


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

Gaining Momentum in Resident Engagement through Collaboration

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

KENDAL at Oberlin  

1




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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 (EEPI) 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



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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

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KENDAL at Oberlin **25th Anniversary**

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

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LINKED SENIOR **Charles de Vilmorin – CEO – Linked Senior**

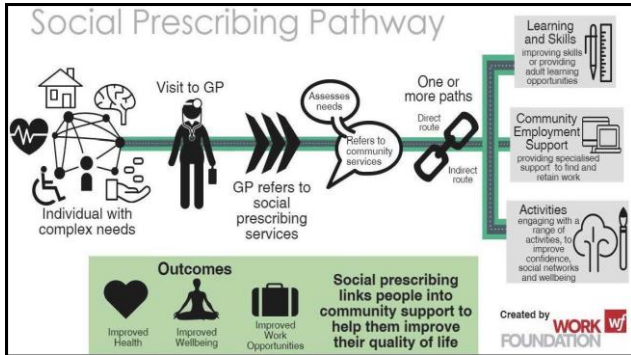


- Co-Founder & CEO of Linked Senior, a resident engagement platform for senior living
- 10+ years healthcare & LTC experience
- Master's thesis on nursing homes: "The nursing home, a Foucauldian paradigm" (Georgetown, 2006)
- Certified Dementia Practitioner
- Validation Method Worker
- MEPAP 1
- He believes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

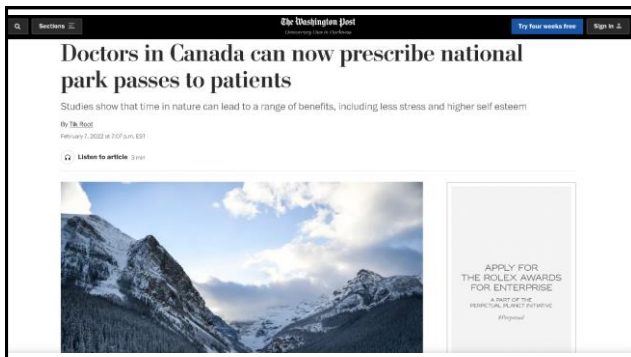
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**The Pursuit of
Meaning & Purpose
is a
Basic Human Right**

6



7



8

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Agenda

1. The State of Resident Engagement
2. Senior Living Experience Best Practices
3. Connect engagement, clinical and business outcomes

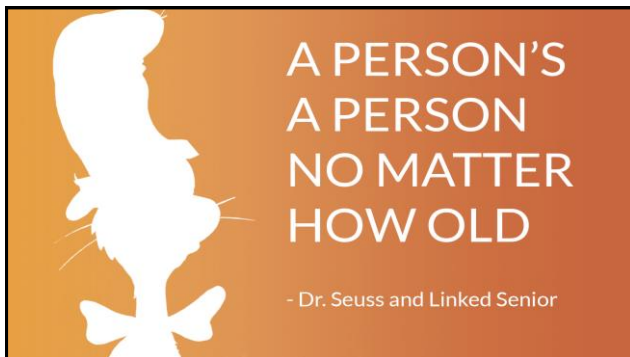
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1. The State of Resident Engagement

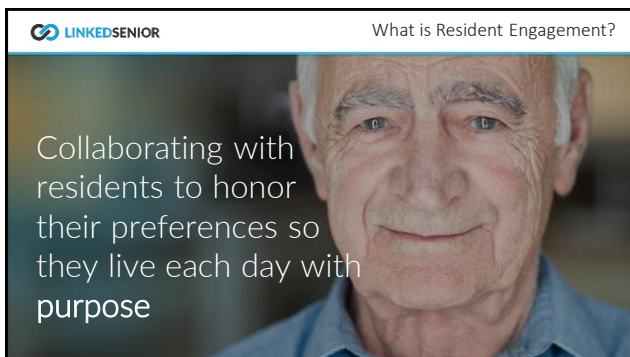
- I. Person First - What is resident engagement?
- II. Impact of COVID19



