CaregiverCentral.org

National Lifespan Respite Conference

Presenters: Mary Ellen Grant
Tamika Harris
WHO IS SHARE THE CARE, INC.?
We are the oldest and largest provider of family caregiver support in the State of Florida.

WHAT IS OUR MISSION?
Our mission is to provide services and support to family caregivers, enabling them to maintain their family member at home and delay or eliminate the need for institutional care.

WHAT IS OUR HISTORY IN CENTRAL FLORIDA?
We began as a program of the Christian Service Center in 1986 soon became a separate 501(c)3 due to the growth of the program. We have been continuously serving the Central Florida community for more than 26 years.
Summary of Share the Care Services

- **5 LICENSED ADULT DAY CARE CENTERS**
- IN-HOME & OVERNIGHT RESPITE**
- PROFESSIONAL CASE MANAGEMENT
- IN-HOME COUNSELING FOR FAMILY CAREGIVERS**
- CRISIS CARE
- CAREGIVERCENTRAL.ORG - Online Caregiver Assessment, Information & Referral

**These services are for clients who meet eligibility requirements based on income, diagnosis, age, etc.**
# 5 Licensed Adult Day Care Centers

<table>
<thead>
<tr>
<th>Site</th>
<th>Address</th>
<th>Phone Number</th>
<th>Occupancy</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share the Care, Inc. Administrative Headquarters</td>
<td>1524 Formosa Avenue Winter Park, FL 32789</td>
<td>407.423.5311</td>
<td>Not applicable</td>
<td>8:30 am - 4:30 pm</td>
</tr>
</tbody>
</table>

**Five Share the Care Licensed Adult Day Care Centers: (Monday - Friday, 7:30 am - 5:30 pm)**

<table>
<thead>
<tr>
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<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Share the Care, Inc. College Park Adult Day Care Center</td>
<td>1524 Formosa Avenue Winter Park, FL 32789</td>
<td>407.423.5311</td>
<td>24</td>
<td>7:30 am - 5:30 pm</td>
</tr>
<tr>
<td>Share the Care, Inc. Conway Adult Day Care Center</td>
<td>Grace Covenant Presbyterian Church 1655 Peel Avenue Orlando, FL 32806</td>
<td>407.423.5311</td>
<td>40</td>
<td>7:30 am - 5:30 pm</td>
</tr>
<tr>
<td>Share the Care, Inc. Maitland Adult Day Care Center</td>
<td>St. Mary Magdalen Catholic Church 710 Spring Lake Road Altamonte Springs, FL 32701</td>
<td>407.423.5311</td>
<td>30</td>
<td>7:30 am - 5:30 pm</td>
</tr>
<tr>
<td>Share the Care, Inc. Oviedo Adult Day Care Center</td>
<td>Lutheran Haven Campus 2035 W. State Road 426 Oviedo, FL 32765</td>
<td>407.423.5311</td>
<td>26</td>
<td>7:30 am - 5:30 pm</td>
</tr>
<tr>
<td>Share the Care, Inc. Winter Garden Adult Day Care Center</td>
<td>First Baptist Church 81 N. Main Street Winter Garden, FL 34787</td>
<td>407.423.5311</td>
<td>20</td>
<td>7:30 am - 5:30 pm</td>
</tr>
</tbody>
</table>
What is a “good referral” to Share the Care’s adult day care program? **

- Caregivers of adults who are frail and physically and/or cognitively impaired
- Clients must be 18 years of age or older
- Clients must live with a caregiver
- Clients must not be bed-bound and must require no more than a two person assist (if assistance is needed).

**Our Case Management team assesses each potential client for appropriateness of referral.

Where do most referrals to Share the Care originate?

- Physicians
- Other healthcare and social service organizations (hospitals, Senior Resource Alliance, assisted living facilities, home health agencies, etc.)
- Families we have served in the past or are currently serving
- Word-of-mouth
- www.CaregiverCentral.org
- Response to advertising efforts
- Other
What are Share the Care’s Payer Sources?
Our funding sources include private pay clients, local, State and Federal funding, grants, private donations, etc.

Do we offer subsidized services to low income clients?
We have limited subsidies available for eligible Orange & Seminole County residents.

How is eligibility for subsidies determined?
- Eligibility is based on various factors such as age, diagnosis and income (varies by funding source).
- Our Case Management team assesses eligibility for subsidies through a phone intake process and a home visit.
- Subsidies are available to eligible clients only as long funding is available.
CaregiverCentral: A Mutually Beneficial Way to Work Hand-in-Hand to Benefit our Community

A program of Share the Care, Inc., CaregiverCentral is an online Assessment, Information and Referral tool for our Community’s Family Caregivers.

www.caregivercentral.org
What is CaregiverCentral.org?

