2015 PPI Annual Report

AARP®
Real Possibilities
Public Policy Institute
# Table of Contents

ABOUT THE PUBLIC POLICY INSTITUTE.................................................................1

A MESSAGE FROM SUSAN ......................................................................................... 2

PPI HIGHLIGHTS: HEALTH SECURITY........................................................................ 4
  Publications.................................................................................................................. 4
  New Partnership Yields Reports .............................................................................. 5
  Tracking Data on What Matters to the 50+............................................................. 6
  Home Alone Alliance ............................................................................................... 7
  Caregiving in the US 2015 Update .......................................................................... 8
  Center to Champion Nursing in America.............................................................. 9

PPI HIGHLIGHTS: FINANCIAL RESILIENCE .......................................................... 9
  State Retirement Savings Resource Center ............................................................ 9
  Future of Work@50+ ............................................................................................... 10
  Research Reports .................................................................................................... 11
  BankSafe™ ............................................................................................................. 12
    Empowerment ....................................................................................................... 12
    Partnership ............................................................................................................. 12
    Prevention .............................................................................................................. 12
  Stakeholder Event Positions AARP as Leader....................................................... 13

PPI HIGHLIGHTS: PERSONAL FULFILLMENT.................................................... 13
  Housing .................................................................................................................... 14
  Transportation .......................................................................................................... 14
  Health ....................................................................................................................... 14
  AARP DataExplorer: Data to drive policy solutions for people ages 50+........ 14

FACTS AND STATS ................................................................................................. 15
  Future of Work@50+ ............................................................................................... 17
  Livability Index ........................................................................................................ 17

GET TO KNOW PPI TEAMS..................................................................................... 18
  Office of the Senior Vice President ....................................................................... 18
  Financial Security ................................................................................................... 18
  Health Security ....................................................................................................... 19
  Independent Living/Livable Communities ........................................................... 20
  The Center to Champion Nursing in America (CCNA) ....................................... 21
    Nurses Week 2015 ............................................................................................... 21
    Other Touch Points ............................................................................................... 22
About the Public Policy Institute

The Public Policy Institute (PPI) informs and stimulates public debate on the issues we face as we age. PPI promotes the development of sound, creative, unbiased policies to address our common need for financial security, health care, and quality of life.

Founded in 1985, PPI publishes research and analyses throughout the year. Publications from 1998 to the present can be found on the PPI website.

PPI also frequently convenes leading policy experts for discussions on key national and state policy issues. In addition, staff members provide critical research and analytical support for AARP advocacy efforts and campaigns at the state and federal levels.

Several PPI teams work on key issue areas. The Office of the Senior Vice President oversees the PPI teams and leads major initiatives in family caregiving, long-term services and supports, health care workforce, and promoting a culture of health. These teams include the Center to Champion Nursing in America, Financial Security, Health Security, Independent Living/Long-Term Services and Supports, and Strategic Initiatives.

Celebrating its 30th anniversary in 2015, PPI is home to highly respected policy experts who contribute to brand credibility, grant-funded research, and social value on new and established aging matters.
A Message from Susan

As Senior Vice President for the Public Policy Institute, I have the privilege of working with some of the most creative and forwardlooking thought leaders in public policy as we address issues affecting Americans age 50+.

Our team supports AARP’s objectives by providing guidance not only to other think tanks, peers, and policy makers in the field of aging, but also to other AARP colleagues.

In 2015, PPI supported many of AARP’s Dashboard Strategies in the areas of Health Security, Financial Resilience, and Personal Fulfillment.

It’s been tremendously exciting to see the successes and impact in all these areas. PPI has been engaged in the Caregiving Issue Area for over a decade, offering innovative and forward-thinking policies and research that have contributed significantly to the Enterprise’s preeminence in this area.

We now lead the Issue Area for AARP’s Savings and Planning; one of the ways we have started this new work is with our State Retirement Resource Center. This resource center provides a wealth of practical policy information on such topics as structuring state sponsored plans, improving savings, implementing automatic features, and other issues, as well as facts on retirement savings.

We are extremely proud of our major initiatives and accomplishments in 2015. A few of them highlighted in this report include:

Livability Index. PPI looked across multiple aspects of livability to get the full picture of communities across the United States. The Livability Index assesses seven broad categories of community livability: housing, neighborhood, transportation, environment, health, engagement, and opportunity. The index—the first interactive tool to cover all of these areas—allows users to find their score for how livable their community is. You can try the Livability Index by visiting: livabilityindex.aarp.org.

