

Friends Foundation for the Aging

New Grant Proposal Form

Limit 4 pages

Date: Sept. 12, 2025

Organization: Kendal at Home

TIN & Formal organization name: 20-0548053

Contact name, phone, email: Lynne Giacobbe, CEO (440-665-2735) lgiacobbe@kahome.kendal.org

Address: 26040 Detroit Rd Suite 1, Westlake, OH 44145

Amount requested: \$35,000

Project title: Healthy LifeTime Grant

Summary Description (maximum 25 words): HealthyLifetime™ empowers older adults to live longer, healthier, and more independent lives—while reducing costly healthcare use and strengthening resilience for the future.

Please answer the following questions clearly and concisely.

1. What is the problem you have identified?

Nearly half of U.S. adults live with at least one chronic disease, making these conditions the leading driver of the nation's \$4.1 trillion in annual healthcare costs. Older adults are particularly vulnerable, as many struggle with long-standing issues related to smoking, overeating, inactivity, and other lifestyle factors. Current systems of care are largely reactive—offering costly in-home aides caregiving services, and intensive care coordination only after health and independence have already declined. While necessary, these approaches focus on managing decline rather than preventing it, leaving individuals, families, and insurers burdened with escalating costs and diminished quality of life. Kendal at Home members are consuming in excess of \$3 million dollars in care annually. These chronic conditions have a major impact on quality of life for older adults if not addressed proactively.

2. What is the solution you propose to address the problem?

HealthyLifetime™ (HL) addresses this problem by shifting the focus from crisis response to early, preventive action. Drawing on population-level data, HL accurately assesses each participant's risk of losing independence and provides targeted, evidence-based virtual health coaching. This short-term intervention helps adults strengthen self-care skills, problem-solving, and decision-making, while motivating sustainable lifestyle changes. By intervening early, HL enables people to maintain health, resilience, and independence longer, reducing reliance on expensive support services. Evidence shows this proactive approach delivers measurable benefits: longer, healthier lives, lower healthcare costs, and greater quality of life for aging individuals.

3. What actions will you take?

By integrating HealthyLifetime™ (HL) we intend to address this problem by shifting the focus from crisis response to early, preventive action. Drawing on population-level data, HL accurately assesses each participant's risk of losing independence and provides targeted, evidence-based virtual health coaching. This short-term intervention helps adults strengthen self-care skills, problem-solving, and decision-making, while motivating sustainable lifestyle changes. By intervening early, HL enables people to maintain health, resilience, and independence longer, reducing reliance on expensive support services. Evidence shows this proactive approach delivers measurable benefits: longer, healthier lives, lower healthcare costs, and greater quality of life for aging individuals.

4. Describe the population to be served.

The HealthyLifetime™ (HL) initiative will serve Kendal at Home members who are older adults aged 55 and older who are motivated to preserve health, function, and independence. Participants living with chronic conditions such as diabetes, cardiovascular disease, arthritis, or obesity, and include individuals from diverse socioeconomic, racial, and geographic backgrounds. The program is especially valuable for middle- to lower-income older adults, rural and underserved populations with limited access to preventive care, and culturally diverse communities disproportionately affected by health disparities. By delivering short-term, evidence-based virtual coaching, HL equips participants with the knowledge, skills, and resilience needed to delay or prevent decline, reduce reliance on costly care services, and improve overall quality of life. Over time, we expect that we can offer this program beyond the current members, similar to the Stepping On Falls Prevention program which is now serving older adults beyond Kendal at Home membership.

5. Are there partners/collaborators for implementation or funding—who? Has the solution been tried by other organizations?

Kendal at Home and the University of Michigan School of Nursing have partnered to bring the evidence-based HealthyLifetime™ (HL) program to the aging population. HL was developed by University of Michigan researchers with more than 30 years of expertise in aging science and is dedicated to helping older adults maintain independence for as long as possible. Through this partnership, Kendal at Home leverages HL's proven tools and strategies to expand its mission of supporting older adults in the community.