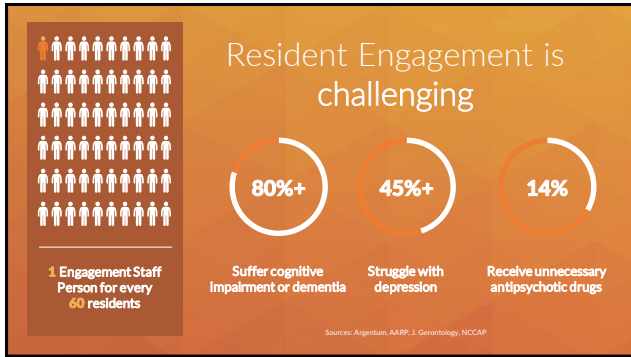
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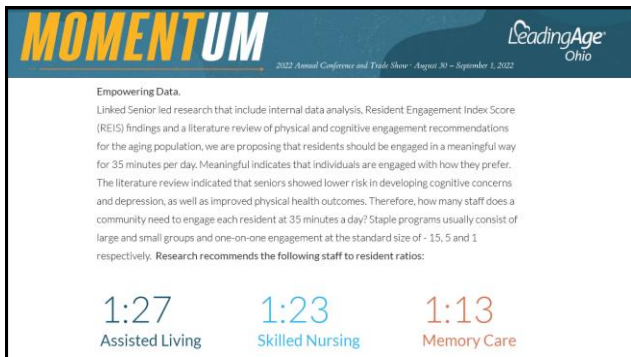
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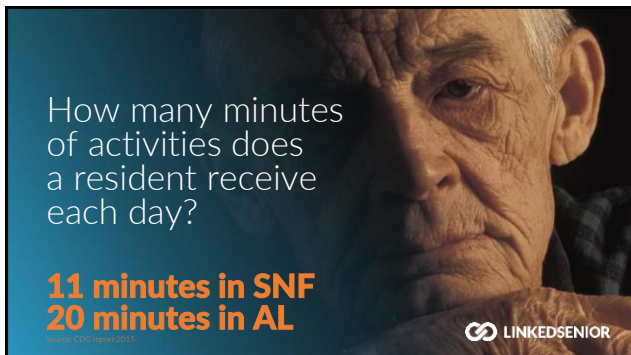
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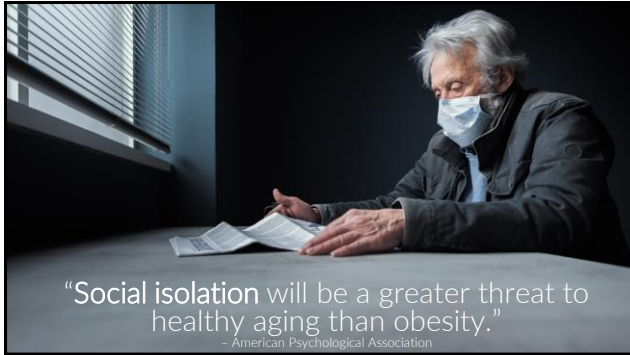
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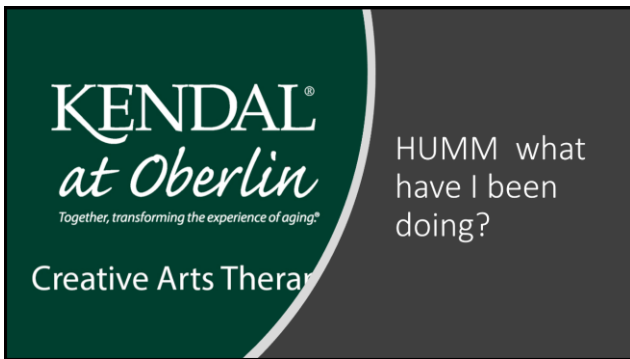
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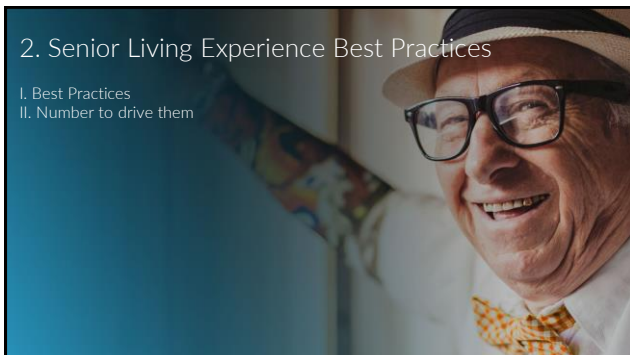
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16



17




18

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Ohio

Lead to Wellness – NOT FROM



Wellness

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

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

NEEDS & PURPOSE

2. PLAN
and create
individualized
strategies

3. ENGAGE
person-centered
and therapeutic
programs

4. EVALUATE
person-centered services
to optimize resident
experience

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

20

[illegible]

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



The illustration shows three staff members, two women and one man, all wearing blue uniforms and standing with their arms crossed. To their left is a laptop displaying a dashboard with various charts and data. The dashboard includes a large orange box with the number '3219.2', a green box with '100%', and several smaller boxes with icons representing different categories like 'Music', 'Education', and 'Human Touch'.

DIGITAL MANAGEMENT

- ✓ Music therapy
- ✓ Reminiscence therapy
- ✓ Cognitive games
- ✓ Therapeutic programs
- ✓ And much more...

PROGRAMMING MANAGEMENT

- ✓ Care planning
- ✓ Data analytics
- ✓ Family management
- ✓ Program participation
- ✓ Outcomes and more...

CUSTOMER SUCCESS

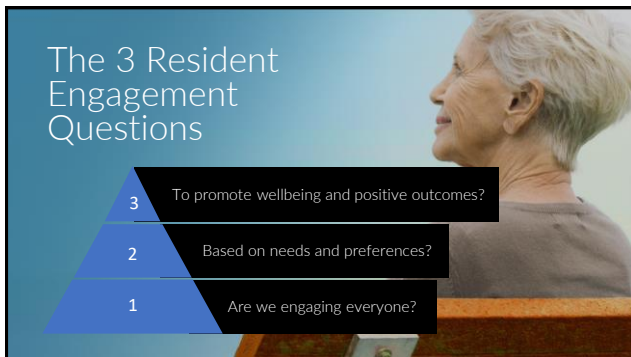
- ✓ Staff support
- ✓ Content Alignment
- ✓ Field Experience
- ✓ Provisional Trainings
- ✓ Best Practices and more...