DataExplorer. This dynamic, interactive data visualization tool allows users to customize 50+ population data such as demographics, health, and long-term services and supports. DataExplorer is available to anyone at dataexplorer.aarp.org, and promises to support our work and serve external users for years to come, thus driving forward the greater effort to disrupt aging.

Center to Champion Nursing in America & Culture of Health. The Center to Champion Nursing in America (CCNA) is working to transform health and health care through nursing, ultimately building a healthier America. Backed by the AARP Foundation, AARP and the Robert Wood Johnson Foundation, CCNA is working

Susan Reinhard, Senior Vice President

“Most family caregivers are not clinicians. Professionals need to anticipate questions that family members might have and teach them how to perform the complex tasks they are expected to do.”

(S. C. Reinhard, 2015)
in every state to mobilize nurses, health providers, consumers, educators, and businesses to strengthen nursing on multiple fronts. CCNA’s goals are based on recommendations from the Institute of Medicine’s *Future of Nursing* report.

**Caregiving in the U.S. 2015 Update.** This joint research study between PPI and the National Alliance for Caregiving provides new insights into higher-hour caregivers (those providing at least 21 hours of care each week), caregivers ages 75 and older, multicultural caregivers, and the challenges facing caregivers in the workplace.

**BankSafe™.** Promoting financial resilience, BankSafe is an initiative to move the banking industry toward consumer-friendly and age-friendly bank practices that meet the rapidly changing needs of those 50+, helping them achieve and maintain financial resilience.

This annual report highlights these and other accomplishments, publications, and projects for 2015.
PPI Highlights: Health Security

PUBLICATIONS
In 2015, PPI produced over 110 publications, including 66 FactSheets, 9 Insight on the Issues, 2 In-Briefs, 11 Spotlight on the Issues, 7 Research Reports, and 16 Perspectives Pieces.

Family caregiving is among the hottest topics in health security, and PPI has been staying at the forefront of the issue. PPI’s Valuing the Invaluable: Undeniable Progress but Big Gaps Remain has received over 1,200 downloads and over 12,000 page and blog views since its release in July.

Facebook
Total Reach: 287,981
Total Engagements: 3,256
Total Link Clicks: 2,983

Twitter
Total Impressions: 75,440
Total Engagements: 291

Millennials Increasingly Functioning as Caregivers
Washington Post | October 2015
PPI’s Lynn Friss Feinberg Quoted
“It’s an emerging issue that we’re going to have to grapple with, all these young people who are potentially caring for a parent or a grandparent and how they’re going to manage all these responsibilities at the same time that they’re trying to go to school or hold down a paying job.”
New Partnership Yields Reports
In 2015, PPI partnered with OptumLabs on a new initiative. OptumLabs is a research and development company founded specifically to collaborate on a research agenda focused on better understanding the needs of the 50+ population. The company works to improve health care and health outcomes for patient populations through the use of objective, scientifically reliable research based on real-world data and analytics.

Through the OptumLabs Research consortium, AARP has access to OptumLabs data that allow us to conduct research to benefit consumers and help improve our health care system. PPI and Optum developed key research reports using these new data. Just one highlight of the initiative, which was featured in PPI’s Insight on the Issues publication: Following a New York Times op-ed from actor and director Angelina Jolie that shared her personal story concerning a harmful mutation in the BRCA1 gene, BRCA testing rates increased among women enrolled in a large US health insurance carrier.

The report received 1,300 page views and over 200 downloads.

"BRCA testing rates jumped by nearly 40 percent in the month after Jolie’s 2013 announcement and remained elevated for at least the following year, according to results of a review of a large US health-insurance carrier, of a review published last month by the AARP.”
Tracking Data on What Matters to the 50+

One of the most pressing issues among Americans age 50+ is prescription drug prices. PPI has been producing Rx PriceWatch Reports since 2004. 2015 brought the latest in the series—Rx PriceWatch Report: Trends in Retail Prices of Generic Prescription Drugs Widely Used by Older Americans: 2006 to 2013.

These AARP PPI reports are a continuation of our Rx Watchdog report series, which has been tracking manufacturer price changes for widely used prescription drugs since 2004. The Rx PriceWatch reports use retail prices—or the amount charged to consumers (and/or insurers)—as our primary data source. The reports are based on drugs widely used by older Americans.

The latest Rx PriceWatch report, by PPI’s Leigh Purvis and Dr. Stephen Schondelmeyer, finds that retail prices for widely used generic prescription drugs declined, on average, between 2006 and 2013. In 2013, retail prices for 280 generic prescription drugs widely used by Medicare beneficiaries fell by an average of 4.0 percent. In contrast, the general inflation rate was 1.5 percent over the same period.

