



REQUEST FOR APPEARANCE ON CITY COUNCIL AGENDA

City Clerk

300 West 4th Street, Craig, CO 81625

970-826-2008/970-826-2036 (fax)

The City Council of the City of Craig, Colorado, meets on the 2nd and 4th Tuesdays of each month at 6:30 p.m. A formal agenda is prepared for these meetings.

Anyone wishing to appear and be heard at a Council meeting must fill out the following information and return to City Hall **no later than 4:00 p.m.** on the **WEDNESDAY PRIOR TO** the meeting. After reviewing this Request for Appearance, the person requesting appearance will be notified of the time of their appearance before Council and the time allotted for their presentation.

DATE OF APPEARANCE: 09/23/2025

NAME: Steph Einfeld

COMPANY NAME: Northwest Colorado Health

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TELEPHONE NUMBER:

(970) 879-1632

CELL PHONE NUMBER:

(970) 871-7625

REASON FOR APPEARANCE (BE SPECIFIC):

We would greatly appreciate the opportunity to share an update on the Home Services Sustainability Campaign, outline its impact, and highlight the value of continued community support for this work.

NORTHWEST COLORADO
HEALTH

Your partner for life

Home Services Impact

Impact:

- Roughly 10,000 in home encounters with 300 new patients every year
 - 100,000 miles driven to provide in home services
 - Serve all ages – birth to death, with the 80% age 65 or older
 - We serve anyone, regardless of ability to pay
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- 40% of our home health and hospice patients reside in Craig, and over 4000 home care visits were provided to residents of Craig in the last year, the majority of which are on Medicare, Medicaid, or our Charity Care program.



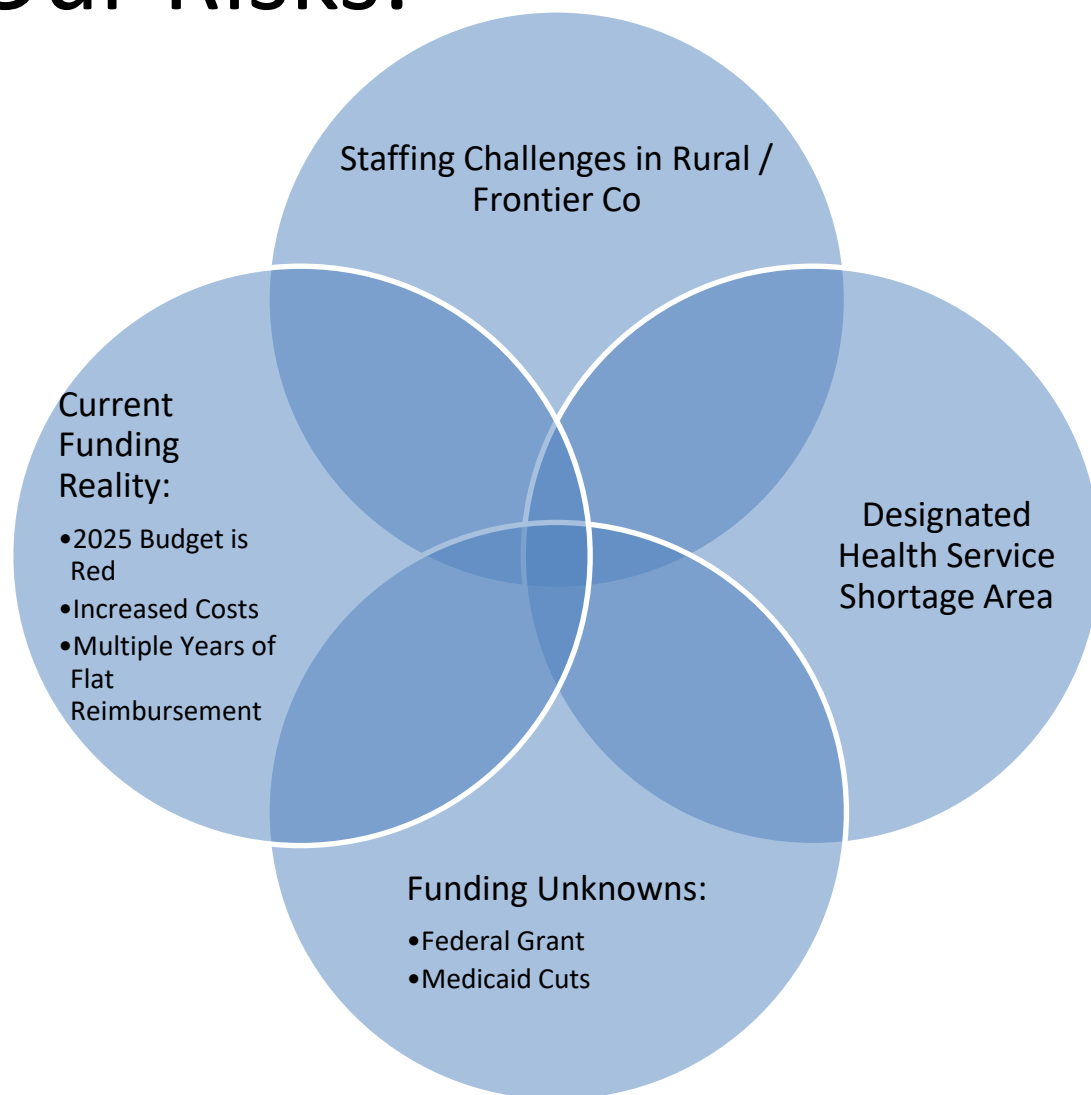
Home Services Impact



Evidence shows that Home Services:

- Increases access to care
- Provides personal connection and community for home bound patients
- Reduces rehospitalizations and ER visits
- Supports household financial stability
- Allows our seniors to stay in their homes
- Contributes to mental health supports
- Increases health outcomes
- Is an essential community factor for the ability to age in place
- Provides jobs in the valley and engages volunteers

Our Risks:



Not unique to frontier and rural safety net organizations, Northwest Colorado Health operates in a landscape of failing health care revenue models. We need new sources of revenue in order to maintain the crucial care we provide to one third of community members.

