

WALA ADVOCATE

WISCONSIN ASSISTED LIVING ASSOCIATION • FALL 2024 VOL. 29 • NO. 2

2024 WALA FALL CONFERENCE EMPOWERING

You

SEPTEMBER 18, 2024
BROOKFIELD CONFERENCE CENTER
BROOKFIELD, WI

ewala.org

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CHAIRPERSON'S CORNER

By Glen Weyenberg, WALA Board Chairperson



I think we can all agree that staffing and regulatory oversight are two of the biggest challenges facing the assisted living community today. It's no secret that finding and retaining talented staff is an uphill battle, and keeping up with ever-changing regulations can feel like a full-time job on its own.

With these challenges in mind, WALA has formed two new committees to help our members tackle these issues head-on. I'm excited to share more about these initiatives and the dedicated individuals behind them.

Workforce Development Committee

As with many other industries, staffing is a concern. Without a solid workforce, our facilities, residents, and employees suffer. How do we find the right talent and, equally important, retain the talent we already have? The Workforce Development Committee is focused on addressing these questions. The committee will work to identify effective strategies for recruiting and retaining workers in our member communities.

I'm proud to introduce the members of this committee, who bring a wealth of experience and passion to the table: Liz Brzeski (Chair), Amy Lemke, Chris Burrows, Sara Kekula, Tom Kosman, Erik Barber, Kristy Church, Patrice Johnson, and Mike Pochowski. Together, they will work on developing innovative solutions and sharing best practices that can benefit us all.

Regulatory Relations Committee

In our highly regulated industry, staying on top of new rules is a must. Navigating the complexities of regulatory changes is a daunting and time-consuming task. The Regulatory

Relations Committee was formed to help our members enhance their understanding of the regulatory process, making it easier for everyone involved.

Leading this committee is Lore Brownson (Chair), supported by Geri Krupp-Gordon, Jill Kreider, Melissa Miller, Bob Lightfoot, and Mike Pochowski. Their collective expertise will be instrumental in finding ways to streamline our regulatory interactions and ensure we are always compliant with the latest standards.

Both committees have already begun their work by surveying our members to understand their most pressing concerns. This feedback is invaluable and will guide the committees in establishing clear and achievable goals. I will share these goals in future Chairperson's Corner updates.

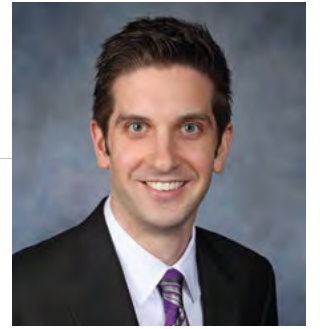
A Personal Note

I want to express my gratitude to all of you. Your commitment and dedication are what make our community strong. Whether you're a caregiver, administrator, or advocate, your hard work does not go unnoticed. Together, we are making a difference in the lives of many, and I'm confident that with the efforts of our new committees, we will continue to improve and grow.

As we navigate these challenges, remember that you are not alone. WALA is here to support you every step of the way. Let's continue to work together, share our successes, and learn from our challenges.

CEO CORNER

By Mike Pochowski, WALA President & CEO



It continues to be a busy summer as we are preparing for the upcoming elections by meeting with elected officials to discuss all of the challenges you continue to face. This includes workforce issues, Family Care, and regulatory matters.

In addition, we are hosting legislative visits at our member communities all across the state. If you are interested in hosting a legislative visit with your elected representative(s), please let me know.

We are also meeting with leadership at the Department of Health Services (DHS) and Governor's Office to ensure your voice is being heard on key issues.

Further, we have a number of events and classes still taking place this year. In particular, we are excited about our WALA Management Essentials Courses which are brand new this year. These courses are geared to anyone who is currently in a management position or who is looking to become a manager.

83.15 CBRF Administrator Course

- October 2024: Deforest, WI

WALA Management Essential Courses

- July 25th: 4 C's of Leadership – Conflict Resolution + Collaboration (part 2)
- August 20th: Transparent Coaching Conversations
- October 22nd: Leadership, Ethics, and Financial Management
- November 13th: Customer Service in Assisted Living

You can find information about all of our events at www.ewala.org.

Also, we are very much looking forward to our upcoming Fall Conference which is taking place on September 18th at

the Brookfield Conference Center in Brookfield, WI. Our Fall Conference is offering 10 educational breakout sessions that focus on leadership, caregivers, and career paths.

In addition, there will be a number of networking opportunities, a general session with DHS leadership, access to industry experts, exhibitors, and sponsors. The agenda and registration information can be found on our website – www.ewala.org.

Thank you for your continued support and membership in WALA, we greatly appreciate it.



