

Gaining Momentum in Resident Engagement through Collaboration

Michele Tarsitano-Amato - Director of Creative Arts Therapy/Dementia Specialist
Charles de Vilmorin – CEO – Linked Senior

1

Session Description

Meaningful and individualized engagement is a basic human right and it is essential to the health and wellbeing of our elders. For many staff members, being able to provide this kind of person-centered care every day is also a key driver of why they are passionate about and committed to the work they do. To optimize resident engagement in this way however, both team members and residents need to be able to collaborate with another in the senior living community and leadership needs to provide the right tools to enable this kind of environment.

This session will provide nationwide benchmarks and showcase easy to implement methods that will help senior living professionals better understand how to collaborate with key stakeholders to drive person-centered care in a way that improves relationships with elders, team members, volunteers and vendors. Using nationwide data from the newly developed Elder Engagement Performance Index (EPI) and lessons from the trenches on how providers may shift the paradigm to improve quality of life, the presenters will share newly designed strategies to help the audience continue building momentum around meaningful and individualized resident engagement.

2

Learning Objectives

1. Understand how to enable collaboration between residents and staff so that person-centered engagement can be optimized
2. Learn how to apply evidence-based business and resident engagement frameworks that will optimize life enrichment within 45 days, including the newly designed 85/35 rule of resident engagement
3. Be able to outline ways that senior living professionals can shift the current resident engagement paradigm forever and enable true Interdisciplinary collaboration

3

MOMENTUM 2022 Annual Conference and Trade Show August 30 - September 1, 2022 *LeadingAge Ohio*

KENDAL at Oberlin **Michele Tarsitano-Amato - Director of Creative Arts Therapy/Dementia Specialist**



Michele Tarsitano-Amato is an Art Therapist Registered – Board Certified by the American Art Therapy Association and Art Therapy Credentials Board. Michele completed her undergraduate degree from Ohio University in 1988 and completed her Masters in Art from Ursuline College in 1991. In 2007 Michele became a Certified Dementia Practitioner. Michele has been working in the field of aging since 1984, as a volunteer, and then as employee of Judson Retirement Community in 1989. Since 1993 Michele has been working for Kendal at Oberlin, A Northern Ohio Continuing Care Retirement Community Serving Older Adults in the Quaker Tradition.

Michele is proud to be among the founding staff members. In the past years she has lead the Kendal to be the first in Ohio to receive the designation by CARF/CCAC for Person Centered Care, and lead the team in receiving the designation of a CARF/CCAC certified Dementia Specialty Program without walls. Michele has been part of a team of residents and staff who are together transforming the experience of aging.

4

MOMENTUM 2022 Annual Conference and Trade Show August 30 - September 1, 2022 *LeadingAge Ohio*

LINKEDSENIOR Charles de Vilmorin – CEO – Linked Senior



- Co-Founder & CEO of Linked Senior, a resident engagement platform for senior living
- 10+ years healthcare & LTC experience
- Master's thesis on nursing homes: "The nursing home, a Foucauldian paradigm" (Georgetown, 2006)
- Certified Dementia Practitioner
- Validation Method Worker
- MEPAP 1
- He believes Old People Are Cool
- He believes Senior Living is #ActivitiesStrong

