



BENJAMIN ROSE
INSTITUTE ON AGING
SERVICE • RESEARCH • ADVOCACY



Synergy: Innovations in Aging

2010-2012 STRATEGIC PLAN

REPORT CARD: THE 2006-2009 PLAN

The work of the previous three years was guided by the following themes:

- Help older adults maintain autonomy and dignity when dealing with challenges of health and daily functioning
- Engage in policy and research “entrepreneurship,” creating opportunities to establish a greater position of influence at a federal and state level
- Disciplined financial management
- Create an environment of professional accountability that values innovation and supports collaboration
- Optimize organizational performance through prudent use of resources

Focusing on these principles led to the following successes:

- A behavioral nursing program was created
- Medicare Part D counseling has helped thousands of older adults understand their prescription drug benefits
- A Wellness Network opened to test a new screening tool for risk of depression in elderly primary care patients
- A west side Partial Hospitalization Program was opened at the Senior Health & Wellness Center. The Center was established in a partnership of the Benjamin Rose Institute, The MetroHealth System, Concordia Care and the Visiting Nurse Association of Ohio
- Client satisfaction surveys have been conducted for all services areas and will be repeated annually. Feedback from the surveys has been incorporated in quality improvement initiatives.
- The Katz Policy Institute was established
- The Aging Strategic Alignment Project, which created profiles of home- and community-based service programs in the states, was funded by the U.S. Administration on Aging
- Northeast Ohio Center for Creative Aging was established with partners from the worlds of art and aging
- Collaboration between staff of different departments was significantly increased when offices moved to Kethley House



Synergy denotes the interaction of elements that combine to produce an effect greater than the sum of the individual elements.

At the Benjamin Rose Institute, synergy occurs when our three institutes – Eldercare Services Institute, Katz Policy Institute, and Margaret Blenkner Research Institute – work together to expand our impact on the field of aging beyond what any of them could do individually. Enhancing those collaborative efforts will position the Institute to capitalize on new opportunities and ensure continued success. That notion was key to the development of our 2010-2012 Strategic Plan outlined in this publication.

The plan is the result of several months’ work by employees, Board members, and external stakeholders, including our donors and colleagues from other agencies and at universities. With a grant from the Cleveland Foundation, the Benjamin Rose Institute has developed a practical guide to move purposefully into our second century of leadership in the field of aging.

THE 2010-2012 PLAN

The strategic planning process focused on the six areas of the Benjamin Rose Institute that carry out its work:

- Eldercare Services Institute
- Katz Policy Institute
- Benjamin Rose Property
- Finance & Operations
- Margaret Blenkner Research Institute
- Marketing & Development (Institutional Advancement)

MAJOR 2012 KEY RESULTS

Over the next three years, using this plan as a guide, we will:

- Enhance the positioning of the newly renamed *Benjamin Rose Institute on Aging* in the minds of our constituents (locally and nationally) as a leader in service, research, and advocacy for older adults.
- Launch a major, multi-year project taking a synergistic approach that integrates our three core competencies: service, research, and policy.
- Expand our entrepreneurial focus by exploring and implementing new BRI offerings, such as
 - care consultation to older adults and their caregivers in the community
 - policy and research assistance to Area Agencies on Aging
 - senior-oriented health and wellness programs, i.e., social work, administrative assistance, research
 - increased supportive services to other nonprofit organizations
- Develop a plan for the future of the Benjamin Rose property at Fairhill Road and Martin Luther King Boulevard.
- Make major policy contributions at the state and national levels regarding home – and community-based service programs, long-term-care workforce issues, and health promotion interventions.
- Expand research contributions on Active Aging and Health Promotion.
- Expand our research activities to include Minority Aging.
- Optimize use of the endowment through revenue enhancement, cost reduction, and investment performance.



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Our Mission

To advance the health, independence,
and dignity of older adults.



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