Home Services: A broken system

- The majority of the people we serve are on Medicare. Medicare pays for home services in 60 day intervals. For every interval or “episode” provided to a patient, the cost to us is roughly \$6000 and the reimbursement is between \$2500 and \$3000, resulting in \$900,000 of unreimbursed care annually. By federal regulation, we are not allowed to charge the patient for the rest of the cost of the service.
- We also serve people who have Medicaid, who have insurance, who have VA, or who do not have a pay source.
- We provide a sliding fee scale for those who do not have a pay source.
- Other services of ours used to subsidize some of the loss of Home Services, but those revenues don’t exist anymore.
- The last several years we have sustained on one-time funding sources rather than long term sustainable sources: COVID Funds, Lobster Fest, A larger legacy gift

Other Communities in Colorado:

- In Colorado, there are 324 home services entities providing serves to people with Medicaid or Medicare. Only 22 of those exist outside of Grand Junction or the Front Range. Of those 22, 14 are run by a hospital or county public health (Bent and Alamosa). We are one of the 8 stand-alone rural / frontier home care agencies left in Colorado, and the *only one that provides both home health and hospice with a charity care program.*

Home Services Campaign

- Help us raise \$3 million over 3 years to keep Home Health and Hospice Services in the Yampa Valley.
- During these three years we will focus on growing an annual event that reaches the size of being able to provide the community support needed to ensure home services in the valley for years to come
- Three years allows for an estimated 12,000 more in home visits in Craig, helping residents improve or maintain quality of life while remaining in the community
- Three years also provides a glidepath for us to continue efforts in national, state, and local government to build other creative solutions, including potential ballot measures to address the financial gaps in these services

Partner Asks have been made to:

Memorial Regional
Health
Moffat County
City of Craig

UC Health- YVMC
City of Steamboat
Routt County
SOSI

Your partnership is crucial to be able to sustain services and also to garner support from donors and other funders as we aim to reach our goal of the campaign.

Without Home Services

- Imagine a community member living by themselves is discharged from the hospital and falls at home with no one there. They call dispatch, they are rehospitalized, they are homebound and in need of additional services but continuous care communities (Sandrock, Casey's Pond, the Haven) are full. They either move out of their community, or stay in an unsafe environment as a fall risk and now involves adult protection, use of the ambulance, and a drain on dispatch



NORTHWEST COLORADO HEALTH HOME HEALTH AND HOSPICE CAMPAIGN

Northwest Colorado Health is the only provider of Home Health and Hospice in Moffat and Routt Counties.

- We provide care to 250 Home Health and Hospice patients every year, through 10,355 visits, regardless of their ability to pay.
- **Annually, the agency provides approximately \$900,000 of unreimbursed care to patients** and is often unable to collect fees-for-services provided to insured (often under-insured) individuals who cannot afford to pay.
- Our service area makes up 11,954 square miles of the state and our staff drive an average of 100,000 miles per year to visit our patients.
- Our staff are on call 24 hours per day, 7 days per week to respond to patient needs.

Ongoing financial support is needed to ensure our most at risk friends and neighbors can continue to age in place and die with dignity. We must address this need with a community effort.

We are one of the last rural Home Health and Hospice agencies in Colorado.

- HomeCare and Hospice of the Valley in Eagle County closed in 2023
- Memorial Regional Health services closed in Moffat County in 2022
- Northwest Colorado Health services closed in Grand County in 2020

**Help us raise \$3 million over 3 years to keep
Home Health and Hospice Services in the Yampa Valley.**

NORTHWEST COLORADO
HEALTH

HOME HEALTH & HOSPICE

Northwest Colorado Health's Home Health and Hospice programs provide skilled, compassionate and personalized care in the comfort and security of familiar surroundings in the home to clients regardless of ability to pay.

- Home Health helps home-bound patients manage chronic conditions and recover from illness and injury.
- Hospice provides compassionate, quality care that enables terminally ill patients to approach the end of life with dignity and comfort and supports their loved ones through the death and grieving process.

WHEN HOME HEALTH AND HOSPICE ARE AVAILABLE...



Vera and Otto "Punch" George wished to remain at their ranch between Phippsburg and Yampa where they spent more than 60 years of their life. As they aged, their daughter, Beverly George, turned to Northwest Colorado Health's team for support. Her parents died eight years apart, but if not for Northwest Colorado Health's Home Services team, Beverly wouldn't have been able to keep her parents in their home in their final days. According to Beverly, this brought them peace. And Beverly continued to receive bereavement support after her parents had passed. "It means everything," she said. "They are truly God-sent angels."

WHEN HOME HEALTH AND HOSPICE ARE NOT AVAILABLE...



"With 2 hours left until discharge from UCHealth, I had no help for my husband. I was told that no Hospice workers were available. I wanted him home and to die in dignity. I was devastated. I called a friend and I told him of my situation and he said he would come and stay with us. We winged it for 10 days and 10 nights. We did the best we could. At the very end, I found 1 private nurse to help me on the day my husband died. She was wonderful and came just in time to help prepare the body. She cleaned him, cut his hair and nails, we massaged him with oils and lotion, dressed him and surrounded him with loving care. This all should have been taken care of by Hospice. Not caring for our Hospice patients in this community is not an option. We need solutions now. I urge you to support this effort." - anonymous local resident

Can you give today keep Home Services in the Yampa Valley?

northwestcoloradohealth.org