The report demonstrates that the retail prices of most of the generic drug products in the market basket are decreasing. Some of these decreases are substantial, reaching 30 percent or more. However, some generic drug products had equally substantial—or, in some cases, extraordinary—price increases. Further, the rate of generic price declines has been slowing for the past decade, indicating that the era of consistent generic drug price decreases may be coming to an end.

AARP Reports Find Brand Name Rx Prices Soar as Older New Yorkers Struggle to Pay for the Basics

PR Newswire | November 2014

“When you take a fixed income, combine that with a prevalent worry about paying for the basics, like housing, and add in higher brand name drug prices, it can equal disaster for many older New Yorkers,” said Beth Finkel, state director for AARP in New York State. “What we end up seeing is older New Yorkers stop taking life-saving medications because they simply can’t afford them, leading to higher health care costs—and worse—down the road.”
HOME ALONE ALLIANCE

Most family caregivers perform complex medical/nursing tasks with very little guidance, according to a groundbreaking study by AARP’s PPI and the United Hospital Fund (2012). The report, *Home Alone: Family Caregivers Providing Complex Chronic Care*, finds that these difficult tasks leave many family caregivers feeling stressed and concerned about making a mistake. (S.C. Reinhard, C. Levine, S. Samis, 2012)

As recommended in the *Home Alone* report, there are a variety of ways to alleviate family caregiver stress that focus on the tools and resources available to them. However, this isn’t always enough. We believe that a broader cultural change is needed in how health care organizations and professionals interface with family caregivers, and AARP’s PPI is uniquely positioned to act as a catalyst for that change.

In response, we are creating the Home Alone Alliance (HAA) initiative.

HAA brings together partners from the public, private, and nonprofit sectors to strive for sweeping cultural change in addressing the needs of family caregivers. We will also provide instructional tools and resources to family caregivers to help them gain skills and confidence, and to reduce their anxiety and stress.

---

**Home Alone Alliance**

A collaborative from AARP

---

**The Problem**

According to “*Home Alone: Family Caregivers Providing Complex Chronic Care*,” most family caregivers perform complex medical/nursing tasks with very little guidance, leaving them feeling stressed and concerned about making a mistake.

---

**The Solution**

AARP Public Policy Institute is convening the Home Alone Alliance (HAA) in response. HAA will bring together partners from the public, private, and nonprofit sectors as a catalyst for change in the way health care organizations and professionals interface with family caregivers.

---

**Alliance Strategy**

- Foster the production of high-quality caregiver instructional videos that are rooted in research and clinical expertise.
- Engage key health care organizations, providers, and academic institutions to broadly change the way we work with and support family caregivers.

---

**Outcomes**

- Decrease family caregivers stress.
- Increase health care professional knowledge of how to instruct family caregivers.

---

To learn more, contact: SReinhard@aarp.org or RChoula@aarp.org.
CAREGIVING IN THE US 2015 UPDATE

Caregiving in the US 2015 Update is a joint research study between AARP and the National Alliance for Caregiving that provides new insights into higher-hour caregivers (at least 21 hours of care a week), caregivers ages 75 and older, multicultural caregivers (including African American/black, Hispanic/Latino, and Asian American/Pacific Islander populations), and the challenges facing caregivers in the workplace.

The results were presented during a Capitol Hill briefing and a live webcast that can be viewed here: https://www.webcaster4.com/Webcast/Page/9/9285.

“As previous AARP research has shown, we’re facing a caregiving cliff,” said Susan Reinhard, senior vice president, AARP Public Policy Institute. “By mid-century, there will only be three caregivers available for each person requiring care. That means we need to provide support for existing caregivers who are underserved by the current long-term services and support system to avoid putting them at higher risk as they age.”
The Center to Champion Nursing in America (CCNA) is an initiative of AARP and the Robert Wood Johnson Foundation (RWJF). Housed within the AARP Public Policy Institute, CCNA coordinates the Future of Nursing: Campaign for Action, a national initiative to transform health care through nursing. To ensure all Americans have access to a highly skilled nurse when and where they need one, CCNA is engaging Action Coalitions in 50 states and the District of Columbia and a wide range of health care professionals, consumer advocates, policy makers, and the business, academic, and philanthropic communities.

CCNA held its national conference, Summit 2015: Leading Change & Building Healthier Communities, in Washington D.C., December 9–10 to celebrate five years of advancing health and health care through nursing. On the first day, more than 500 gathered to hear and discuss the Institute of Medicine’s updated recommendations to accelerate progress on the goals set in 2010, and to start a conversation about infusing the Campaign with a vision by the Robert Wood Johnson Foundation to help build a Culture of Health.

