



Elevating Natural Supports During the Workforce Crisis

MLTSS Summit 2025

Agenda

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Introductions & Session Goals

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Background: Natural Supports in LTSS

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PA Health & Wellness Case Study

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Working Session

Meet the Speakers



Joe Elliott
Director of LTSS



Leda Rosenthal
VP of Revenue





Defining Natural Supports

Shared definition:

Individuals who provide unpaid, non-professional care (family, friends, neighbors, community)

Distinguishing between:

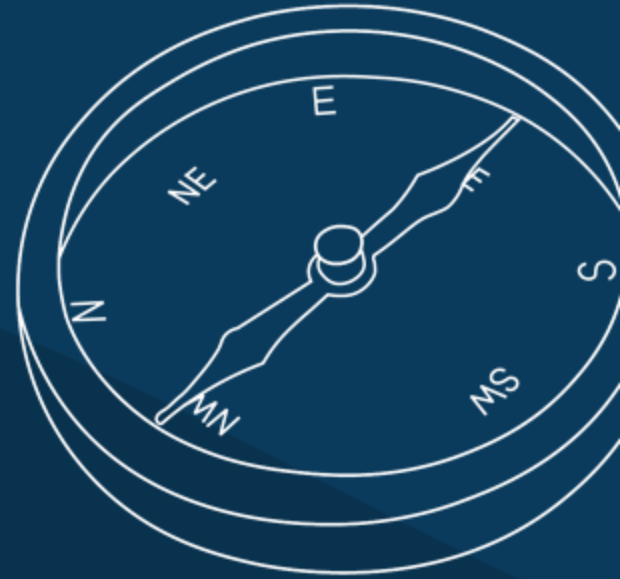
- Formal supports (paid workforce)
- Natural supports (informal, unpaid caregivers)

Growing Importance of Natural Supports

- **Workforce crisis:**
Shrinking direct care workforce, rising demand
- **Demographics:**
Aging population, sandwich generation, complex needs, rising caregiver intensity
- **Policy signals:**
Increasing emphasis on HCBS services



PA Health & Wellness Case Study



Partnership Background



Partnership Launch:

March 2025

Strategic Objectives:

- Keep participants in the community.
- Engage caregivers across a wide range of conditions and needs.
- Improve workforce stability, member experience, and drive cost savings.
- Deliver innovation and technology balanced with human-centered supports like chat features and live support groups.



Trualta directs caregivers to the right intervention, maximizing engagement



- **Improved Health Outcomes & Savings:**
 - Reduce ED visits by 20%
 - Delay long-term care transitions by 15 months
- **↓ Burnout, ↑ Resilience:**
 - 86% improve stress management
 - 30% boost in caregiver fulfillment
 - 93% feel less lonely
- **Increase Workforce Retention:**
 - 28% more likely to remain in caregiving role
 - 32% more likely to continue after 200+ mins of engagement

PA Health & Wellness Approach

CAREGIVER IDENTIFICATION

Focus Populations:

- » Informal Caregivers
- » PDO
- » Agency

ENGAGEMENT ENGINE

Proactive Multi-channel outreach to identify caregiver

Personalized to unique care situation

Triaged to highest-impact intervention

CO-BRANDED TRUALTA

Self-paced Training

Evidence-based, multi-model, asynchronous, and purpose-built for informal learner

Peer Support

Live, facilitated support groups delivered in-platform with a range of formats for groups of 10 up to 200+

1:1 Coaching

Targeted one-on-one coaching with experts

MEMBER OUTCOMES

Caregiver Outcomes:

10% Power Users
91% learn new skills
93% feel less lonely

Member & Patient Outcomes:

20% reduction in unexpected ED visits

Aging in Place:

15 months delayed long-term care



What Success Looks Like: Sharon's Story

Professional caregiver joins PA H&W in July 2025

User information: Age 60+ female caring for her adult brother, English speaker

Topics selected: Developmental Disabilities, Mental Illness

Micro-assessment: Rarely/Never feels connected; Rarely/Never feels calm and collected

Caregiver seeks training on burnout, stress and family dynamics

Caregiver attends Community Events: Anonymous Talk: Anxiety & Stress, Drop-In Caregiver Support Group (x6)

- Joined 47 events
- 2495 minutes in events

“This group is AWESOME! And when I miss a day, I’m saddened. Thank you for continuing to make it available for all who need to be a part of it.”
- PHW attendee of 10/8 Drop-In Caregiver Support Group: *Together in the After*

”

Caregiver responds to Impact Questions

Strongly Agree: Website has helped build my confidence; ability to manage stress; sense of belonging and support
10/10 Likely to recommend

Early Momentum & Findings



360% Engagement Increase Since May

- **Engagement Channels:**

- Quarterly trainings with Service Coordinator Entities (SCEs).
- 1:1 partnerships with high-engagement SCEs.
- Partnership with Tempus to send targeted texts to paid caregivers.
- Mailers via standard post.

- **Key Engagement Findings:**

- Text messaging is the top driver of caregiver engagement.
- Strengthened SCE partnerships, increasing direct service coordinator involvement.
- Incentive program in development to encourage invitations.





Working Session



What's Working – Group Reflection

Bright spots and promising strategies:

- Identification (finding caregivers)
- Support (resourcing caregivers)
- Integration (connecting them to the system)

How do we better elevate and sustain natural supports in LTSS during a workforce shortage?

- **Meeting varying needs** – How do we address the diversity of caregiver experiences (intensity, resources, cultural factors)?
- **Identification** – What strategies help uncover “hidden caregivers”?
- **Support during shortages** – How can systems provide practical relief, training, or navigation?
- **Integration** – How do we ensure caregivers are respected partners in care teams?