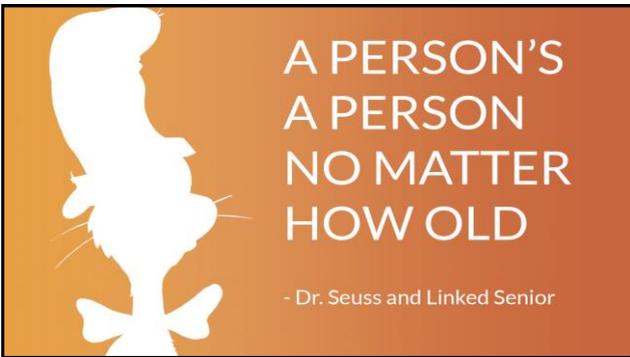
5

The Pursuit of
Meaning & Purpose
is a
Basic Human Right

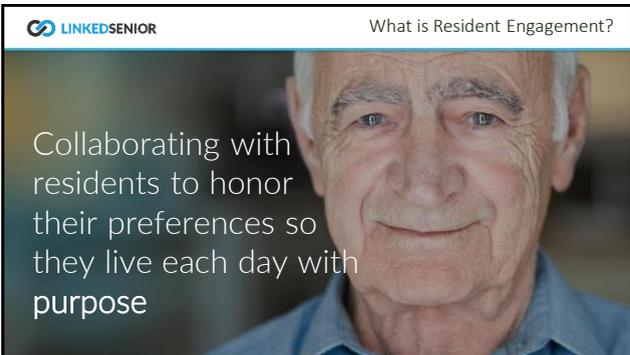
6



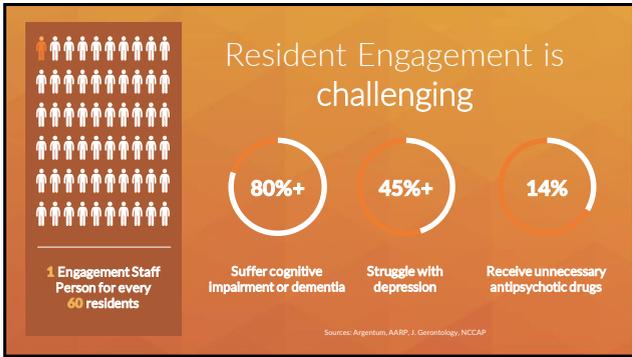
10



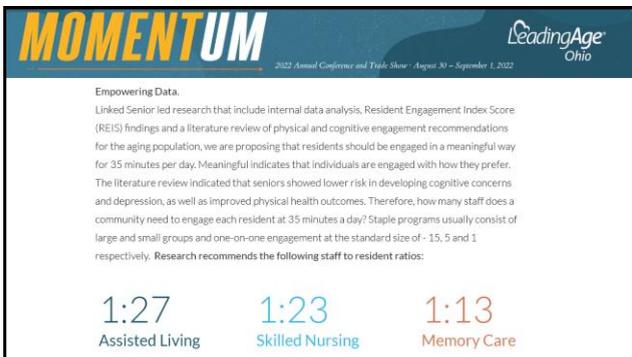
11



12



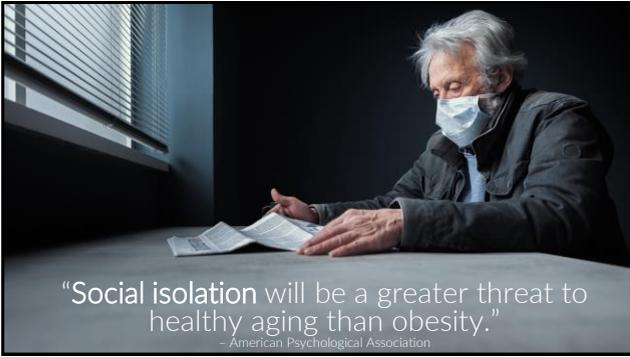
13



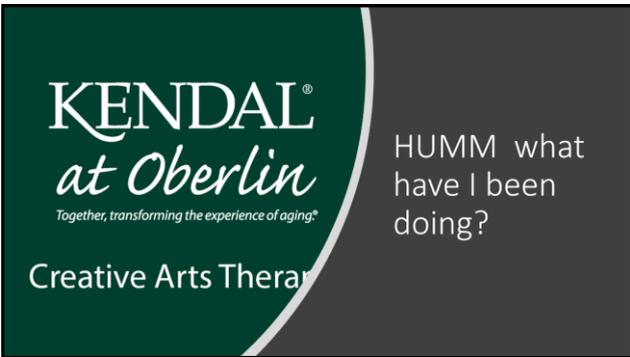
14



15



16



17



18

MOMENTUM 2022 Annual Conference and Trade Show / August 30 - September 1, 2022 LeadingAge Ohio

Lead to Wellness – NOT FROM



“Wellness is...a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity.”
- The World Health Organization

19



1. GET TO KNOW
and understand the interests and preferences of all your residents

2. PLAN
and create individualized strategies

3. ENGAGE
personalized and therapeutic programs

4. EVALUATE
program effectiveness to optimize resident experience

NEEDS & PURPOSE

Creating Personal Experiences – one resident at a time.
Using data, technology & resident engagement expertise to prescribe resident engagement

20

We are a resident engagement company that provides technology, education and human touch



<p>DIGITAL MANAGEMENT</p> <ul style="list-style-type: none"> ✓ Music therapy ✓ Reminiscence therapy ✓ Cognitive games ✓ Therapeutic programs ✓ And much more... 	<p>PROGRAMMING MANAGEMENT</p> <ul style="list-style-type: none"> ✓ Care planning ✓ Data analytics ✓ Family management ✓ Program participation ✓ Outcomes and more... 	<p>CUSTOMER SUCCESS</p> <ul style="list-style-type: none"> ✓ Staff support ✓ Content Alignment ✓ Field Experience ✓ Provisional Trainings ✓ Best Practices and more...
---	--	--

21

MOMENTUM 2022 Annual Conference and Trade Show August 30 - September 1, 2022

LeadingAge Ohio

RESIDENT ENGAGEMENT INSTITUTE

Home Faculty Blog Publications CONTACT US

Welcome to the Resident Engagement Institute

Promoting the future of resident engagement and the concept of social prescription.

READ THE PRESS RELEASE

22

The 3 Resident Engagement Questions

- 3 To promote wellbeing and positive outcomes?
- 2 Based on needs and preferences?
- 1 Are we engaging everyone?

23

MOMENTUM 2022 Annual Conference and Trade Show August 30 - September 1, 2022

LeadingAge Ohio

The 85/35 Rule

Population Engagement %
Pre-COVID client data analysis shows that the bulk of the Linked Senior client base were engaging 85% of their residents.

