

WORKING WITH OHIO'S AAAS

**HOW TO GROW YOUR AGENCY THROUGH AREA
AGENCIES ON AGING PARTNERSHIPS**



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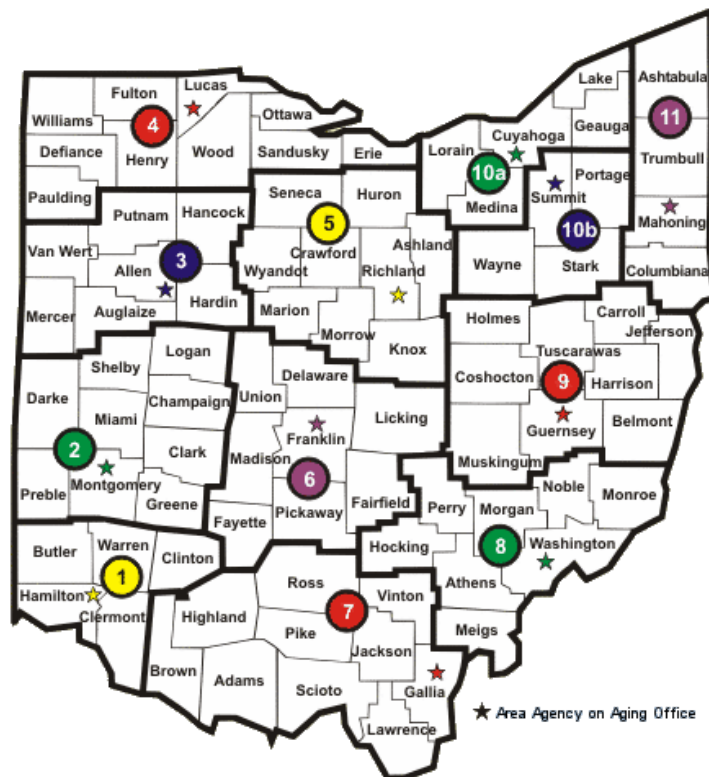


Understanding Ohio's AAAs

Ohio's 12 Area Agencies on Aging are embedded in the Medicaid care delivery structure — making them one of the most powerful referral sources available to home care agencies.

► What AAAs Do

Ohio has 12 AAAs coordinated under ASA Generations, each serving a specific region. They administer Medicaid waiver programs — most notably PASSPORT and MyCare Ohio — and coordinate personal care, home-delivered meals, transportation, adult day services, and care management.





Understanding Ohio's AAAs

► AAAs as Referral Gatekeepers

When a client enters the PASSPORT or MyCare Ohio system, the AAA is typically involved in their care assessment, service authorization, and provider matching. That makes your local AAA a direct pathway to your agency's growth, not just a general senior resource.

► Ohio's Contractual AAA Structure

Ohio is one of the few states that mandates a formal contractual relationship between AAAs and Medicaid managed care plans. This means AAAs have direct influence over which home care providers get assigned to Medicaid clients in your region.

► Services AAAs Coordinate

The services AAAs coordinate include:

- Personal care and homemaking
- Home-delivered meals
- Transportation
- Adult day services
- Care management and coordination



Why Agencies Struggle

The AAA referral channel is underdeveloped for most smaller agencies — and the reasons are predictable and fixable.

► They Don't Know Who to Call

Each AAA has care managers, program coordinators, and provider relations contacts. Agencies that walk in without knowing who handles provider relationships end up in a loop of unanswered voicemails and never make progress.

► They Approach It Like a Sales Call

AAA staff are not looking for vendors — they're looking for reliable community partners. Agencies that show up with a brochure and a rate sheet rarely make a lasting impression. Leading with client needs instead of your services is what breaks through.

► They Give Up After One Outreach

Relationship-building with a AAA is a slow-burn process. Agencies that reach out once and disappear don't get remembered. The ones that keep showing up — thoughtfully and consistently — do.



The 5-Step Relationship Strategy

► Step 1: Identify Your Local AAA and the Right Contacts

Start at aging.ohio.gov or [ASA Generations Ohio](http://ASAGenerationsOhio.org) to find your regional AAA. Ohio's 12 AAAs are divided by county, so you'll need to confirm which one covers your primary service area.

Getting the right contact name is the first, most important step. Everything else flows from that.

► Step 2: Lead with What You Bring to Their Clients — Not Your Services

When you make first contact, resist the urge to pitch your agency. Instead, lead with what their clients need and how your team delivers on that.

Care managers at AAAs are responsible for vulnerable adults. Their primary concern is: "Will this provider show up, communicate, and do right by my clients?" Answering that question before they ask it is what separates agencies that break through from agencies that don't.