The Wisconsin Assisted Living Association (WALA) is the largest trade association in Wisconsin representing the assisted living profession. Our mission is to support assisted living communities, staff, and residents through advocacy, education, and service.

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THE LEGAL EDGE

The Legal Edge is a regular feature column authored by the Assisted Living and Long Term Care Group at the Reinhart Boerner Van Deuren law firm featuring Bob Lightfoot, RN. Bob Lightfoot can be reached at 608-229-2257 or rlightfoot@reinhartlaw.com.

YOU'VE BEEN SURVEYED AND CITED: NOW WHAT?

There's no question that part of owning and operating assisted living in Wisconsin comes with a certain level of regulation by DHS in the form of regular and sometimes unexpected inspections (surveys). During the pandemic, that took the form of mostly infection control surveys. Now that widespread COVID outbreaks are in the rearview mirror, there's been a lot of "catching up" by DHS in terms of non-COVID related issues. And more often than not, you will face a regulatory violation at some point. Here are some strategies on deciding how to deal with such violations.

First, carefully read DHS's cover letter that accompanies your violation. That letter outlines any enforcement such as forfeitures directive orders, No Admit orders or worse, revocation. It informs you when corrections are due and what your appeal rights are. Be sure you are carefully noting the associated deadlines. For example, if you decide to appeal, you have 10 calendar days in which to do so. Make sure your appeal letter contains all the items requested.

Second, carefully read the Statement of Deficiencies ("SOD"). Make notes in the margin. Are the facts correct, incomplete or misconstrued? Are other documents available which help to resolve the issues cited. Review staff and resident statements with the same critical eye. Were staff statements taken out of context, or was the entire story told during survey but not reflected in the SOD?

Finally, determine if you want to just "fix and move on" or are the issues ones that need to be clarified or reflect what you believe to be the true facts? Is the enforcement severe enough such that appeal is necessary? Remember, an appeal almost always extends the time frames to get you back into compliance. But many times, appeal is necessary not just because of enforcement but because the record needs to reflect the correct facts. These are difficult business decisions. Reach out to legal counsel if you need help walking through this decision-making process because there are certainly several factors to consider before making a decision either way.

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THE COMPLEXITIES SURROUNDING GLP-1 AGONIST DRUGS - EMPLOYEE BENEFITS

By Connie Perry, Managing Director of Ethica Pharmacy Advisors



The conversation around the cost and coverage of GLP-1 agonist (or GLP-1s) drugs for weight loss is one we frequently have with our clients. With less than 43% of employers covering these drugs for weight loss and major insurers and State Plans pulling back coverage due to cost, the financial implications are significant.

However, the potential benefits of coverage extend beyond weight loss, including delaying or preventing other obesity-related comorbidities such as cardiovascular disease, diabetes, sleep apnea, arthritis, and cancer. Considering drug insurance coverage for obesity drugs requires a careful evaluation for businesses aiming to support employee health and manage long-term healthcare costs. While these drugs can help offer significant health benefits, you must weigh the financial implications, and ensure proper program support to maximize effectiveness and safety.



Gastrointestinal symptoms including nausea, vomiting, diarrhea, and constipation, are by far the most common side effects of GLP-1 drugs.

Cost

GLP-1 drugs are very expensive for users without insurance, partially due to their efficacy and increasing demand for medications, with averages costing \$700 – \$1,400 per month. Currently there are no generics available for GLP-1 medications, and it is unlikely that substantial generics will be available until well into the 2030s.

In 2023, reports found these medications are driving up health care costs for employers by more than \$300 per insured worker. Other statistics suggest that coverage of this class for weight loss can represent \$14.50 Per Member Per Month.

Fraud/Supply Chain

With the increased popularity and demand, falsified versions of the medications have entered the marketplace. These falsified versions are most often sold

and distributed through unregulated outlets, including social media platforms.

Healthcare providers are strongly advised by the World Health Organization and FDA to procure medicines from authorized sources and exercise caution with secondary suppliers. These fake products lack efficacy, can cause toxic reactions, and are produced under unhygienic conditions by unqualified personnel, potentially containing impurities and bacterial contamination.

Prior Authorization

For organizations, instituting a pre-authorization requirement before blanketly covering weight-loss drugs is critical. It helps ensure the drugs are prescribed judiciously, aligning with the individual's medical needs and overall treatment plan. This step promotes thoughtful decision-making, preventing unnecessary medication use and potential risks.

What is a GLP-1 agonist Drug?

Initially developed to help treat Type 2 diabetes, GLP-1 (Glucagon-Like Peptide-1) agonists play a crucial role in regulating blood sugar levels. These drugs mimic the GLP-1 hormone, naturally produced in the intestines, which plays several critical roles in blood sugar regulation. GLP-1 drugs help lower blood sugar and reduce appetite. They increase insulin, slow down how fast the stomach empties and can make users feel full, which helps with weight loss and managing diabetes. Because of their effectiveness in lowering blood sugar and their impact on weight loss, GLP-1 drugs have gained popularity for treating obesity, y agencies like the FDA.

