

Jackson Medical Mall Foundation (JMMF)



Image courtesy of Jackson Medical Mall Foundation.

BEST PRACTICES

- Section 5310 can fund a variety of services, including vouchers to support the mobility needs of older adults and people with disabilities.
- Diverse funding sources and partners assist in meeting local match requirements and improve program sustainability.
- **Mobility Management** programs help individuals navigate the transportation options available.
- Consumer and partner surveys and assessment tools like the MM-SAT tool inform data-driven strategies to improve service.

PROGRAM DESCRIPTION

The Jackson Medical Mall Foundation (JMMF) operates a comprehensive transportation program designed to enhance mobility for older adults and people with disabilities in rural Hinds County, Mississippi. One aspect of the program is a 900,000 square foot medical and retail facility that serves approximately 200,000 health care customers annually. The program ensures that older adults and people with disabilities can access critical health care services, including those receiving cancer treatment at the University of Mississippi Medical Center Cancer Institute, situated within the mall. The mall brings together medical and health professionals, along with other community partners, such as day care centers and recreation providers, to create a one-stop location where residents can access an array of important health and well-being services.

The following transportation programs are administered by JMMF and funded with the FTA Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program:

- **Mobility Management** - Trained mobility managers provide one-on-one support to help individuals identify the best transportation options based on their specific needs, schedules, and service needed at the medical mall.
- **Demand Response Service** – The demand response provides a door-to-door services for those utilizing services in the Jackson Medical Mall through a purchase of service agreement with the local transit agency, JTRAN Rides.
- **Call Center** - The call center collaborates with local transportation providers like taxis, private on demand providers and public transportation and community organizations to create a comprehensive

network of services, ensuring that users have access to reliable transportation for medical appointments, grocery shopping, and other essential activities.

- Transportation Voucher Program – Cash vouchers, up to \$50 a month, are provided to older adults and people with disabilities enrolled in the program to get to medical trips outside the city limits. Vouchers can be used with the participating taxi provider.

JMMF provides reliable and safe demand-response transportation options through purchased service agreements that are

tailored to the needs of the community. Additionally, the program includes a Transportation Voucher Program, which enables older adults and people with disabilities to access transportation services outside regular hours, both during weekdays and on weekends.

In addition to transportation services, JMMF offers a mobility management program that assists customers in navigating their transportation options, further enhancing access to care. For more information, click here to view the [JMMF website](#).

FUNDING

The JMMF is a subrecipient of FTA Section 5310 funding from Mississippi DOT, through a competitive grant program. For the 2023/2024 fiscal year, JMMF was awarded \$491,843 in 5310 grant funding as a subrecipient. The organization is supplemented by various other sources from private non-profit organizations, local

government entities and stakeholders who contribute funding through retail lease payments, housing rental fees, private donations, event rental fees, and research institute awards which all contribute to the local match required for the Section 5310 funding.

COORDINATION/PARTNERSHIPS

Coordination across service providers is reinforced through regional meetings at the medical mall location. Some mall tenants are directly connected to medical and health care such as dental and medical providers, while others such as a nail salon and dance studio contribute to monthly rent expenses critical to sustaining the facility. This enables community residents, who access the mall for health care services, to also access supplementary services that contribute to their overall wellbeing. The variety of partners affirms the value of a comprehensive approach to health.

When patients receiving cancer treatment at the University of Mississippi Medical Center Cancer Institute need

transportation services, they reach out to the JMMF call center to identify transportation options. Their partnership and relationship facilitate the ease of arranging transportation service.

Another example of effective collaboration in the Jackson Metropolitan area is the partnership between the JMMF, the City of Jackson's Human and Cultural Services Division, and Bolivar County Council on Aging, Inc. which operates BCCOA Transit). This alliance has significantly improved transportation options for older adults, enabling them to attend social events, visit loved ones, and access health care, ultimately reducing loneliness and promoting overall quality of life.

PROGRAM IMPACT ●

Reliable transportation enhances mobility, access to essential services, social engagement, and independence. Recognizing this need, the JMMF has forged partnerships with various organizations to improve transportation access in the area. Important to this work is the recognition that non-transportation providers, such as childcare centers, counseling services, farmers market, hair and nail salons and restaurants, programs are critical contributors to health and well-being – creating a holistic approach to health.

Feedback is collected from participants through surveys. These surveys indicate clients can now reach medical appointments, grocery stores, and other

daily activities that were previously inaccessible. Feedback from partner organizations confirm the viability and efficacy of this work. Additionally, JMMF worked with the National Center for Mobility Management (NCMM), another FTA-funded national technical assistance center now known as Coordinating Council on Access and Mobility (CCAM).

Program leaders describe the JMMF model as successful and sustainable in enriching the quality of life for Mississippians in Hinds County and recognizes the value of a holistic approach to health and well-being.



Call Toll-Free: 866.983.3222

Email: contact@nadtc.org

Web: www.nadtc.org

Follow Us:

Facebook, YouTube and LinkedIn



Who We Are

Established in 2015, the NADTC is a federally funded technical assistance center administered by Easterseals and USAgings based in Washington, DC.

The **National Aging and Disability Transportation Center** is funded through a cooperative agreement of Easterseals, USAgings, and the U.S Department of Transportation, Federal Transit Administration, with guidance from the U.S. Department of Health and Human Services, Administration for Community Living.

USAgings is the national association representing and supporting the network of Area Agencies on Aging and advocating for the Title VI Native American Aging Programs. Our members help older adults and people with disabilities live with optimal health, well-being, independence and dignity in their homes and communities. USAgings and our members work to improve the quality of life and health of older adults and people with disabilities, including supporting people with chronic illness, people living with dementia, family caregivers and others who want to age well at home and in the community. Together, we are ensuring that all people can age well. Our members are the local leaders that develop, coordinate and deliver a wide range of home and community-based services, including information and referral/assistance, case management, home-delivered and congregate meals, in-home services, caregiver supports, transportation, evidence-based health and wellness programs, long-term care ombudsman programs and more.

www.usaging.org

Easterseals empowers people to live independent, full lives. We make a lasting difference in the lives of 1.5 million people each year by providing essential services to children and adults with disabilities, older adults, veterans, and their families. Our national network of 70 Affiliates is trusted to provide programs customized to meet the needs of each community we serve from coast-to-coast—trust earned for more than 100 years. We positively shape perceptions and address the evolving needs of more than one in four Americans with disabilities through public education, policy, and advocacy. That's our impact. In thousands of communities across America. To learn more, visit www.easterseals.com or follow our socials.