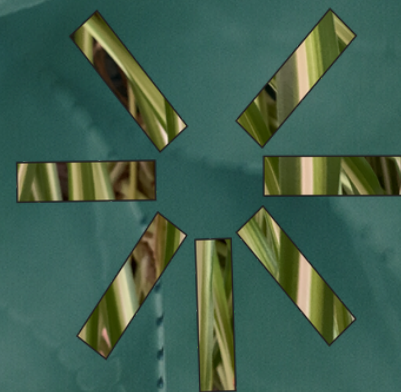


Reinvigorating
Your Memory Care
Program:
A Working Session

be growth

Dementia Education &
Care Consultation





Topics

- 01 Background
- 02 Why reinvigorate
- 03 Assessing existing
- 04 Memory Care philosophies
- 05 Resources
- 06 Change management
- 07 Creating your UVP
- 08 Next steps



This is intended to be an inclusive, safe space.

Slido Icebreaker:
Using EMOJIS only,
how are you doing
today?

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Brenda Gurung (she hers)

CDP, CMDCP, CNA, EMBA. I am a credentialed dementia specialist, focusing on behavioral expressions, communication techniques and direct-caregiving methods. I serve in senior living. Long-time volunteer Community Educator for the Alzheimer's Association. Denver 7 ABC Everyday Hero. Past Forbes Health Advisory Board member. Organic gardener and beekeeper.



02 Why reinvigorate



Whether you're wanting to completely overhaul your memory care program, or if you'd simply like to incorporate small changes that will be acceptable to a large organization, this session will offer practical, meaningful actions.



Some details to consider



- Where does MC fit in your continuum
- Strategies for supporting residents or participants throughout your continuum - adult day, home care, IL, AL
- Existing, conversion or new dev
- Language of reinvig
- What is your marketing message presently?

03 Assessing your existing program

Industry standards

Honest assessment

- Trends in move-outs
- Trends in incident reports
- Exit interview, job descriptions and MC leadership turnover
- Competitive analysis
- SWOT
- Internal stakeholders, external consultant
- Policies & Procedures
- State regulatory training requirements



04 Philosophies & trainings - a partial list

- Montessori
- CDP
- Best Friends
- Naomi Feil's Validation
- Teepa Snow's Positive Approach to Care
- VDT, Dementia Live, Dementia 24/7
- Memory Bridge
- Eden Alternative
- Green House
- Beatitudes
- Stronger Memory
- SAGE and Project Visibility
- OMA and MIM



Training approaches to consider:

- Philosophical
- Practical
- Train-the-trainer
- What are the key competencies
- Language
- Format - on-demand, inservices, toolkit, videos, vendor partners
- Lecture, experiential, skills practice
- Training by role



Critical skillsets to consider:

- Responding to behavioral expressions
- Identifying possible triggers
- Attempting interventions
- Hosting engagements
- Addressing the more complicated behavioral expressions: “aggression,” urinating in uncommon locations, exploring, attempting to leave the neighborhood, bathing, sexual expression



Behavioral expressions are simply the way your person is able to communicate in that moment.

They rarely come out of nowhere - they are a reaction to something.

- Your person isn't *aggressive* - they may feel unsafe.
- They aren't being *inappropriate* - their filter may be impacted.
- They aren't *refusing care* - they may not understand.

8 Topics to identify possible triggers for behavioral expressions

- Caregiver approach
- Resident's profile
- Pain or discomfort
- Boredom or lack of purpose
- Environment
- The earlier day and routine
- Their perception of time and place
- Diagnoses



If you're having difficulty identifying possible triggers:

- Do you see trends - what is common when the behavioral expression happens?
- Or, when does the behavioral expression *not happen*?
- Try to focus on one behavioral expression at a time
- If you're uncertain, track the behavioral expression using a simple charting tool - available on my site.

Example proactive interventions:

- Incorporate more meaningful engagement earlier in the day
- Create calm in the evening
- Communicate slowly, intentionally and clearly - modeling with your actions what you're saying verbally
- Manage the environment - decrease chaos and distraction
- Make opportunities for movement earlier in the day
- Get outside in the fresh air each day to maintain circadian rhythms
- Ensure that your person drinks water
- Include regular domestic activities in your person's day



Example reactive interventions - what to do when your person is experiencing a behavioral expression

- Respond to your person's emotion - not the details
- Meet their experience with empathy, mirroring your person's emotion and language
- Don't rush to a solution - don't rush to convince them of your reality
- Use Naomi Feil's Validation Method to connect and to help work through their emotion
- Incorporate their joys, what they're proud of in their history, what they can do



Other interventions

- Offer interesting, calming sensory items
- Play their favorite music
- Practice horticulture therapy
- Invite a beloved animal for pet therapy
- Ambulate together
- Flip through old photos or objects - reminisce
- Sing together
- Make art together
- Help prepare a snack together



Which philosophy or training most resonates with you for your organization?

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05 Resources

- P&P topics - exploring; seeking; behavioral expressions; sexual expressions; assisting with the shower
- Language
- Resident profile - Purpose Path
- Inservices
- Training program and regulatory requirements
- Resources
- Programming expectations - Daily Path
- Leadership job description
- Interview guides
- QA checklist



06 Change management

Collateral

Name, logo change

Call-to-action or campaign

The Five Resets - Work Backwards

Stakeholders - zealots and questioners

Detailed change list

Interdisciplinary team

Identify the “big” team member behavioral changes

Identify the low-hanging fruit





07 Creating your UVP

Unique Value Proposition - marketing strategy to communicate your brand differentiators and benefits - concise, inspiring.

- Who is your core customer?
- What is different from your competitors?
- What is special about your services?
- Why would your core customer care?
- Combine to create your UVP, 1-2 sentences:



08 Next steps

Are you considering a complete rebuild, or small changes, or something in between?

What will you do and when - SMART goal?

What is one action you'll take in the next 2 weeks or month?

Who will be your collaborators

What is going well that you can expand

What can you solve for

What are your families, residents or teams asking for



What is one action
you will take to
refresh your Memory
Care program?

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Thank you

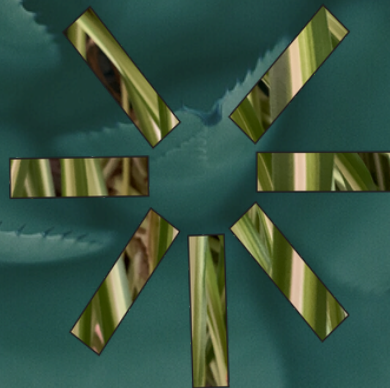
Questions?



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Learning objectives

Upon completion of this workshop, participants will be able to:

1. List several memory care programs or philosophies
2. Describe a possible Memory Care Reinvigoration plan rollout
3. Discuss several forms or policies to create or refresh within a Memory Care Reinvigoration