Side Effects

More than 30% of patients dropped off treatment after the first four weeks of use due to the level of non-tolerance with the medication.

Consider the following criteria:

- Participants who qualify as obese based on specific BMI measurements must also have at least one additional, related health condition
- Participants are required to commit to essential lifestyle and behavior changes to receive the medication
- Participants commit to a structured weight management program, which includes behavior management coaching and nutrition counseling
- Quantity limits and day supply limits be instituted

The Reality of the Need

As organizations deliberate on coverage options for their employees, the ongoing debate surrounding GLP-1s presents a critical juncture. Diabetes, a prevalent chronic condition, demands attention due to its potential for disease progression and associated healthcare costs, including complications and co-morbidities.

Contrastingly, obesity, historically viewed as a lifestyle issue, has often been excluded from pharmacy benefit coverage by many plan sponsors. However, the rise of GLP-1s has

prompted a reevaluation of this stance. The high cost of these medications complicates decision-making for employers, necessitating a balanced approach.

In this complex landscape, it's vital for organizations to consider their employees' well-being thoughtfully. Trusting the expertise of healthcare providers is paramount in navigating coverage decisions, ensuring that those genuinely in need of weight management support receive appropriate coverage and care.

Key Takeaways

The landscape of GLP-1s for weight management is evolving rapidly, prompting employers to reassess their strategies for obesity in the years ahead. Confronting the obesity epidemic is a long-term challenge that necessitates substantial cost and societal shifts. It will not happen without significant cost and social change. Considering drug insurance coverage for obesity drugs requires a thoughtful balance between potential health advantages and financial considerations.

SAVE THE DATE!



August 28, 2024
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Watch ewala.org for more information and registration!

WALA



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WHAT HAPPENS WHEN FAMILIES ARE FACED WITH A CARE CRISIS CONCERNING AN ELDERLY PARENT OR SENIOR LOVED ONE? DO SENIOR REFERRAL AND SENIOR PLACEMENT AGENCIES OFFER THE SAME SERVICES?

By Melissa K Peterson, Executive Director, CarePatrol of Greater Milwaukee & SE Wisconsin

When individuals are seeking information concerning nearly anything today, the internet can be the most convenient and quickest source. But, is it always the most trusted or appropriate pathway?

In light of families needing solutions when a senior faces a change in care needs, it can be a dangerous dance between educating yourself with options or falling prey to companies wanting to benefit financially from capturing your data. In the case of senior care, internet surfers must be aware. There are companies that help seniors and their families with focused and personalized service, such as a senior placement agency. And, those with the sole intent of benefiting financially from a person's email and personal information, which is often the case with a senior referral agency.

A Place for Mom (APFM) is the nation's largest online senior referral agency for senior living options. When a client shares their email and personal information with APFM, a client is often unaware it will be shared with senior communities who market to these families. Are these recommendations the most appropriate for that individual? Will their specific preferences be met or medical needs accommodated? Is the client financially qualified for these communities? Not necessarily. These questions, along with many others, are why the U.S. Senate Special Committee on Aging recently launched an investigation into A Place for Mom. There is credible concern about their practices and the need to protect a vulnerable growing senior population.

This Senate probe into APFM is questioning their practices which some view as predatory. For instance, a senior can unknowingly share their personal contact information on dozens of webpages targeting seniors operated by APFM.

Many of these websites even compete directly with assisted living communities' own marketing efforts. Searching for information on Alzheimers? If you search Alz.org, you will find information on the disease. If you search Alzheimers.net, then your personal info may be unknowingly captured and sold because APFM operates that webpage. Seniors think they are clicking 'get more info about Alzheimers' by providing their email. Instead, their information will be shared by APFM and soon the barrage of emails begins.



The Senate probe is also spotlighting which senior living communities APFM recommends. Of the 30,600 total senior facilities in the U.S., APFM's network recommends just 14,000 (those they are contracted with to receive compensation). Therefore there is concern they steer families to just these contracted care facilities in an attempt to profit. The government is concerned over the lack of transparency with online referral agencies.

Furthermore, APFM does not review the safety and violation history of any recommended senior facilities. Of their awarded "Best of Senior Living" communities, more than a third of its most highly recommended facilities in 28 states were cited for neglect or substandard care within the past two years. The company's response to this alarming situation is that APFM encourages families to do their own research to make 'an informed decision'.

Furthermore, concerns that APFM encourages families to spend above their initial budgets is being investigated. (There has been no response from A Place for Mom to the U.S. Senatecommittee at the time of this publication.)