The 5-Step Relationship Strategy

► Step 3: Understand the MyCare Ohio and PASSPORT Waiver Requirements

If you want to receive referrals from AAA care managers for Medicaid waiver clients, your agency needs to be credentialed to serve those programs.

AAA care managers cannot refer clients to an agency that isn't set up to serve them. Make sure your operational foundation is in place before asking for referrals — otherwise, you're creating problems for both sides.

► Step 4: Show Up at Community Tables Where AAAs Are Present

Relationship-building with AAAs rarely happens exclusively through one-on-one meetings. The agencies that build the strongest referral relationships show up consistently.

Showing up at these events signals that you understand the broader aging services ecosystem — not just your slice of it. That matters to AAA staff who are evaluating whether your agency is the kind of partner that sticks around.



The 5-Step Relationship Strategy

► Step 5: Make Communication Easy and Consistent

Once you have a contact at your AAA, stay in front of them without being overbearing.

That looks like:

- A brief monthly or quarterly check-in email — not a sales email, just an update on your capacity, any new certifications, or changes to your service area
- Quick follow-ups any time you serve a client they've referred, confirming a smooth start or flagging any issues early
- Sending a thank-you note when a referral goes well and leads to ongoing service

The agencies that AAA care managers remember are the ones that communicate proactively and make their jobs easier. Small, consistent actions compound over time into a real relationship.



Why Act Now

Ohio's home care landscape is in the middle of a structural shift — and the agencies that move early will be far better positioned when the dust settles.

► **The FIDE-SNP Transition in 2026**

Starting in 2026, Ohio is transitioning to Fully Integrated Dual Eligible Special Needs Plans (FIDE-SNPs) as part of the Next Generation MyCare transition. This model more fully integrates Medicare and Medicaid services for dual-eligible adults — and AAAs are being positioned as essential to person-centered service delivery within it.

► **AAAs Will Have More Influence, Not Less**

Under the FIDE-SNP model, AAAs will have even more influence over which home care providers are connected to dual-eligible clients. Agencies that have already built relationships, demonstrated waiver competency, and established themselves as reliable partners will have a significant advantage.



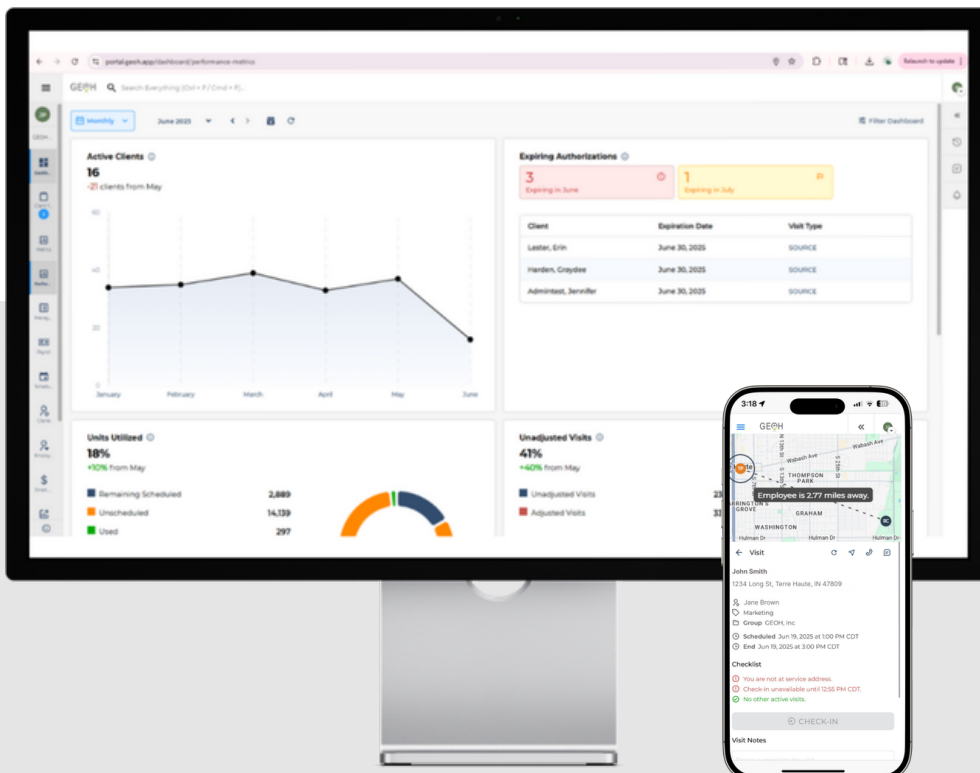
THANKS FOR READING!

We hope you found this guide helpful!

If you ever require assistance, remember GEOH is here to help!

We believe that great things are in store for your agency!

Call [317-455-3218](tel:317-455-3218) or [book a meeting here!](#)



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