A web-based family caregiver assessment, information and referral tool

- **Conceived and Developed by Share the Care** – web development contracted with Clear Idea, the nationally respected company that created the *Benefits Checklist* for the National Council on Aging (NCOA).

- **Interactive Caregiver Assessment** through a brief yet thorough online caregiver survey. Built-in algorithm creates individualized report providing education and referrals to vetted service providers.

- **Caregiver Education & Information** – directs families to existing expert resources through resource library – often to nationally respected sources of health information.

- **Direct Caregiver Access** to a quality, vetted network of local service providers – empowering caregivers with tools and information to make clear and reasonable decisions for their loved ones’ care.

- **An Added Tool for Discharge Planners/Case Managers** supporting their efforts to create a successful transition from hospital back to home and their community.
Basic Philosophy of Caregiver Central

Caregiver is Always at the Center
Online Self-Assessment is the Defining Feature
Vetting Process is Essential to Ongoing Quality Assurance
Community Based Model
Continuous Learning
The Vision:
To create a single point of entry into services for caregivers – a trusted information source recognized throughout the community to provide comprehensive and personalized direction to appropriate services and support for family caregivers and their loved ones.

Goals:
- To help family caregivers identify their caregiving needs;
- To provide education and guidance to family caregivers about the types of resources and services that can help them (based on their individual, expressed needs);
- To connect patients and family caregivers to safe, quality providers and resources, and;
- Ultimately, our goal is to help families age in place well, avoiding unnecessary hospitalizations, re-hospitalizations and institutionalization.
The literature indicates that the presence of a family caregiver or other designated non-professional caregiver in the home post-discharge improves health outcomes.

The key? INFORMATION. Well-equipped, well-trained family caregivers make a real difference in their loved one’s recovery.
The Online Caregiver Assessment

- Takes about 10 – 15 minutes

- Includes questions about:
  - The family caregiver
  - The person for whom they are providing care
  - Existing circumstances
  - Caregiver burden scale
  - Depression Scale
  - Demographic information

- At the end of the assessment, an individualized report is provided which includes:
  - Types of services that may help based on their self-identified needs;
  - Definitions of each service (for example, what are the different types of home care services? Who is a good candidate?)
  - A listing of quality assured service providers under each category including a description of their service and how to contact them.
  - Library resources
A Web-based Assessment, Information and Referral Tool for Today’s Family Caregivers

This tool provides an efficient, mutually beneficial partnership between family caregivers searching for supportive services for themselves and for their loved ones and high quality, vetted* Preferred Providers in the community who offer these much-needed services in one of nine service categories**:

1. Adult Day Health Care
2. Assisted Living
3. Caregiver Counseling
4. Care Management
5. Home Based Services - home care, companion services, etc.
6. Memory Evaluation and Related Services
7. Nutrition Related Services
8. Transportation Related Services
9. Medical Equipment & Supplies

• All Preferred Providers voluntarily participate in the CaregiverCentral Quality Assurance Program.

** Share the Care may add additional service categories as needed/desired.
CaregiverCentral Quality Assurance Process

Preferred Provider Vetting & Annual Checklist

Provider Name:
Date Completed Application Received:
Date Vetting Complete:
Date Provider Information added to CaregiverCentral.org:

- Completed Application
- Copies of certificates, insurance and applicable licensures:
  - Liability Insurance
  - Bonding
  - Workman’s Comp Insurance
  - Business License
  - Professional License
- Reference Responses
  - Results from Search for license/inspection violations including any needed follow up: FL AHCA, Better Business Bureau, other as appropriate
  - http://centralfloridabbb.org/Find-Business-Reviews/
- Notarized Affidavit
- Completed website information form
- Review and Approval/Denial of Application
- Letter confirming approval of application and invoice for payment (or letter denying approval and follow-up if needed)
- Confirm payment received
- Upload website description
- Announcement in next newsletter and on Caregiver Central Face Book page as well as other organizational social media sites.
- Annually: Six weeks prior to renewal date, mail renewal letter

*This information is proprietary in nature and may not be shared without the express permission of Share the Care, Inc.*
Effective Community Collaboration –
A key to long-term patient health and economic efficiency for healthcare providers

- **Dilemma for hospital systems:**
  - Hospitals are acute care facilities (sickest of the sick), however current healthcare climate could suggest that more hospital resources should be invested in sub-acute services to ensure minimal readmissions.

- **Our Assertion:**
  - Central Florida has the community resources necessary to support adult patients & their caregivers post-discharge. Connection to community service providers is key.