**PPI Highlights: Financial Resilience**

**STATE RETIREMENT SAVINGS RESOURCE CENTER**

About 55 million private-sector employees in the United States have no access to retirement savings plans at work. In response, many states are considering sponsoring plans that would offer simple ways for many workers to improve their retirement security. Seeing a need, PPI created a resource center to provide practical policy information to facilitate the establishment of state plans. It features policy papers from many sources about structuring state-sponsored plans, improving savings, implementing automatic features, and other issues, as well as facts on retirement savings.

Here is a snapshot of the key information found in the resource center:

**Saving Facts:** Get the key facts on retirement savings, including the number of workers and the percentage of the workforce in each state without access to a workplace retirement savings program.
**Retirement Saving Issues:** What are the key implementation issues states should consider when creating retirement savings plans for private-sector workers? How does ERISA—the federal law that governs retirement plans—affect state plan designs? What consumer protections should be included? This section addresses these topics and more.

**National Policy:** Explore policy studies on ways to improve retirement saving, automatic enrollment, the saver’s credit, retirement investing, coverage and participation, and other issues.

**State Policy:** Access key policy papers and studies related to individual states, including recommendations from industry, interest groups, and others on structuring state-sponsored retirement savings plans, coverage in individual states, and more.

**Financial Literacy:** What is financial literacy’s impact on decisions to save for retirement? How can financial literacy tools be used to increase savings? See the results of surveys and studies by AARP, the Employee Benefit Research Institute, and other expert sources.

**Perspectives:** See expert opinions on specific policy issues related to retirement savings at both the state and national levels.

**FUTURE OF WORK@50+**

**WWW.AARP.ORG/FUTUREOFWORK**

The world of work is changing. How can workers adapt to the challenges of today and be prepared for the workplace of tomorrow? We are facing a new work reality. What trends define that reality? How can those who have lost their jobs find high-quality new ones? What can we do about the persistent long-term unemployment that continues to affect older people?

Future of Work@50+ is a multiyear initiative that
- Identified challenges to a changing workforce.
- Highlighted what we have learned through generations.
- Suggested policy solutions to ensure that older Americans have access to good-quality jobs and develop the skills they need to retain or obtain them.
Future of Work@50+ Work Facts, Reports, and Perspectives:

- Get the latest facts and figures about the changing US workforce and issues facing older workers: www.aarp.org/ppi/future-of-work/facts/
- Explore research reports on unemployment, workforce development, education and training, and job lock: www.aarp.org/ppi/future-of-work/reports/
- Read what experts have to say about the future of work in a series of opinion pieces: www.aarp.org/ppi/future-of-work/perspectives/

RESEARCH REPORTS
The Long Road Back: Struggling to Find Work after Unemployment

- A new report highlights results of a survey of the experiences of nearly 2,500 workers ages 45 to 70 who faced unemployment in the past five years.

Improving Education and Training for Older Workers

- This paper summarizes older job seekers’ experiences in the labor market and how they can get better information about education and training to help them obtain or keep a job.


- This research presents detailed information on the policies and practices in place in state unemployment insurance programs that provide potential temporary financial assistance to family caregivers.

Short-Term Compensation (Work Sharing) Programs Help Older Workers: Evidence from Five States

- This report examines participants’ characteristics from five state work-sharing programs during the Great Recession.

Workforce Development in the United States: Lessons Learned for Older Workers

- This literature review of evaluations of federal workforce development programs identifies lessons learned on what practices best assist older workers with obtaining employment and transitioning to good jobs, ultimately leading to greater financial security.

Job Lock and Employer-Provided Health Insurance: Evidence from the Literature

- This report reviews the research literature on health insurance–related “job lock”—a labor market pattern that occurs when workers are reluctant to leave a job that offers health insurance because they cannot otherwise obtain affordable insurance.
BANKSAFE™
Promoting Financial Resilience: BankSafe is an initiative to move the banking industry toward consumer-friendly and age-friendly bank practices that meet the rapidly changing needs of those 50+, helping them achieve and maintain financial resilience. The initiative looks to combine banks’ deep institutional knowledge of the financial system with AARP’s unique insights into the challenges and opportunities facing the 50+ consumer.

Empowerment
AARP is dedicated to fighting exploitation by empowering consumers and educating financial institutions.

Partnership
AARP cannot fight exploitation alone, which is why a partnership is required to solve social problems while serving industry needs.

Prevention
Seniors lose at least $3 billion annually to financial exploitation. Older Americans, however, are well positioned to effect change:

- The 50+ population is financial institutions’ most influential audience.
- The 50+ population owns 67 percent of bank deposits in the country.
- The senior population is set to double, and deposits could increase significantly.