Engagement Prescription
Comparison of clinical data on Minutes per Resident per Day (MRD)

Linked Senior Communities' Data from October 2019: 35.09 MRD

Clinical research regarding physical and cognitive activities: 30 MRD

Linked Senior REIS Study: 45 MRD

Average: 36.70 MRD

PE=85 / MRD=35

24

MOMENTUM 2022 Annual Conference and Trade Show August 30 – September 1, 2022 *LeadingAge Ohio*

Social Prescription: Quality Minutes per Resident per Day (MRD)

Functioning Level/Archetype	MRD	Programming Recommendations
High	35	group and independent activities
Moderate	28	group activities
Low	21	1:1s/3 days week and group activities
High Dementia	21	1:1s/3 days week and group activities
Moderate Dementia	14	1:1s/1x daily and group activities
Low Dementia	7	1:1s/ 2xs daily

25

MOMENTUM 2022 Annual Conference and Trade Show August 30 – September 1, 2022 *LeadingAge Ohio*

Imagine your Realtime dashboard – results within 45 days

Minutes Per Resident Per Day 100 <small>1,022,986 total minutes for 528 residents across 21 days</small>		Participation Score 81% <small>The percentage of residents who participated in at least one program: 286 of 352</small>	
Program Sessions Offered 76 <small>1 on 1s</small>	1,440 <small>Group</small>	Program Ratings 64% <small>Great</small> 7% <small>Good</small> 22% <small>Needs</small> 7% <small>Needs</small>	
11 <small>Interventions</small>	0 <small>Therapy Sessions</small>	Resident Satisfaction 3 <small>Avg Equipment</small> 14 <small>Avg Satisfaction per Program</small>	

26

MOMENTUM 2022 Annual Conference and Trade Show August 30 – September 1, 2022 *LeadingAge Ohio*

Best Practices & how to make them work



- Michele – Videos from Celo Live
 - Volunteer
 - STNA
 - Care partner
 - Family member

27

MOMENTUM 2022 Annual Conference and Trade Show - August 30 - September 1, 2022 **LeadingAge**
Ohio

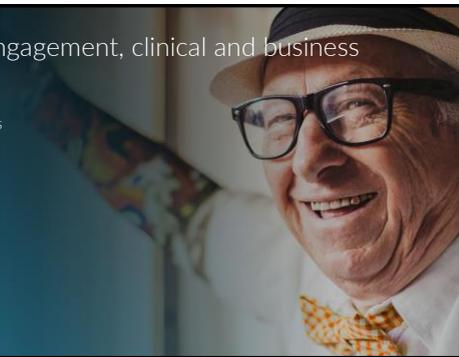
VOLUNTEERS & STUDENTS



28

3. Connect engagement, clinical and business outcomes

I. Connecting the dots
II. Leading change



29

MOMENTUM 2022 Annual Conference and Trade Show - August 30 - September 1, 2022 **LeadingAge**
Ohio

Inter-Disciplinary Work

- The Right People
- The Right Language



30

MOMENTUM 2022 Annual Conference and Trade Show August 30 - September 1, 2022 *LeadingAge Ohio*

Justifying your work..... PRICELESS

WHAT IS YOUR TAG LINE?
 Together transforming the experience of aging

It's about the numbers

31

MOMENTUM 2022 Annual Conference and Trade Show August 30 - September 1, 2022 *LeadingAge Ohio*

BUDGET

32

MOMENTUM 2022 Annual Conference and Trade Show August 30 - September 1, 2022 *LeadingAge Ohio*

GOALS - Alignment

KEY PERFORMANCE INDICATOR

API
Quality Assurance & Performance Improvement

SMARTER

33

MOMENTUM 2022 Annual Conference and Trade Show / August 30 - September 1, 2022 LeadingAge
Ohio

Making it work....

SMILES and ENGAGEMENT



34

RESEARCH STUDY

Igniting Purpose for Older Adults Through Engagement and Technology



↓20%
decrease in antipsychotic medication use

↓18%
decrease in aggressive behaviors

↑20%
increase in social engagement

↑3%
increase in cognitive functioning

Linked Senior allows staff to engage residents with more efficiency, this leads to time savings equivalent to an annual financial savings of **\$22,000+ per community.**

2019 Seniors Housing & Care Journal
Waters Oregon
Baycrest
MINIC

35

MOMENTUM 2022 Annual Conference and Trade Show / August 30 - September 1, 2022 LeadingAge
Ohio

Technology amplifies person centered care

When resident preference data is stored electronically, staff are:

- 2x** more likely to create individualized plans for each resident
- 133%** more likely to build community and groups

When using electronic engagement platforms, staff are:

- 162%** more likely to report knowing if residents are engaged in programs in real-time
- 183%** more likely to report they know if programs match resident preferences

#ActivitiesStrong Resident Engagement Index Score Inferential analysis -723 respondents 09-21-2020 - <https://activitiesstrong.com/ves/>

36



40



41