In the senior placement agency model, such as CarePatrol, we use a simple three step process involving a care discovery, exploring care options with the client and their families, and then providing valuable information for them to make a calculated care decision. Our Senior Care Advisors learn as much as possible about a client's location preference, individual interests, care needs, and their budget.

Our process allows CarePatrol to pre-screen and qualify our clients. This saves clients and communities time by vetting and pre-qualifying prospective residents. Care needs can change quickly and minimizing the stress of a future move is a priority for aging seniors. Another key difference with a senior placement agency is accompanying the client/family on community tours. This service allows our Senior Care Advisors to act as liaisons for families as they make their decisions. Advisors take notes and ensure client's questions are answered.

Touring also helps create open communication between the Advisor and the community marketers; Knowing what communities are looking for in an ideal resident is essential in helping Advisors bring them qualified candidates.

Communication and collaboration are hallmarks of the senior placement model of business. By working locally, CarePatrol Advisors know local senior communities firsthand. Advisors are well educated in local and state laws. APFM hires employees across the globe. When a senior contacts them for assistance, they may be connected with someone completely unfamiliar with their city or state. This creates a disconnect and opens the door of misguidance. This situation results in shared communities with a lack of preferred amenities, communities exceeding their budget, and even unsafe options lacking the appropriate level of care needed to keep a residentsafe and healthy.

There is a well-defined difference in service between a senior referral and a senior placement agency. While the internet offers vast information, the decision to trust a senior placement agency like CarePatrol ensures families receive not only information but also compassionate guidance grounded in human connection. Our goal is to consult with clients, educate them on their options, and empower them to advocate for the best possible outcome.

When confronted with complexities in the sea of senior care options, choosing the right agency can make all the difference. A successful and vibrant senior community should be the reality of every Wisconsin assisted living; our seven state-wide CarePatrol locations are proud to be key players in fulfilling that goal.

Citations:
 NBC News, "Senate probes A Place for Mom, referral service accused of putting seniors at risk", Tyler Kingkade, 6/18/24
 The Washington Post, "Senior-care referral site 'A Place for Mom' stays mum on neglect", Christopher Rowland, Steven Rich, Todd C. Frankel, Douglas MacMillan, 5/16/24

HOW AND WHY TO RECRUIT NEW STAFF USING SOCIAL MEDIA ADS

By Eagan Heath, Partner at Asymmetric Marketing (formerly Get Found Madison)

When you need to recruit and hire new staff, it's best to consider where you can find the right people. And right now, many of them are online checking social media apps like Facebook and Instagram on their phones.

That's good news for you because you can advertise your job openings directly to them all throughout the day!

First of all, why not just post on your page or profile? Because hardly anyone sees your posts. Mark Zuckerberg didn't build Facebook to give you free advertising, unfortunately, and so they don't. In order to jump into people's social media feeds, it's more effective to pay a little to the platform to advertise.

As of this writing, \$15-20 in ad spend can get you in front of 1,000 people in your area on Facebook and Instagram. Because we're talking about job ads, we can't discriminate by gender or age, but we can place a radius on the map around your location or locations. If most of your staff come from within 50 miles of your location, then you can advertise just to people in that geographic area.

Just picture your future team members scrolling through updates about friends, family, and the news when they see your job ad.

So, what should your ad look like? That's a good question. We want to draw in people who would be good job candidates.

The best job ads we've seen have included videos of the owner talking about the culture of the company and actual team members talking about why they love working there. It's okay to start with simple videos shot on a smartphone, but it's also valuable to invest in high-quality videos you can use for years by hiring a professional videographer to show up with cameras, microphones, and maybe lights.

What if you don't have the budget or expertise to create a video? Never fear! Showing good images of happy team members working with residents and their families can work just as well. Obviously, you'll need approval to show residents and their families, so make sure you get that.

So now you know you can use a video and/or good images to draw people in when they see your ad in their Facebook feed. But what should the text of your ad say? I'm glad you asked!

You'll have a small space for a headline and a longer space for a slightly wordier description. I recommend really hitting on the selling points of working at your company. Whatever they are, list them out as bullet points, starting with the most important ones at the top, then sprinkle emojis throughout because social media is more informal than classic advertising.

Here are some example headlines that we've seen work well:

- Apply for a Rewarding Career
- Get Paid to Help Seniors
- Caring and Patient? Check Out These Senior Living Positions
- Want to Work Serving Seniors in Your Area?
- Interested in Work Caring for Seniors?

Here are some examples of the types of bullet points you can highlight:

- Pay range
- Health Insurance
- Retirement Benefits
- Full Dental
- Paid Time off
- Training

Great, now you know what to say with the text in your ads.

The next question is, what should happen when someone clicks on your social media ad?

