The background of the image is a dense field of 3D-rendered numbers in various shades of blue and white. The numbers are scattered across the frame, creating a sense of depth and complexity. Some numbers are larger and more prominent, while others are smaller and recede into the background. The overall effect is a vibrant, data-driven aesthetic.

Why Dementia Specific Education is Crucial to your Business

Heather White | April 19, 2022

What is Dementia Specific Education... really?



What it is and what it is not...

Not all dementias are created
equal

Current state, everyone is
impacted

How the person living with it
does/does not change

Casts a vision for a desirable and
achievable future

The role it plays in your business



Check your thinking.

Is it possible to do better?

How to apply this new
information

Develop inter-disciplinary
plans to progress



Ready, Set, Grow!

Whole workforce
involvement

Be a part of something
bigger than yourself

A foothold for the future of
your customers & business

Who is your customer?



Who is your customer?



Yes!

Older adults (with and without dementia)

Their families/responsible parties

Everyone inside your business

Everyone outside your business

Who are you intentionally doing business with?

Residents

- Older adult living with dementia
- Older adult without dementia
- Money is no object

Families

- Decision maker
- Non-decision makers influence decisions
- Trust is essential

Everyone inside your organization

- Your greatest asset
- ROI (time and money)
- Conduit for the cause

Everyone outside your organization

- Referrals (obviously!)
- Build your business' reputation

So... how does Dementia Specific Education benefit your business through your residents?

Premier Product



- * Resident engagement, services, and amenities tailor made for your customer
- * Generate a reputation of connectedness and understanding for ALL residents
- * You're a notch above, don't discount that!
- * Programing, Culinary, Concierge services, Relationships - it's everyone's job

Increase Move-ins



- * A community of Subject Matter Experts is highly marketable
- * A better understanding of the person, needs, and experiences allows for more interpersonal connection pre-admission
- * Move in appropriate residents at earlier stages of disease process
- * People want to feel safe, understood, and have a purpose

Increase Retention

- * Move-in appropriate residents with a solid plan of care from the beginning
- * Fewer pharmacological interventions, reducing unintended side effects
- * Outcome of dignity and respect shown to residents in interactions with your team and other residents
- * Average life span in MC is 16 months, may be able to extend to 18-20 months
(@ \$5k/month x 10 residents x 4 month extension = \$200,000 additional revenue)

Dementia Specific Education & your resident families

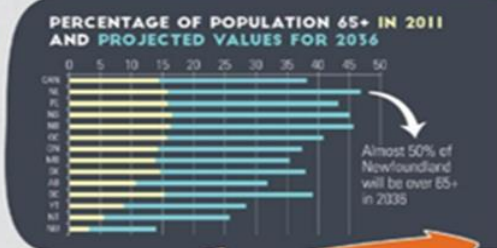
AGING & Dementia

STATISTICS ON DEMENTIA, HEALTHCARE, AND OUR AGING WORLD

SENIORS are the fastest-growing age group

65+ A senior citizen is a person over the age of 65.

THE POPULATION PERCENTAGE OF SENIORS IN CANADA IS RISING



2011 5.0 million Canadians were seniors
2035 It will double to 10.4 million
2051 One in four Canadians will be a senior

DEMENTIA IS NOT A NORMAL PART OF AGING

"Dementia" refers to a variety of brain disorders. Physical changes in the brain cause dementia.

It is the deterioration in memory, thinking, behavior, and ability to perform everyday activities.

47.5 MILLION WORLDWIDE CASES OF DEMENTIA

If the trend continues, there will be 135.5 million cases of dementia by 2050

15% OF CANADIAN SENIORS LIVED WITH DEMENTIA IN 2011 THAT'S 747 000 CANADIANS AND A PROJECTED 1.4 MILLION BY 2031

THE COST

MORE THAN 50% of a person's lifetime health care expenditures occur after 65

Current cost of dementia \$33 BILLION PER YEAR
 Projected 2040 cost if nothing changes \$293 BILLION PER YEAR

In 2001, **12.6%** of Canadians were over 65 and spent more than **43%** of government health care spending

IN 2011, THE FIRST WAVE OF BABY BOOMERS TURNED 65

AND WE'RE *not* GETTING ANY *younger*

2-10% of dementia cases start before 65 & **DOUBLES** every five years after age 65

DEMENTIA IS NOW A PUBLIC HEALTH PRIORITY

The World Health Organization and the Alzheimer Society have identified key efforts to be made

- Providing information & raising awareness
- Increasing funding for research
- Promoting earlier diagnosis & intervention
- Integrating and strengthening primary, home, & community care
- Enhancing skills of dementia workforce
- Recognizing needs & improving support for caregivers

Statistics from the World Health Organization, The Alzheimer Society, and StatCAN

How does Dementia Specific Education benefit your business through your resident families?

Hope for the future



- * Joy in seeing elders develop a new relationship with time. It's often pleasurable to see a loved one enjoying life.
- * Cast a vision for a desirable future, positivity is attainable
- * Can't change the disease process, can get comfortable getting involved elsewhere.