As a thought leader in protecting the 50+ population from financial exploitation, AARP is serving as a central repository for sharing materials and promising practices in this area. AARP is committed to protecting consumers from financial exploitation in several ways. The AARP BankSafe initiative will

- Fight exploitation by stopping it before money leaves the account.
- Provide training and promising practices to front-line employees.
- Provide service to ease the challenges of caregiving.
- Help empower those with dementia.

The initiative supports AARP’s mission to enhance the quality of life for all as they age, including championing positive social change and delivering value through advocacy, information, and service.
STAKEHOLDER EVENT POSITIONS AARP AS LEADER

PPI convened an Innovation Roundtable on November 12, 2015, to explore how stakeholders can work together to address fraud and exploitation. The roundtable included high-level representatives from the banking and financial services industries as well as academics, regulators, aging advocates, AARP members, and front-line employees.

Jilenne Gunther, one of PPI’s experts and a senior strategic policy advisor, began by sharing groundbreaking AARP research on the banking needs of 50+ consumers and their high demand to bank with an institution that actively protects them against fraud and exploitation. The meeting was very interactive and ended with the participants outlining steps that AARP could take to stop exploitation as well as steps the group could take together to combat this growing problem.

The event marked a major shift in AARP’s role in this important area. Previously, AARP was not considered a player in this space, and in fact some experts viewed AARP negatively within it. Now, however, this groundbreaking event has positioned AARP as a key player and thought leader.

AARP is moving forward on multiple fronts in this space. First, it has formed a partnership with the American Bankers Association Foundation that will develop joint materials on the dangers of joint bank accounts. AARP also is organizing a coalition of 50 entities in the field including researchers, policy makers, regulators, financial industry leaders, and front-line bank employees and Adult Protection Service workers. Finally, it released two groundbreaking papers on the consumers’ needs for their banks to fight exploitation and promote financial caregiving.

PPI Highlights: Personal Fulfillment

In 2015, two groundbreaking tools—available to anyone from policy makers to the public—resulted from PPI’s Personal Fulfillment work: the Livability Index and DataExplorer. Powerful and packed with invaluable information that can be sliced as needed, both tools have the potential to help disrupt aging and change how we think about the topic.

AARP recently launched a new online tool for checking the livability score of any location in the United States—and finding and creating communities that benefit people of all ages. The Livability Index is a signature initiative of the Public Policy Institute to measure the quality of life in American communities across multiple dimensions: housing, transportation, neighborhood characteristics, environment, health, opportunity, and civic and social engagement. An interactive and easily navigated website, the Livability Index allows users to compare communities, adjust scores based on personal preferences, and learn how to take action to make their own communities more livable.
The Livability Index has drawn a great deal of attention and interest. For more information on its impact, go to p. 17 in the Facts and Stats section of this report. Use the tool by visiting aarp.org/livabilityindex.

The Livability Index helps users better understand their communities and make decisions about future needs. The index can be used in several ways.

Here are a few examples:

**Housing**

A county executive wants to know how to meet the housing needs of older adults. She can see how her community performs for each of the housing metrics relative to the national average and learn about policy and programmatic interventions that could address areas of concern.

**Transportation**

The director of a nonprofit organization wants to show the need for transportation services in the community. He can view data on transit service available to various neighborhoods in the community and connect to resources explaining how transit is typically funded.

**Health**

A health official wants to explore how the built environment may influence health. She can see the relative rates of obesity and smoking on a map and then check whether each neighborhood in a county has access to grocery stores and farmers’ markets.

**AARP DATAEXPLORER: DATA TO DRIVE POLICY SOLUTIONS FOR PEOPLE AGES 50+**

This new, interactive online resource provides information on a range of topics, including:

- Demographics
- Health
- Housing and Transportation
- Long-Term Services and Supports
- Income and Employment, and more!

**Making Cities Better for Successful Aging**

*Huffington Post | November 2015*

“America is aging rapidly. But are our cities designed to support well-being throughout our longer lives? With the vast majority of Americans living in urban settings, it’s crucial—for older Americans, for our nation’s public health, and for the economics of healthcare—that our cities be designed with an aging population in mind.”
This new tool developed by PPI is easy to use and allows the user to
1. Slice data in different ways to find information about a topic or state.
2. Customize the data and visuals to best meet your needs.
3. Print a customized visualization or download it to a PDF, PowerPoint slide, or Excel spreadsheet. Or create a link to use the visualization in a blog or online report.

Anyone can use AARP DataExplorer and it is free! Visit www.dataexplorer.aarp.org to use the tool.

Facts and Stats

PPI is reaching a range of audiences through several outlets including social media, e-mail, blog posts, speaking engagements, roundtables, and solutions forums, all of which are driving traffic to our website.