Let me tell you the wrong thing to do that most people do: just direct them to your website or your careers page. Why is that the wrong thing? It's not the worst, but it's not the most effective because most people use social media on their smartphones.

Take a hard look at what you're asking people to do after they've stopped looking at "fun" content and clicked your ad. Actually step through it on your phone for yourself first!

Does the page you're bringing them to quickly and concisely show them what they're looking for?

Does it look good and work well on a smartphone?

And – here's the kicker – can they easily take the action you want them to from their phone?

No...Because you're asking them to fill out some massive form with dozens of fields and they're supposed to upload a resume, which most people don't have on their phones anyway.

So away they click and now they're back to watching videos of animals and seeing their friend's wedding pictures. That's not effective advertising.

What happens after people click on your ads determines your success. That's why I recommend a multi-step application process. Just ask for basic info like name, email, and



phone number in the first step. Then you can send follow-up information for them to complete their application when they're back on a desktop or laptop computer.

And guess what? Those follow-up messages to your job candidates can be sent out automatically via Facebook messenger, email, and even SMS text messages. Yep! We set up "funnels" like this all the time for our clients. It requires some special software and knowledge, but it's well worth doing or investing in because you can build it once and use it over and over again.

What kind of results can you expect? While your performance will depend on a number of factors, we worked with one WALA member who needed to fill a lot of positions across

10 locations, and they saw 157 job applicant leads come in for \$17.59 per lead. How many of those convert to full applications and then hires will also depend, but the automatic follow-up messages really help maximize those numbers.

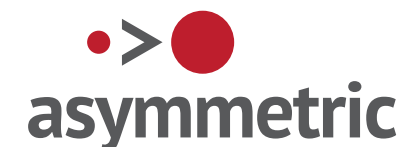
Curious to learn more about how digital marketing can help you find more residents and staff? Check out my free video training here: <https://go.asymmetric.pro/senior-living>.

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THE EXPERIENCE OF ROSALYNN AND JIMMY CARTER HELPS WIDEN THE PERCEPTION OF HOSPICE

In 2023 the public benefited from the willingness of President Jimmy Carter and his family to openly share their health updates. Hospice care has gotten a renewed focus, and the Carters' end-of-life journey is illuminating a complicated story of hospice use in the United States. Different sides of the same coin, the hospice experiences of President and Mrs. Carter are kindling a much-needed conversation around this underused service.

Hospice provides dignified, compassionate end-of-life care to patients and their families, offered at little to no cost through Medicare, Medicaid and private insurance. First introduced to the United States in the 1970s, the modern hospice benefit has been available to Americans for nearly five decades, but recent data reflects the general public's hesitation to pursue end-of-life care. According to the National Hospice and Palliative Care Organization, the median length of time a person spends on hospice in the United States is only 17 days, a small fraction of the time they may be eligible to receive care.

Barriers to hospice care are not so much financial or

geographical. In many ways, the greatest barrier to hospice is emotional. Of all the hospice misconceptions, the most detrimental may be that hospice is "giving up." The reality is that patients who begin hospice earlier have higher quality of life, fewer hospitalizations and lower medical costs.

As demonstrated by the Carters, hospice is not throwing in the towel. Hospice is healthcare. It is a shift in focus from curative treatment to comfort and quality of life. Hospice is also not indicative of imminent death, nor is it a death sentence. In fact, a widely cited study has shown that hospice patients live an average of 29 days longer than terminally ill patients without hospice care. Hospice is available to those with a life expectancy of six months or less, and as President Carter has shown us, patients can outlive an initial six-month prognosis. It is not uncommon for hospice patients to receive hospice recertification, extending their end-of-life care. One of the most common sentiments hospice care teams hear from their patients and families is, "I wish we had started hospice sooner."

Hospice is not a place; it's a philosophy. Hospice is a



philosophy of care that celebrates life, and it is a commitment to the unique wholistic needs of patients and their loved ones.

The vision of hospice care is articulated well in the poignant words of British nurse, physician, social worker, writer and founder of the modern hospice movement Dame Cicely Saunders, who once said, "You matter to the last moment of your life. We will do all we can, not only to help you die peacefully, but also live until you die."

I'm hopeful that the Carters' decision to receive end-of-life care is driving a shift in public perception. More people are learning that hospice is not so scary after all. Since President Carter enrolled in hospice last February, he and his family

have been able to focus on making the most of their final days together. And even though Mrs. Carter's personal hospice care only overlapped with President Carter's for a couple days, she still benefited from her husband's care as a close family member. Their public journey has been able to show all Americans that memories can still be made and time with loved ones celebrated while receiving hospice care.

Hospice and palliative services honor the end-of-life journey with reverence and dignity. End-of-life care isn't just about making death easier; it's about making the most out of living.