- **Fundamental Challenges:**
  - Identifying and staying in communication with quality community resources to which to refer patients and families
  - Getting and keeping patients and caregivers connected to needed community services upon discharge
Current Healthcare Climate

- Patients are coming to the hospital sicker...
  - Economic downturn = lower utilization of primary and sub-acute care;
  - ED as PCP
  - Patient management of health post-discharge not always effective

- Baby-boomers
  - Increased longevity due to positive medical advances, positive lifestyle changes
  - The downside of a positive trend: Increase in incidence of dementia

- Medicare Hospital Readmission Penalties

- Competition: Greater pressure than ever to manage costs to achieve sustainable margins.
Key Elements of CaregiverCentral Integration:

- **Orientation & Training** of Case Managers/Discharge Planners, Nurse Managers & Assistant Nurse Managers, Guest Services Representatives, etc.

- **Avenues to Provide Information to Patients and Family Caregivers about CaregiverCentral.org:**
  - Upon admission – patient admission packets
  - During hospital stay – on hospital information channels on patient and waiting room televisions
  - Upon discharge – CaregiverCentral.org listed on discharge paperwork
  - On hospital website and key patient focused pages
  - Via follow up phone calls to patients and families
Anticipated Outcomes

- Strengthened links between community healthcare providers throughout the continuum of care;

- Empowerment of family caregivers to connect directly to the information and care providers they need;

- Support for discharge planners/case managers, and;

- Decreased likelihood of preventable readmissions.
I Care.

We Care.

CaregiverCentral: Development and Implementation of an Online Self-Assessment Tool for Family Caregivers

Original funding by the Harry & Jeanette Weinberg Foundation

Annette Kelly, PhD, ARNP
Project Research Director

Mary Ellen Grant
CEO, Share The Care, Inc.
How can we reach family caregivers earlier in the trajectory of caregiving... to identify and meet their needs with appropriate and timely support ... and in doing so, improve health outcomes?
ONLINE TOOL development

TECHNOLOGY:
What’s possible?

CAREGIVING:
What do we know?

CAREGIVERS:
What are the needs?

OUR COMMUNITY:
What are the resources?
Online Self-Assessment

- Technology development partner: Clear Idea
- Evidence-based caregiver questions:
  - 5 domains *(Care Support; Your Care Recipient; Care Being Provided; Caregiver Well-Being; About You)* plus Informed Consent.
  - 10-15 minutes to complete
  - 3 standardized assessments *(Zarit Burden Screen; Caregiver Risk Screen; Depression Screen)*
Community Asset Mapping Plan – Part 1

- Identify target community boundaries
- Caregiver structured group discussions:
  - What worked, what didn’t
  - ID specific local groups, structures, services, relationships
- Structured Interview F/U of identified entities
  - Clarify community role, services, access, availability
- Identify “assets” using a wall map as a visual
Our Community

Community Asset Mapping Plan – Part 2

Gathering of Professionals in Caregiving and Community Aging Services:

- Refreshments & brief networking – round table setup
- Three structured questions designed to elicit community caregiving qualities, supports, resources
- Possible challenges are identified in sharing but are not the main point
In the Beginning...

Many questions...

- Will family caregivers even use an online self-assessment?
- Who are the caregivers in our community who are not currently accessing services? Can we reach them?
- Will an online self-assessment reach a diverse group of caregivers?
- Will the menu of services generated by the online self-assessment have value to the community?
YES!

Family Caregivers *will* use an online assessment tool...

- Over 20,000 visits to www.CaregiverCentral.org to date
- Over 6,000 accessed the self assessment
- 1,713 completed self-assessments
Who are the Caregivers using CaregiverCentral.org?

Of the 1,713+ caregivers completing the online assessment...

- Average age = 54.03  78% female
- Caregiver age ranged between 18 to 88 yrs
- 66% White, 12.5% Hispanic, 10.6% Black, 10.9 Other
- 47% are daughters, 21% are spouses
- 64.9% of caregivers are married
- 32.7% earn under $30K, 34.5% ($30K-60K), and 32.7% ($60K+)
- 49.3% - 4 year college or grad school
▪ 71% of caregivers provide daily care, and 69% of caregivers use no paid help.

▪ Most important concerns: 1) memory loss; 2) falls/almost falls; 3) care recipient feeling down or blue.

▪ One-third of caregivers describe their health as “fair” or “poor”.

▪ The majority of these caregivers experience high to very high levels of Caregiver Burden, Caregiver Risk and Depression.
Are we reaching caregivers early? Have Caregivers Already Accessed Services?

www.CaregiverCentral.org reaches caregivers who are outside of the traditional community service network...

