Long Term Care Rethink Tank: Re-thinking Eldercare

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Type your questions during the webinar

Free Webinar March 18, 2019 12 - 1:15 pm
Re-thinking Eldercare
MN Gerontological Society
March 18, 2019

Agenda

• Background – Tracy Keibler
• New Ideas for LTC – George Schoephoerster
  • Strategic Partners – Joe Gaugler
• Social Entrepreneurship – Kenny Anderson
• Your Role
Background

Tracy Keibler
What is Long Term Care?

• Long term care is care that you need if you can no longer perform all of your everyday tasks (activities of daily living) by yourself due to a chronic illness, injury, disability or the aging process. It also includes the supervision you might need for safety due to cognitive impairment (such as Alzheimer's disease).

• This can occur in your home, senior housing, an assisted living facility, or a nursing home.

“ Asking the right question”

Let’s Make a System that Works!

A Home For Roger

• Started August 2013
  • 30+ Community Conversation
  • Delphi Study
  • Legislation
  • TPT
  • Demonstration Project
Poll Question 1

• Participants were surveyed to discover the attributes they considered most important for someone receiving long-term care. They were given 15 attributes, below are 5. Which one ranked highest?
  • Feeling Supported
  • Knowing I matter
  • Autonomy/Choice
  • Informed risk
  • Meaningful life

ReThink Tank Vision

The LTC ReThink Tank is a visionary organization dedicated to breaking structural and regulatory barriers that hinder reasonable and dignified care for frail older adults — particularly the medicalization of end of life. We believe that successful models of care prioritize patient dignity over some medical needs, procedures and safety measures when those are at odds with patient choice, autonomy, dignity and quality of life.

Leveraging social entrepreneurship, we fulfill our over arching aim to create new models of care that are affordable, sustainable and reflective of values older adults consistently rank as paramount. The Long-Term Care ReThink Tank values creativity, compassion and competence as the means to elevate human dignity and a person’s right to direct his/her own care.
Poll Question 2

Which statement below ranked **lowest** as a value for long-term care?

- Deciding one’s own medical treatment
- Living according to preferences and interests
- Choosing to take risks that professionals view as unsafe
- Protection from injury or accidents

LTC Attributes To Realize

- Dignity & Respect
- Informed Risk
- Autonomy & Choice
- Compassion & Empathy
- Meaningful Life
- Competent Care Givers
- Financial Support
New Ideas for LTC
George Schoephoerster

What are the challenges?

• Proper mix of incentives
• Mobilize a workforce
• Disruptive Innovation
This door is painted to look like a bookshelf to prevent exit seeking behaviors in dementia patients.

Collective Impact
Collective Impact

Levers Driving Social Change

- Legislative Policy
- Heart & Mind Stories
- Social Entrepreneurship
Legislative Policy

- Goals
  - Undo problems with previous legislation
  - Supportive legislation for new initiatives
  - Support helpful funding

“Consensus is not truth”

Getting the word out

- Website
  - Provide analysis on information and data gathered
- Social Media
  - Create a national conversation about LTC
- Video
  - Continue to publish new videos on LTC from our perspective
How The LTC Rethink Tank Could Impact Change

Research & Problem Identification → Solution Ideation → Social Entrepreneurship/Demonstration Projects

**Foundation:** Financing • Network • Industry Knowledge

**Impact:** Measure against target attributes

Linking payment to outcomes

Social Entrepreneurship

Kenneth Anderson, MBA, PMP
Examples of Alternative Models

- UBER for Eldercare
- Air BnB Hospice/Respite
- Shared Housing
- Housing Shared with Live in Caregivers
- Multi-Generational Housing
- Elder Adoption
- Community Housing Model
- Aging Adult Labor

Buying something we don't want, even at a discount, is no bargain

Neighbors Caring for Neighbors
Client Side Problem

1. Families can get burned out and may need a short-term care solution for their parent (3-14 days)
2. Families are given 2-3 days before discharge from a hospital and needing to find a nursing facility
3. Assisted living facilities evict tenants needing higher level of care than the facility can offer

Provider Side Problem

1. Industry struggle to recruit staff to fill operational needs
2. Experienced staff can’t earn a livable wage and are leaving the industry
3. Staff get burned out from managing too many cases and are leaving the industry
Our Solution

• Setup Care B&B providers within the community
  • Short-term care solution (3-14 days)
  • Prescreening of care providers
  • Only non-medical care providers
  • Setup partnerships with licensed medical assistance to visit when needed
  • Private pay only
  • Generate revenue from home, Be Your Own Boss
  • Liability insurance provided for those contracts through the website
  • Match provider skills with patient needs
  • Client review of service providers ★★★★★
Step 1: Provider Search

- Review care providers for the right fit for your loved one
- Do they have experience with similar conditions?
- Are they located nearby?
- Do they have an opening in their schedule?
- In your Home, in my Home

Marylyn Taylor

About Me: I love working with aging adults. Caring for seniors takes the right personality and the right partnership with the family. I took care of my mother and a friend would take over giving me a break every month. That time was invaluable. I want to do the same for others. I specialize in non-aggressive dementia care.

Education: Five years family care giver for mother with dementia.

Step 2: Interview

- Schedule a time to interview
- Conduct a care assessment
  - Care giver
  - Care recipient
- Review the care profile together
  - Medical Care Plan
  - Personalized Care Plan
  - Social Activities Needed
  - Meal Preferences
Step 3: Reserve Time

- Pay the booking fee to reserve the dates
- Limit of 14 consecutive days (still under consideration)
- Each care provider determines their availability

Poll Question 3

In choosing your own type of care, what is the likelihood that you would choose CareBnB for respite care over an institutional provider?
- Highly Likely
- Moderately Likely
- Neutral
- Moderately Not Likely
- Definitely Not
Poll Question 4

If you were to choose the most important factor in this decision it would be...
• 10% lower cost than CareBnB (Institutional care)
• Brand & Regulations (Institutional care)
• Accepts Insurance (Institutional care)
• Perceived better level of medical care (Institutional care)
• Perceived better quality of care (Institutional care)

Poll Question 5

If you were to choose the most important factor in this decision it would be...
• Higher level of accountability (CareBnB)
• Perceived better level of care (CareBnB)
• Better provider to recipient ratio (CareBnB)
• Higher ability to choose care provider (CareBnB)
• Higher level of expertise in care (CareBnB)
Where we are at:

- CareBNB IS CURRENTLY NOT RUNNING
- Website: TLCareBnB.com
- Seeking care providers (6-12 months)
- Funding for a demonstration project
- Network introductions to opinion leaders
Potential Collaborations

Our Ask

• YOU

• Donations at [https://rethinkltc.com](https://rethinkltc.com)

• Like us on Facebook

• LTC Re-Think Champion
  • Advisory board (4/29/2019)
    • Online at 7:30 pm
  • Board of Directors (Next meeting 5/15/2019)
    • Online at 7:30 pm

• Register at [https://rethinkltc.org](https://rethinkltc.org)
Questions?

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contact info@mngero.org