Heath Bartness is founder and chief executive officer of St. Croix Hospice, a hospice organization headquartered in Minnesota that serves 10 states in the Midwest.

St. Croix Hospice brings expert care to patients, families and facilities across the Midwest.



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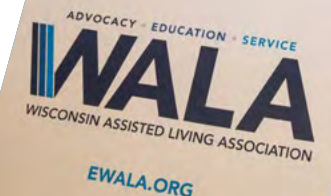
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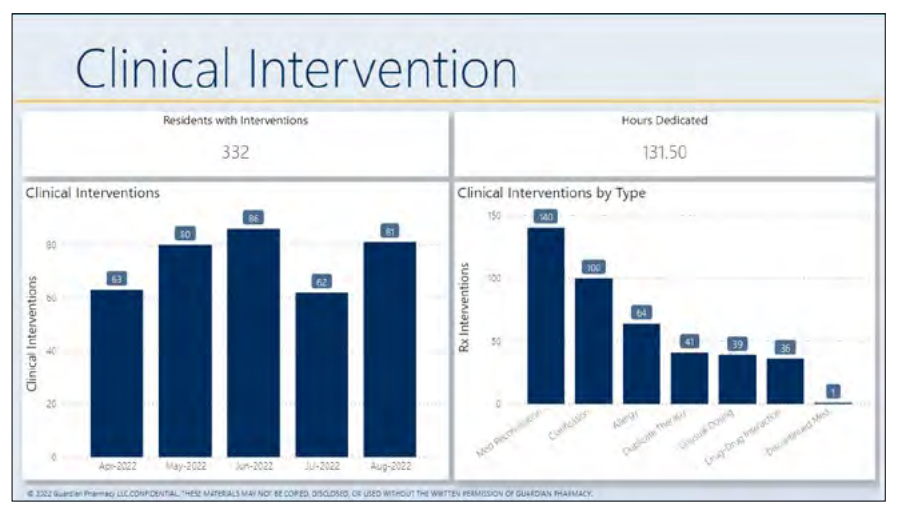
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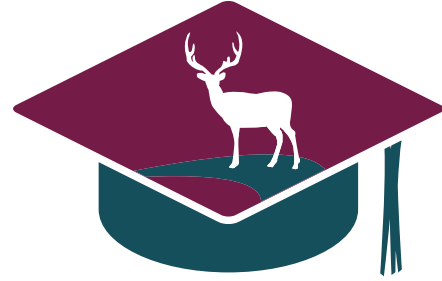
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EMPOWERING CAREGIVERS: ENHANCING DEMENTIA CARE THROUGH EDUCATION AND ENGAGEMENT

By Danielle Norris, MS, OTR/L, BCG; Phyt Rehab

More than 50% of residents in assisted living and nursing homes have some form of dementia or cognitive impairment, and that number is increasing daily (www.alz.org). Dementia education and client-centered trainings are crucial for caregivers in assisted living facilities (ALFs) to enhance the quality of care, improve communication, reduce caregiver burnout, and strengthen family confidence in the care of their loved ones. At Phyt Rehab, we believe it is a responsibility to provide ongoing education and training to caregivers in partnership at the ALF. With focused training, educated caregivers can better recognize and respond to dementia symptoms, offering more appropriate and effective care with reduced caregiver burnout and greater mental health.

Education and training that is client-centered with practical strategies to improve caregiver and client communication through personal engagement and interaction helps to improve safe behavior management and overall quality of life. Further education and guidance from Phyt Rehab licensed therapists can be integrated into personal care plans to ensure client-centered care is consistently and successfully provided by all members of the interdisciplinary team. Complex

behaviors can be challenging for both the caregiver and individual living with dementia. Behaviors such as: agitation, aggression, delusions, hallucinations, "sun-downing", restlessness, or wandering can be difficult for the caregiver to manage. Client-centered behavior management that is focused on the identifying the underlying factors causing the behaviors, along with medical conditions, history and values of the patient are essential to improve caregiver and client interactions. Caregivers are challenged to remove the blinders and are recommended to "think outside the box" to identify specific environmental and internal factors that may be impacting those complex behaviors. Rehab professionals at Phyt Rehab can support the partnership at the ALF to improve quality of life and overall life satisfaction.

Utilizing positive communication strategies in dementia care is essential for behavior management, everyday activities (e.g., getting dressed or walking to the dining room), and further building trust and rapport with clients. Caregivers need to employ specific communication strategies to enhance the client's overall well-being, support cognitive function, foster trust and cooperation, and create a more supportive and

effective care environment. Rehab professionals that are trained in dementia care can collaboratively work together to effectively teach positive communication strategies to direct/indirect caregivers in the ALF.