Reduce Stress



- * Listen... really listen
- * Filter through your knowledge of dementia to deepen your understanding as you listen
- * Consider type of dementia and time to learn when making transition to Memory Care

Increase Trust & Repeat Business

- * Get connected to extended family - Families and close friends influence the decision maker/responsible party
- * Raw emotions, small closets, laundry done wrong, "unauthorized shopping"... Whole quality of life goes a long way!

Dementia Specific Education & your team

The Great Resignation: by the numbers

**9.1%
DECLINE
IN JOBS**

In August 2021, the senior living workforce registered 887,200 jobs, representing the lowest level of filled jobs since 2016 and a 9.1% decline from the pre-pandemic high of 976,100 jobs¹. This work shortage is not just a challenge for senior living, but for all industries nationwide. Here is a look at the Great Resignation, by the numbers.

The exodus is nationwide — and burnout is heavy.

- In November 2021, a whopping 4.5 million people left their jobs² — an all-time high since the year 2000, when the U.S. Bureau of Labor Statistics began collecting that data.
- A recent survey of 1,000 people from employee experience firm Limeade found that 40% identified burnout as a top reason why they quit a job and looked for a new one in 2021. Another 34% said they were fleeing organizational changes at their company.

**40%
BURNOUT**

Senior living is a suffering industry.

**70%
INCREASE
IN STAFF
CHALLENGES**

- A new survey from National Investment Center for Seniors Housing and Care (NIC) found that challenges due to staff turnover increased from about 53% in the summer of 2021 to 70% as of December that year.

- A large majority of respondents (84%) also said that attracting community staff and caregivers was their biggest current challenge to operations.
- A July 2021 workforce survey from Kare³ — a senior living staffing app that connects senior housing and care communities with workers who need shifts — found that low pay was the top reason why senior living employees quit their jobs.
- On a 1 to 10 scale, low wages registered just over 8 in importance as a reason why caregivers quit their jobs, with disrespect from managers (7.38) and poor community culture (6.87) following close behind.

Low pay is a major problem.

Staff turnover is rampant.

- According to a 2021 estimate from OnShift, replacing each employee who quits costs senior care organizations between \$3,000 and \$5,000.

**UP TO
\$5,000
TO REPLACE
AN EMPLOYEE**

Measurable
positive impact
on your team
AND
subsequently
your residents

Table 1. CSES subscale results.

Subscales of CSES	<i>n</i>	<i>M(SD)</i>	<i>p</i> value	Cronbach's α	<i>t</i> value
Empathetic concern*	55		.005	.78	2.92
Pretest		22(5.56)			
Posttest		24.15(5.48)			
Distress*	55		.000	.77	4.73
Pretest		14.75(5.51)			
Posttest		18.40(7.64)			
Shared affect*	55		.000	.83	8.30
Pretest		11.65(4.19)			
Posttest		15.29(4.25)			
Empathetic imagination*	55		.000	.68	4.85
Pretest		14.51(4.43)			
Posttest		17.15(3.68)			
Helping motivation	55		.054	.78	1.97
Pretest		17.22(2.89)			
Posttest		17.87(2.96)			
Cognitive empathy*	55		.000	.58	5.75
Pretest		14.45(5.79)			
Posttest		19.65(6.51)			

*Scores from pre to posttest $p < .05$.

What does Dementia Specific Education do for everyone inside the community?

Dementia-Capable Workforce



- * Personalized interactions increases connection between team and residents (increases resident retention too!)
- * Higher capacity for the adoption of new methods and technologies
- * Increase job satisfaction and moral → increased productivity, safety, and ability to attract higher caliber talent

Reduce Expenses



- * Team members who are emotionally connected to the work and the people are less likely to seek other employment opportunities
- * Research shows that nearly one-third of employee turnover is due to a lack of development opportunities. (costs \$10,000 to \$15,000 per employee)

Increase Buy-In

- * Provide a forum for exchange of information – everyone has a valuable voice
- * Long-term Loyalty - 75% of employees are likely to commit to a company for five years when offered chances for career development and skill training.
- * >55% of Americans (18 to 25 years) say “making a difference” is essential to their career decisions.

How does Dementia Specific Education build your business from the outside in?

Reputation



- * Become an authority in your field
- * Helps your company's social purposes

Referrals



- * Non-paid referrals – Yes please!
- * Shows your heart that prioritizes people

Investor Partners are customers too!

- * Reputation equals revenue
 - increased referrals, increased resident retention, and decreased turnover → directly impacts revenue growth

If you're not convinced by now that Dementia-Specific Education is crucial to your business...

More than a state requirement

- Penalties for not providing basic training varies greatly

Customer base (AD diagnosis) is growing

- 6 million Americans today → 13 million in 2050

Sustainability

- Up-front cost of training, time, material, resources – all of which generate long-term, measurable and immeasurable benefits