGRAM NAME**, contact **PROGRAM DIRECTOR** at **PHONE** or **EMAIL**.

For additional information on Cash & Counseling programs across the country, visit www.cashandcounseling.org.

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