8 Strategies to Enhance Communication & Interpersonal Relationships in Dementia Care:

- Treat the person as an adult and recognize their likes, dislikes, background, interests
- Use limited words and communication
- Provide choices for increased functional independence
- Provide positive verbal and non-verbal body language
- Reduce environmental distractions
- Remain calm, positive, and patient
- Provide praise and encouragement with a SMILE
- Avoid using the word, "don't", but instead state direct phrase

Engagement in purposeful activities is important at any age, but especially in dementia care, to improve overall life satisfaction and manage complex behaviors. To promote and support client-centered participation in meaningful and desired activities, caregivers must be knowledgeable and skillfully trained in assisting clients with purposeful activities

(i.e., cooking, gardening, letter writing, baking, walking club). Trained rehab professionals at Phyt Rehab can help develop individualized functional activity plans to increase client engagement and enhance a sense of control and dignity. Activity examples can also be integrated into the client care plan to provide client-centered strategies for improved quality of care, increased independence and behavior management.

Dementia education empowers caregivers with the knowledge, skills, and confidence needed to provide high-quality, compassionate care to residents with dementia, ensuring their safety, comfort, and dignity. Client-centered care plans tailored to the needs of the client based on their diagnosis, roles, routines, and activities will better support overall health and happiness. Equipping our superhero caregivers with the necessary knowledge and skills will also decrease caregiver burnout and improve the overall quality of life. Understanding the importance of caregiver education and training in dementia care is key to success of greater quality of life for the older adults in the ALF. If you would like to partner with Phyt Rehab to start the discussion of education and training for your residents, please reach out today! www.phytrehab.com



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TO GAIN AN EDGE IN ASSISTED LIVING, THINK LIKE A TRENDSETTER

By Jeff Anneke, Vice President of Business Development of DBS Group



As leaders in the assisted living sector, you are the trendsetters and influencers who determine the quality of life for those you serve. And while assisted living has a more nuanced appeal than the latest social media trend, it turns out much of the influencer playbook can help us gain an edge in the competitive assisted living industry.

We're not suggesting you start creating short-form dance videos — frankly, some of us are more familiar with the moonwalk than the TikTok. Instead, we're focusing on buzzy, trending sectors in the influencer universe as well as assisted living: aesthetics, life hacks, collabs and eras (design and build's version).

Aesthetics are (almost) everything

Who understands the value of aesthetics more than a trendsetter? After all, beauty is just as important in the assisted living sector. Though providing quality care is always paramount, beauty can attract and retain residents and staff while boosting their mental and physical well-being. Of course, what's considered attractive changes over time, and balancing timeless appeal with what's on trend so you're not constantly upgrading requires professional expertise.

Partnering with a design and build firm empowers you to make choices that feel of the moment while holding aesthetic appeal over the long haul. These days that includes designing welcoming and practical spaces, selecting color palettes and finishes that are soothing and enduring, and creating an intentional mix of gorgeous indoor and outdoor multifunctional spaces. Green practices are trending too, and that's a focus we see continuing to build in the coming years: from senior living environments with renewable energy sources to improved air quality and even dining options that delight with what's local and seasonal.

Life hacks for assisted living

Influencers love a good life hack, as do assisted living residents; they simplify the complex and maximize potential that might otherwise have gone unharnessed. Life hacks in the assisted living environment include innovations that simplify life for seniors and make the most of existing resources to improve efficiency.

A major life hack in the assisted living space that is gaining traction is a focus on aging in place, eliminating the need for residents to move every few years as their care needs change and allowing assisted living facilities to find and retain residents from a larger demographic pool.

Emerging technology is another major life hack that benefits

assisted living residents and aids aging in place. From sensors in clothing, appliances, and furniture to telemedicine tech and smart home innovations in individual living spaces, technology is enabling seniors to enjoy quality of life while maintaining personal health, safety, and security.

Social media connectivity is also increasingly important to residents (not to mention a multifactorial life hack) as it reduces isolation, provides entertainment and stimulation, and allows them to stay connected to loved ones. Whether tomorrow's assisted living residents will trend in the online influencer scene remains to be seen.

Keeping on trend through collaboration

"Collabs" are all the rage among influencers because trendsetters know working with knowledgeable experts improves their end product. The same holds when designing the future of assisted living. When it comes to building and remodeling to remain competitive in the industry, partnering with a respected team of experts in both designing and building for assisted living can ensure your project makes the most of emerging trends while maximizing long-term potential.

When considering your next project, the design-build construction model can also help minimize the risk of costly change orders and project delays, as the entire team collaborates as a single entity toward a shared vision for your project. Now trending: collaboration celebration.

Embracing eras at last

A certain singer-songwriter has made "Eras" a trend lately, and eras are also shaping the assisted living environment. Increasingly, American households are shifting toward multigenerational environments for a wide variety of reasons, which is definitely influencing trends in senior living and assisted living environments.