Central to the collaboration is HL's proprietary Independent Living Risk Assessment™, which generates an Independent Living Index®—a comprehensive score reflecting an individual's capacity for independent living. The assessment identifies ten modifiable factors that directly influence independence, giving participants and providers clear, actionable insights. By combining Kendal at Home's innovative, community-based model of care with the University of Michigan's research-driven approach, the partnership empowers older adults with the knowledge, skills, and resources they need to sustain health, function, and resilience throughout the aging process.

6. How will you know your actions are having an impact? How will you measure outputs and outcomes?

The HealthyLifetime™ (HL) intervention delivers clear, evidence-based results for participants. Across studies, clients achieve their personalized, high-priority health goals during the program's intensive 8-week phase. Participants also demonstrate improvement in functional outcomes, reporting greater independence in daily activities and enhanced ability to manage chronic conditions.

Beyond physical and functional gains, HL produces measurable cognitive-behavioral outcomes. Participants show significant improvements in health-related mindset and self-care empowerment, with increased confidence in managing their health. These changes are expressed in participants' own language, reflecting a deeper shift in how they view health, behavior, and long-term independence.

Crucially, HL outcomes are sustained over time. Follow-up studies show that participants not only maintain improvements but often continue to progress beyond program completion, sustaining gains at 6- and 12-month follow-ups. This durability demonstrates HL's effectiveness in facilitating lasting lifestyle change by equipping individuals with the skills, strategies, and motivation needed for healthy aging.

Kendal at Home will track and report all outcomes based on the following Index scores in collaboration with the University of Michigan School of Nursing in order to track specific progress among our participants as well as the combined population of participants in the program nationwide.

The HL program uses the Independent Living Risk Assessment, a survey of modifiable factors grounded in scientific evidence showing a strong connection to morbidity, mortality, 'quality life years,' and lifespan. Algorithms derived from population studies estimate the risk of losing independence based on these factors. From this assessment, the Independent Living Index (ILI) is calculated as a composite measure of the individual's strengths and risk areas for maintaining long-term independence. Using the ILI results, participants set personalized goals to focus on during the HL program and continue working on afterward. The ILI is repeated periodically to track ongoing improvements.

The Medical Use Index, another HL outcome measure, monitors participants' self-reported unplanned clinic visits, emergency room visits, and hospitalizations before and after participating in the HL program. Prior research has shown this index to be reliable. In a randomized controlled trial, participants in the HL program demonstrated improvement in the Medical Use Index, while the control group did not. Cohort studies confirmed a 50% reduction in medical use after treatment, as seen in the RCT. Participant Satisfaction: Participants report high satisfaction and engagement scores at the end of the eight-week intensive program, and these levels remain high at six months post-program in those receiving the HL treatment, whether in the RCT or cohort studies. Using 0–5-point Likert scales, the assessments cover satisfaction with the program, satisfaction with individual results, the likelihood of recommending the program to family and friends, openness to continuing the program with additional monthly sessions with a coach, and the ease of using the online platform.

Healthy Lifetime Budget:

Implementation Fee (over first 3 months) – \$3,000

Know Your Score Fee: \$3,000 for 12 months use

Initial 15 participants going through the HealthyLifetime program using our own trained coaches: \$7,500

Request for funding from FFA- Training for 7 coaches: \$5,000/coach = \$35,000

- Know Your School program (1 year): \$3,000 — covers all Kendal at Home at Home members.

Two aggregate reports: when response rate reaches 30% and at end of year; includes 5 hours

Ongoing Program Fees:

Consulting from executive-level HL team member

Coach Mentoring & Quality Assurance

- Coaches below proficiency (monthly): \$75/coach/month

- Coaches at or above proficiency (quarterly): \$75/coach/quarter

Kendal at Home intends to cover all costs to implement and maintain this program. We are requesting assistance only with the \$35,000 coaching costs to train our care coordinators to serve in this capacity over the life of the program. This will significantly reduce our long-term costs to operate the program.

We are grateful for your consideration of this request.

Lynne Giacobbe, CEO
Kendal at Home