In 2015, PPI grew its social media presence significantly. With our expanded Facebook presence, PPI is now reaching over **88,000 people** by posting on a range of policy issues through the coverage of reports, blogs, and events.

In 2015, PPI reached over **144,000 website page views** and our reports had over **13,000 downloads**. Our experts hosted 10 convenings and our Thinking Policy blog logged 26 posts in 2015.
Thinking Policy

At Your Fingertips: A Trove of Data on Boomers and Americans 50-Plus

Posted: 10/01/2015 by Lina Walker

We are a data-driven society. We need data to address the challenges and opportunities facing the 50-plus population. I am pleased to announce that today AARP’s Public Policy Institute launched the AARP DataExplorer, a free website tool that provides a rich collection of data on issues relevant to people age 50 and older. The 50-plus group accounts for a third of the United States’ population, with about 110 million people. People in the baby boom generation make up 80 million ...

What Are We Doing to Support our Valuable Family Caregivers?

Posted: 07/17/2015 by Susan Reinhard

About 40 million people in America care for a family member, neighbor or friend who has limitations in everyday activities. We call these people “family caregivers.” Most of them juggle work and family caregiving responsibilities, which can seriously affect their physical and emotional health. Together, this invisible workforce provides 37 billion hours of care, which the AARP Public Policy Institute values at $470 billion. That’s 470 BILLION dollars. Hard to get your head around that number. But try. Because it ...
FUTURE OF WORK@50+

Facts and stats for PPI events also shed light on the organization’s scope and reach. On March 30, 2015, PPI convened a public event at the Newseum. Jo Ann Jenkins, CEO, presented opening remarks and Debra Whitman, CPPO, discussed the importance of employment for long-term financial security.

- 115 people attended the event in person.
- Over 350 people viewed the live webcast of the event.
- 130 people have viewed the recording of the event online.
- AARP.org blogged about the event, expanding the audience for Jenkins’ and Whitman’s message.
- AARP social and PPI social live-tweeted the event.
- Twitter impressions totaled 11.7 million on March 30.
- Media impressions totaled 73.1 million through August 31.
- Future of Work website page views totaled 5,309.
- Future of Work reports, fact sheets, and essays have been downloaded 2,712 times.

LIVABILITY INDEX

The launch of the Livability Index earned 275 total media placements and more than 375 million total media impressions. Traffic to the Livability Index website has been strong and steady.

The first two days after launch saw 107,280 total page views and 25,215 unique visitors. After the first week, those numbers grew to 160,827 page views and 50,688 unique visitors. In the first month, we saw nearly 400,000 page views and more than 100,000 unique visitors. And in the five-month period between June and October, we amassed 180,086 page views and more than 50,000 unique visitors.

Our Livability Index social media strategy implemented jointly by AARP Solutions and PPI resulted in more than 800,000 Facebook posts. Nearly 12 percent of the visits to the Livability Index site during the campaign originated from social media.
Get to Know PPI Teams

OFFICE OF THE SENIOR VICE PRESIDENT
In 2015, Susan Reinhard presented at over 37 different locations, including national and state conferences, internal roundtables, stakeholder meetings, universities, foundations, and two international conferences on caregiving.

Susan authored several publications in 2015, including:

- *Improving Access to High-Quality Care, Medicare’s Program for Graduate Nurse Education*
- *Valuing the Invaluable 2015 Update: Undeniable Progress, but Big Gaps Remain*
- *Caregiving in the US 2015 Update*

FINANCIAL SECURITY
Financial Security staff members address policy related to Social Security, pensions, retirement savings, financial assets, consumer debt, employment, and tax-budget issues. Staff members also analyze marketplace practices and regulations that affect financial services and consumer protection.

Combined, the Financial Security team produced over 25 Research Reports, blogs, and Fact Sheets in 2015. Team members spoke at and participated in over a dozen events in 2015. The team is even providing thought leadership on a global level, influencing policy work on pensions.

David John, senior strategic policy adviser, actively and regularly engages globally. His thought leadership on pensions is unrivaled, and it shows. In September 2015, the House of Commons (UK) asked David for his opinion on retirement issues and he produced a concise and thoughtful submission that will guide their policy work.

PPI Research in the News:
The *Washington Post* reported on the rising frequency of “family members, friends and neighbors” serving as informal health care providers for older adults and the resulting emotional, physical, and financial strain. An AARP Public Policy Institute study placed the number of unpaid caregivers in the United States at 44 million. The Post also profiled the support systems offered by some hospitals and organizations, quoting providers as saying “caring for the caregiver results in improved outcome of the patient,” but commented that hospitals and, in turn, the caregivers of patients at those hospitals, may not be receiving or appropriately implementing caregiver information.
Gary Koenig, vice president, oversees the PPI Financial Security team. In his role, he works with our policy experts on issues covering Social Security, pensions, retirement savings, financial assets, consumer debt, employment, and tax-budget issues.