In some cases, grandparents are caring for grandchildren full-time; in other cases, younger generations are simply living at home longer, sometimes assuming caregiving or decision-making roles. In addition, communal living is emerging as a possible solution to limited capacity. What do these shifting trends mean for assisted living? Considering appeal for a wide spectrum of generations and embracing universal design principles can ensure your facility is inclusive for people of all ages, whether they are decision-makers, prospective residents, or the people who care for them.

Trends come and go, but quality assisted living facilities never go out of style. By working with a trusted design and build team, you gain an edge with the expertise of professionals who understand the industry, what's trending, and what's timeless, and can help you influence the future of assisted living.

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People Inspire Other People

People are the lifeblood of any organization; without caring, hard-working, and inspiring individuals leading the charge, organizations can quickly become stagnant and complacent. Individuals who have a passion for what they do inspire others around them to work towards common goals with enthusiasm, ensuring that everyone is focused on reaching the organization's goals.

People Drive Innovation

A great team encourages divergent thinking and creative problem solving—essential traits in driving innovation throughout any organization. With driven individuals pushing boundaries and rising above "The Twin Thieves" (The Fear of

Failure and the Fear of Judgement), new ideas can emerge that might have been overlooked.

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We believe that "Connected Teams are Powerful Teams". Having vulnerable, talented people with diverse backgrounds in an organization can create meaningful connections between departments that wouldn't exist without them. These connections help foster collaboration between different departments, which then leads to seamless operations within an organization as a whole.

Never underestimate the power of great people when it comes to making organizations successful. Hiring the right people, developing your people and caring for your people can help take teams to a new level.

With the right people who have the right combination of skills, determination, grit, and positive attitude, you can achieve championship level goals with your team.

Ultimately, the best organizations know it's the people who drive results.

Steve is the Co-founder of Jadin-Jones Coaching and Consulting, focusing on leadership, culture, and mindset. He has been commissioned by numerous leading organizations including Verizon, Kimberly-Clark, and Mutual of Omaha. Steve is the co-author of best-selling book The Twin Thieves and is currently a consultant for the Green Bay Packers. Steve Jones shares dynamic stories, helpful tools and practical principles on how to intentionally create and grow a winning culture by developing elite leaders within your organization.



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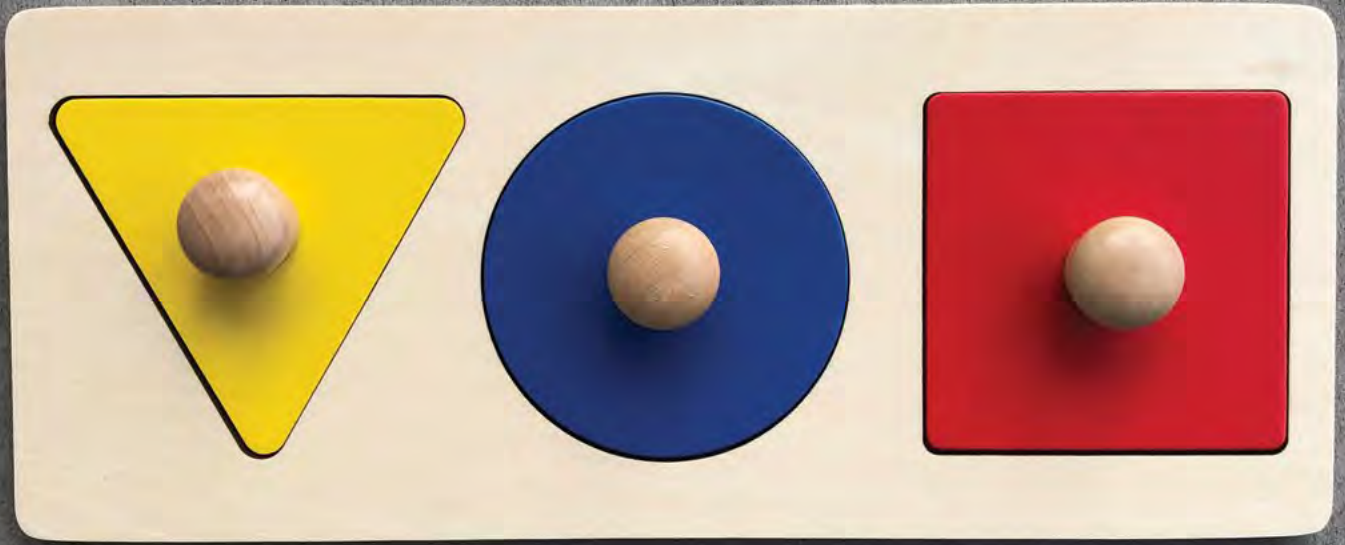
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