- **75 %** were unfamiliar with existing resources
- **81 %** were not currently receiving any help
- **51 %** heard about us via TV/radio or website!
DOES

Caregiver Central.org

make A DIFFERENCE?
CaregiverCentral.org provided direct community resource information to individual caregivers regarding their self-identified

**Top care needs:**
- Respite Care
- Home Care

**Top task needs:**
- Shopping and Meal Provision
- Transportation

**Most frequent care concerns:**
- Memory loss
- Falling or almost falling
- Feeling down or blue
CaregiverCentral.org
Benefits Family Caregivers

- Single Point of Entry for Caregiver Resources & Support
- Fast, Efficient & Effective Caregiver Needs Assessment
- Personalized Report
- Reduced Caregiver Burden
- Equips Caregivers to keep Care Recipients at Home Longer
- Provides Working Family Caregivers with Resources that may help them Continue in the Workplace
# Early Identification of Caregiver Needs

<table>
<thead>
<tr>
<th>Appropriate family &amp; community support reduces risks related to:</th>
<th>Access to available programs improves quality of care and quality of life:</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Falls</td>
<td>● Senior centers</td>
</tr>
<tr>
<td>● Memory loss</td>
<td>● Volunteering</td>
</tr>
<tr>
<td>● Medication management</td>
<td>● Adult day care</td>
</tr>
<tr>
<td>● Transportation</td>
<td>● Faith community opportunities</td>
</tr>
</tbody>
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Early Identification of Caregiver Needs

Access to education and information helps caregivers to anticipate and plan rather than live in “crisis mode”:

- Online library
- Support groups

Use of social media and easy technology empowers caregivers to be engaged in their own journey.
## Early Identification of Caregiver Needs

<table>
<thead>
<tr>
<th>Caregivers want to trust their service providers:</th>
<th>Employers are encouraged to get involved in supporting employee-caregivers:</th>
</tr>
</thead>
<tbody>
<tr>
<td>⚫ Vetted providers</td>
<td>⚫ EAP can recommend</td>
</tr>
<tr>
<td>⚫ Quality Assurance</td>
<td></td>
</tr>
</tbody>
</table>
14 caregiver projects across the country:

- National focus for overall evaluation:
  - Impact on caregiver well-being
  - Effectiveness of community-based caregiver support
  - (added in year 2) cost-benefit/savings estimate

- National findings:
  - Significant decrease in caregiver burden, risk and depression across projects
  - High levels of productivity and community recognition
  - Substantial savings from averting nursing home placement, as much as $47 million in one year.
CaregiverCentral.org – anonymity a key value.

- Two follow-up surveys:
  - Only participants who received direct services were contributors to National Evaluation data
    - n=151; survey respondents n=36 (23.8%)
  - In Year 2 we added a local evaluation request for feedback about service use frequency, service satisfaction, burden, depression, and additional needs.
    - n=350; survey respondents n=170 (48.5%)
Internal Outcomes Evaluation

• Year 2 follow-up survey results (n=170):
  o 77.8% = found assessment results helpful, very helpful
  o 70.6% = referrals matched or somewhat matched my needs
  o 60% used in home services (volunteers or paid)
  o 38.9% actually have more support and feel more positive
  o Other services most often utilized: adult day care, case management, home equipment, in-home counseling.

• Ongoing Plan: new survey questions being developed to additional evaluation interests.
Welcome to Caregiver Central!
Your personalized caregiver self-assessment tool and access to help and support.

Begin the Assessment

Our online survey tool takes about 10 minutes. It provides you with an individualized set of service recommendations and resources that will contribute to your caregiving experience. You will also have the opportunity to link up with local service providers, information and support.

This website is a free survey tool and was developed by Share the Care, a not-for-profit organization whose mission is to provide community-based support for family caregivers in Central Florida. There are no attempts to sell services or products to the users. If you provide your contact information at the end of the survey (Name and phone number or email), we may be able to provide you with financial assistance for services.

Please be assured that the information you provide will not be shared or used for any other purpose but to provide you with assistance at your request. Share the Care, Inc. is the premier caregiver organization serving central Florida families and has been for over 20 years.
Snapshot of Updated Self Assessment Webtool
Snapshot of Admin Features

New Link Tracks Feature
Snapshot of Admin Features

New Data Range Feature
CaregiverCentral.org
Benefits Preferred Providers

- Powerful, Cost-Effective Marketing Tool
- Bringing the Right Referrals to Your Organization
- Prime Marketing Placement
- Portal of accessibility to self-screened family caregivers
- Expanded Caregiver Market
- Affiliation with a High Quality Network
AD CAMPAIGN

Front Cover Ad in local 50+ Resource Directory

CFNews13.com Hover Ad

- The Weather Channel
- Headline News (HLN)
- MSNBC
- Lifetime
- Local newspapers, Magazines, etc....
Social Media: A developing venue for Caregiver Central exposure

You Tube
http://www.youtube.com/watch?v=TVmHYNKnbjU&feature=plcp

Face Book
www.facebook.com/CaregiverCentral.org
CONTINUING Developments

- New Service Provider Categories
- User Frequency Data
- Promotion of Preferred Providers
- Replication in Other Communities
Questions?

For more information, contact:
Mary Ellen Grant
Chief Executive Officer
407.423.5311
megrant@helpforcaregivers.org

CaregiverCentral is a program of Share the Care, Inc.