His team also analyzes marketplace practices and regulation affecting financial services and consumer protection. Gary has also been named AARP’s Enterprise Issue Team Lead for Savings & Planning.

Lori Trawinski, director, was the project lead for PPI’s Future of Work@50+ project. This multiyear project produced over 12 Work Fact Sheets, 7 Research Reports, 16 Perspectives Essays, and a major event on an unemployment survey, where AARP CEO Jo Ann Jenkins provided opening remarks.

HEALTH SECURITY
PPI’s Health Security staff members work on policy and health services research related to Medicare and Medicaid, private health insurance coverage, cost and use of prescription drugs, healthy behaviors, and racial and ethnic disparities in care. In addition, the division analyzes approaches to improving care delivery and health care value.

Combined in 2015, the Health Security team has spoken at and participated in over 35 events including speaking to state governors and health care coalitions such as C-TAC and the Long-Term Care Discussion Group.

Health Security team members review testimony and analyze legislation for the Government Affairs office. They have conducted telephone interviews with the Congressional Budget Office on their research. This staff is frequently called on to participate on expert panels for health care topics.

Lina Walker, vice president, was the point person behind DataExplorer. Lina worked with a core team of cross-PPI staff to find a way of allowing users to visit this interactive website and populate data visualizations based on their specific needs. Lina was PPI’s lead on gathering data from across PPI to assemble information on the 50+ population in the areas of health, income, employment, long-term services and caregiving, nursing, housing, transportation, and demographics.

Leigh Purvis, director, authors the Rx PriceWatch report series (see p. 6) and conducted several satellite media tours in 2015. In addition to leading a team of policy analysts and researchers, Leigh heads PPI’s work on both prescription drug and mental health issues.
Jane Sung, senior strategic policy adviser, reviews legislation on topics such as Medicare Advantage and creating a special needs plan demo for home- and community-based services. PPI’s Health Security team frequently works with AARP’s Government Affairs office to discuss legislation and our latest research findings. In 2015, Sung and colleague Olivia Dean, policy analyst, produced for the Health Security team a major report, Monitoring the Impact of Health Reform on Americans Ages 50–64.

Keith Lind, Lynda Flowers, Harriet Komisar, and Claire Noel-Miller, senior strategic policy advisers, frequently meet with colleagues from Government Affairs to participate in telephone interviews with other stakeholders. Reports from 2015 include Observation Status: Financial Implications for Medicare Beneficiaries, Medicare Part B Premiums and Deductibles in 2016: The Effect of No Cost-of-Living Increase in Social Security Benefits, and Medicare Beneficiaries’ Out-of-Pocket Spending for Health Care.

Elizabeth Carter and Catherine Gillespie, senior advisers, supported our collaboration with OptumLabs. Carter and Leigh Purvis, Director, published the report Hospital Readmission Rates Falling among Older Adults Receiving Joint Replacements.

INDEPENDENT LIVING/LIVABLE COMMUNITIES

Independent Living and Long-Term Services and Supports staff members focus on expanding consumer access to those services and supports, improving home- and community-based services, supporting family caregivers, and making communities more livable for older Americans.

Combined in 2015, the Independent Living/Livable Communities team has produced 15 Research Reports, blogs, and Fact Sheets. Its team members have spoken at and participated in over 60 events.

This team covers a variety of areas and in 2015 was most noted for the launch of AARP’s Livability Index.

This team works with a variety of organizations including the Institute of Medicine, US Department of Housing and Urban Development, and Federal Transit Administration.
Rodney Harrell, director, and Shannon Guzman, policy research senior analyst, present often on livable communities. Most recently, they were part of a core team that put together an across-AARP event: The Future of Housing. This PPI team worked with the AARP Foundation, in collaboration with the US Department of Housing and Urban Development, to host the Future of Housing Summit. The summit’s objective was to develop a collective vision for meeting America’s housing affordability and accessibility needs over the next several decades and to identify actions that will help make this vision a reality. Participants included leaders in business, technology, health, public policy, urban and rural development, social services, and city and regional planning.

Lynn Friss Feinberg, senior strategic policy adviser, and Rita Choula, project manager, continue to collaborate with Susan Reinhard on all PPI’s caregiving efforts. They were part of the core team that produced the latest research: Valuing the Invaluable: 2015 Update and Caregiving in the US 2015 Update. Besides providing guidance into the research, they are also part of many peer networks working on family caregiving issues. Lynn is part of the IOM Committee on Family Caregiving, she is on the board of the American Society on Aging, and she routinely presents findings on PPI’s caregiving research to other organizations interested in this issue.

