

Aging-in-Community with Avenidas Village Year Two

Aging In America

2009 ASA-NCOA Joint Conference

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Review the elements of a Village and the unique aspects of Avenidas Village

Describe the program launch and early successes

Discuss the successes and challenges of the inaugural year

Offer guidance to other organizations considering building a Village

What is a Village?

- A membership program providing supportive services to members aging-in-community
- Concierge-style service; one-stop shopping
- Qualified vendors; discounts; directory
- Social events

- One phone number to call for assistance or for help in coordinating services
- Prompt, friendly and professional customer service from dedicated Avenidas Village staff
- Access to pre-screened vendors
- Discounts on services
- Transportation to and from medical appointments when your doctor advises you not to drive
- Free emergency preparedness review
- Free daily personal telephone check-in service (if desired)
- Members-only social and cultural activities
- Members-only website
- Members-only directory of fellow members
- Benefits of Avenidas Village partnerships with healthcare providers
- Medical advocacy Program (MedPals)
- Volunteer opportunities
- Legal assistance service (Legal 411)
- Social connections
- Safety net
- Peace of mind



A black and white photograph of three elderly women smiling and looking towards the camera. They are positioned in the upper half of the frame. The woman on the left has short, curly hair and is wearing a dark top. The woman in the middle has short hair and is wearing glasses and a dark top. The woman on the right has short, wavy hair and is wearing a dark top. The background is dark with some out-of-focus lights.

REINVEST In yourself with Avenidas

JOIN AVENIDAS VILLAGE TODAY!

ENJOY THE BENEFITS OF LIVING IN A RETIREMENT
COMMUNITY — WITHOUT LEAVING YOUR HOME.

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Unique Elements of *Avenidas Village* – a program of Avenidas

- Many services in-house; qualified and cost-effective
- Capacity to triage more difficult cases
- Extensive, less costly administrative support (especially marketing)
- Reputation in the community

Program Launch and Early Success

- 18 months of planning with a grassroots community group
- Launch on October 1, 2007
- Rapid growth to 347 members in 7 months
- Decision to go on hiatus from 5/1-11/1
 - Test staffing assumptions
 - Deliver quality member services

Activities of *Avenidas Village* - Year 1

Service Requests (current membership 310)

Average 10 calls per day

40% of calls are about social events

12% are about the Village program

12% are requests for transportation

8% are vendor requests (of all sorts)

6% are requests for caregiver help

6% are about neighborhood

6% are requests for handymen

- More members are calling than anticipated
 - About 40% in recent months
 - May be a function of the number of social events
- Staffing of 2 FTE can handle call volume

- Social activities
 - Frequency and Types
 - Neighborhoods
- Case management challenges
- Member Outreach
- Volunteers

Member Survey Results

Overall satisfaction good

77% were satisfied

75% pleased to meet other members

99% satisfied with staff response time

91% liked communications (newsletters, etc.)

Use of program mixed

40% used a vendor

43% participated in programs

15% used the website

Our First Birthday Party



Dues

- Objective is to cover all program costs with dues within three years of operation
- Initial dues: \$750/single \$900/dual
- Eff. 10/1/08: \$800/single \$1,000/dual
- Eff. 7/1/09: \$825/single \$1,075/dual

At current dues, need 454 members to break even

Renewals

- Projected an 85% renewal rate (loosely based on the experience of Beacon Hill Village)
- Experienced a 75% renewal rate

Why members didn't renew

(of the 54 cancellations in the first 16 months)

- 20 cited the economy
- 17 died or moved
- 13 “didn't use services”
- 3 cited vendor dissatisfaction
- 1 lived “too far away”

Current Program Focus

- Growing membership through retention and new member enrollment
- Honing our marketing messages
 - Emphasis on the value proposition
- An opportunity to “private label” the Village
- Increasing “neighborliness”
- Expanding volunteer support of members

Meeting Avenidas' Strategic Objectives?

- Increase the community's participation in our programs
 - One-third of Village members are new to Avenidas
 - 43% of Village members used other Avenidas services
- Expand our financial resources
 - Original Founders donated \$47,000
 - No data yet on donations from Village members
- Raise awareness about Avenidas



Unanticipated Impact

- The Advisory Council
- Organizers of other villages

Guidance and Advice

- The support and involvement of the community and members is essential
- Clearly articulate the benefits – over and over
- Don't set initial dues too low

For more information.....

www.avenidasvillage.org

www.avenidas.org

www.beaconhillvillage.org