21

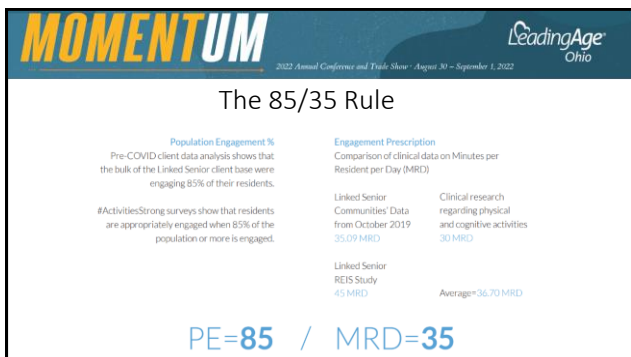
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22



23



24

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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

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Imagine your Realtime dashboard – results within 45 days

Minutes Per Resident Per Day

100

1,022,988 total minutes for 528 residents across 31 days

Participation Score

81%

The percentage of residents who participated in at least one program: 286 of 353

Program Sessions Offered

76
1 per 19

1,440
Group

Program Ratings

64% Great 7% Good 22% Average 7% Needs

11
Interventions

0
Therapy Sessions

3
Avg Engagement

14
Avg Sessions per Program

26

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Best Practices & how to make them work



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

27

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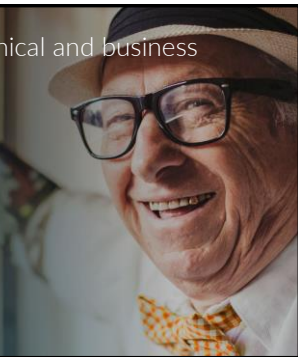
VOLUNTEERS & STUDENTS



28

3. Connect engagement, clinical and business outcomes

I. Connecting the dots
II. Leading change



29

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Inter-Disciplinary Work

- The Right People
- The Right Language




30

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Justifying your work..... PRICELESS

It's about the numbers **WHAT IS YOUR TAG LINE?**
Together transforming the experience of aging



31

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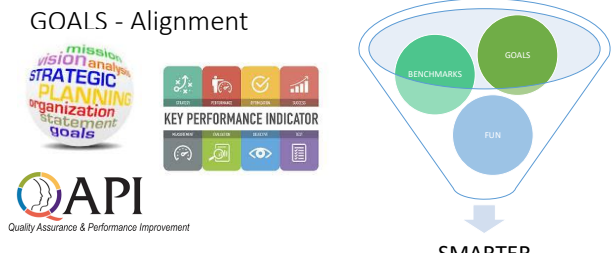
BUDGET



32

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GOALS - Alignment



API
Quality Assurance & Performance Improvement

33

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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 efficiently, this leads to time savings equivalent to an annual financial savings of \$22,000+ per community.

2019 Seniors Housing & Care Journal
Western Oregon University
Baycrest
Centennial Center for Aging & Health
NIC

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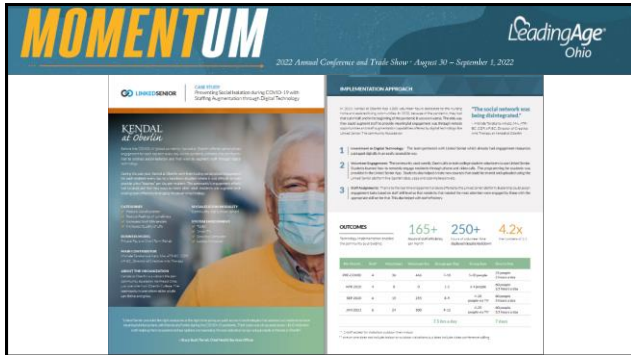
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Technology amplifies person centered care

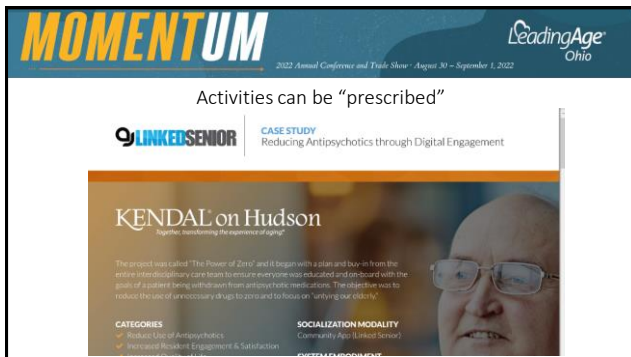
| When resident preference data is stored electronically, staff are: | When using electronic engagement platforms, staff are: |
|---|--|
| 2X more likely to create individualized plans for each resident | 133% more likely to build community and groups |
| 162% more likely to report knowing if residents 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



37



38



39



40



41