Jana Lynott, senior strategic policy adviser, is PPI’s resident expert on transportation issues. In 2015 alone, she presented on the Livability Index and transportation issues to multiple groups, including AARP state offices and other organizations such as the Transportation Research Board, White House Conference on Aging, US Department of Transportation, and the American Planning Association.

Kathleen Ujvari, Policy Research Senior Analyst, Wendy Fox-Grage, Senior Strategic Policy Advisor, and Ari Houser, Quantitative Methods Advisor, collaborate with Susan Reinhard on a major project for PPI: The Long-Term Services and Supports Scorecard. This Scorecard is a multidimensional approach to measure state-level performance of LTSS systems that assist older people, adults with disabilities, and their family caregivers.

THE CENTER TO CHAMPION NURSING IN AMERICA (CCNA)

CCNA leads stakeholders in a national campaign to improve health care quality and access by maximizing the use of nurses. CCNA works to implement Institute of Medicine (IOM) recommendations that nurses play a leading role in transforming health care. This nationwide effort is an initiative of AARP, the AARP Foundation, and RWJF.

In 2015, CCNA has produced several publications, including:

- **A Bold New Vision for America’s Health Care System**
- **Interprofessional Collaboration and Education: Working Together to Ensure Excellence in Health Care**

---

Most Retirees Stay Put—But Those Who Move Head Here

Anna Robaton, special to CNBC.com

“‘One thing we consistently find in surveys [of older adults] is that most people want to stay in their homes and communities,’ said Harrell (Director, Livable Communities), who pointed out it’s regardless of whether those homes and communities are well suited for older adults.”
• **How Nurse Leaders Can Fix Our Healthcare System**

• **More Diverse Nursing Workforce**

• **Improving Access to High-Quality Care, Medicare’s Program for Graduate Nurse Education**

• **Improving Access to High-Quality Care, Medicare’s Program for Graduate Nurse Education**

**Nurses Week 2015** ([http://campaignforaction.org/nurses-week-2015](http://campaignforaction.org/nurses-week-2015))

CCNA took advantage of Nurses Week to get its message across. Here are some highlights from the week:

• Three AARP-produced campaign videos that highlighted the value of nurses, which were viewed more than 600,000 times and received 15,000 likes and shares.

• About 557,000 impressions and more than 20,000 engagements (likes, clicks, comments, and shares) on the campaign’s Facebook and Twitter pages.

• Shared content on social media by 20 Action Coalition and 26 AARP accounts (including 23 AARP state offices).

• More than 21,000 total page views on the campaign’s website during May 1–12, a 44 percent increase over 2014.

**Other Touch Points**

Since January 2015, the Future of Nursing: Campaign for Action website has had more than **163,000 total visits** and nearly **389,000 page views**, with 29 percent of visitors returning. The campaign is an initiative coordinated through the CCNA, an initiative of AARP, the AARP Foundation, and RWJF. CCNA also produces four e-mail publications, each of which has 1,400 to 1,800 subscribers. On social media, the audiences for the campaign and CCNA grew to more than **63,000 Facebook fans** and **16,000 Twitter followers** as of September 2015. CCNA hosted five major events in 2015, including:

• A meeting to develop a plan for accelerating nursing student achievement. From this education meeting, CCNA, through the Campaign for Action, disseminated what became a new model to standardize prerequisites and general education requirements across the nation in all nursing programs.

• A Capitol Hill briefing, “Preparing the Nursing Workforce for a Changing Health System: The Role of Graduate Nursing Education,” about the Medicare Graduate Nursing Education (GNE) demonstration, that serves to provide policy makers a toolkit on the subject.

• The Champion Nursing Council and Champion Nursing Coalition event to introduce RWJF’s vision of a Culture of Health to Campaign stakeholders and discuss how nurses are well positioned to promote and help build a culture of health.

• The first planning meeting of the National Coalition on GNE and the Consortium of Medicare Graduate Nursing Education Demonstration, with the goal of securing a permanent source of Medicare GNE.

• A national conference, Summit 2015: Leading Change & Building Healthier Communities, in Washington D.C., December 9–10 to celebrate five years of advancing health and health care through nursing. On the first day, more than 500 gathered to hear and discuss the Institute of Medicine’s updated recommendations to accelerate progress on the goals set in 2010, and to start a conversation about infusing the Campaign with a vision by the Robert Wood Johnson Foundation to help build a Culture of Health.