



ADC's Ed Core Directors' Meeting

Alzheimer's Association Quality Dementia Care

New Directions: Opportunities for Collaboration



Kathleen O'Brien
Alzheimer's Association
Senior Vice President
Program & Community Services

Expanding National Presence: Contact Center

- Available coast to coast 24/7
- Local chapter linkage with 80% of the network
- Staffed with licensed professional social workers, counselors
- Assistance in 140 languages

Hispanic/Latino Outreach

- Evidence for demand via Toolbox on web site and Chapters
- New web site portal in Spanish
- Partnership with LaRaza

Consumer Market Analysis

- **Build on current research on PWD & family caregivers**
- **Track requests for information & services**
- **Assess demand & value of current Core Services**
 - Information & Referral, Care Consultation, Education, Support Groups, & Safe Return
- **Provide strategic direction for program service development**
- **Explore ways to develop fee-for-service programs**

Exploring New Safety Devices for Safe Return Program

- **Market feasibility study for electronic tracking devices**
- **Consumer desires for home safety**

Senior Lifesteps Geriatric Assessment

- **Comprehensive, community-based, in-home assessment**
 - cognitive, physical, emotional status
- **Consultation & referrals for appropriate services**
 - day care, physical therapy, placement
- **Launching pilot demonstration with select chapter sites**
- **Evaluate feasibility of national implementation**
- **Determine potential for first “national” fee-for-service program**

New Directions for Education Conference

- **Reposition Education Conference as Dementia Care Conference**
- **Offer specific tracks per professional care interest**
- **Increase emphasis on applied research for practitioners**
 - **Dementia Care: Translating Research to Practice**

Maintain Your Brain Education Workshop

- **Maintain Your Brain includes branding campaign as well as education program**
- **All messages based on solid research**
- **Train-the-trainer program with accompanied monitoring for consistency**

Partnering With Your Doctor

- **Positive evaluative research from consumers - intend to change behavior**
- **Need to measure long term results/ impact on consumers & physicians**
- **Opportunity to partner with local chapter**
- **Linkage interest from AMA and pharmaceutical industry**
- **Positive feedback from physicians; needs research evaluation on impact**

Physician Outreach: Collaborative Partnerships

- Pursue opportunities to educate physicians on Association services
- Promote benefit and value to physicians to refer patients
- Establish physician network of champions via local docs

Quality Care Campaign Recommendations

- **Builds on research in residential facilities to develop practice recommendations**
- **Focus on 3 domains (to start):**
 1. **Food & Fluid Intake**
 2. **Pain Management**
 3. **Social Engagement**
- **Seek endorsement of practice recommendations from industry, professionals, policy leaders and consumer advocates**

Quality Care Educational Products

- **Web- based training programs for facility use**
- **Classroom- based programs for local chapters' delivery**
- **Training modules for incorporation into current chapters' programs and independent trainers**

Quality Care Campaign Target Groups for Education and Training Products

- **Consumer**
- **CNA's**
- **Supervisor**
- **Administrators**

Quality Care Campaign Program Evaluation

- **Implementation process**
- **Impact on behavior**
- **Health outcomes**
- **Feedback on educational products**

Core Service Quality Evaluation Initiative

- **Information & Referral, Care Consultation, Education, Support Groups, Safe Return**
- **Measures consumer satisfaction and outcomes**
- **Robust reporting and analysis**
- **Provides insights for quality improvement**
- **Provides insights for future program planning**
- **Provides insights for additional research on needs of PWD & caregivers**



**We're partners in enhancing
care interventions for
PWD & Caregivers**

**Together we seek prevention and cure,
while providing effective care**