



A Replicable Model of Family Caregiver Support



Meet Sarah and Ester

Sarah, mother, is 82 years old and recently suffered a stroke. Since then, she has had a difficult time communicating and has uncontrolled emotions. She needs to attend physical and speech therapy regularly, but she is often times too weak to move.

Her 57-year-old daughter, Ester, has been trying to care for her mother while caring for her 2 children and working a full-time job. She and her husband are the only caretakers since her other siblings are not local.

Discussion

What does research tell us about Sarah and Ester?
 What challenges can they anticipate?
 What resources will they likely need?

Current State of Caregiving

- 1. Decline in Physical health
Research also shows that caregiving can have serious physical health consequences¹
- 2. Depression and Anxiety
40% to 70% of family caregivers have clinically significant symptoms of depression¹
- 3. Financial Strain
59% of caregivers report using at least one type of assistance (modification to home, financial assistance, respite services, transportation services, etc.)¹
- 4. Caregiving Incompetence
84% of caregivers need more help and information with at least 14 specific topics related to caregiving¹
- 5. Work-related Stress
70% of working caregivers suffer work-related difficulties due to their dual roles.²

Current State of Caregiving

- Less than half of care recipients have plans-for-care in place³
- 60% of caregivers are female³
- Only 35% has a college degree or higher³
- 69% of working caregivers caring for a family member or friend report having to rearrange their work schedule, decrease their hours, or take an unpaid leave in order to meet their caregiving responsibilities⁴

Two Problems

- 1. More patients are living in the community with unmet needs for family caregiving support
- 2. Healthcare institutions and payers need cost-effective ways to:
 - manage care outside of institutional settings,
 - improve patient outcomes,
 - reduce the risk of financial penalties, and
 - improve market differentiation

A Possible Solution

Healthcare institutions, ACOs, and MCOs need to create local centers within their organizations that provide caregiver services that are:

- *Comprehensive*
- *Cobranded*
- *Geographically exclusive*

Guiding Lights provides a structured resource and approach to engage families and unpaid caregivers.

North Carolina Triangle Area's Resource for Caregivers



Guiding Lights is designed for caregivers by caregivers

"It is our goal to provide caregivers with the very best resources and education to support local families and professionals"

Family Caregiving

Family Consulting

Guiding Lights provides free services and programs paid for by grants, corporate sponsorship and/or individuals through the following programs:

- Caregiver Skills Labs
- Support Groups
- Bi-Monthly Family Caregiver Training Program
- Family Match Program -Peer Support



Why?

Information & Referral
79% of caregivers seek information, care, or support from doctors or other health professionals.¹

Intensive Skills Workshop
One in five (19%) caregivers has been trained, but seek additional resources.²

Dementia Training
25% of caregivers say it is very difficult to get assistance that is both affordable and helpful.¹

Support Groups
70% of caregivers say they turn to friends and family members for information, care, or support.¹

Programs & Services

Information & Referral
Caregivers may drop in or call during regular business hours to receive personally tailored referrals to meet their specific care needs.

Intensive Skills Workshop
The Guiding Lights Intensive Skills Class is designed for those who need to sharpen clinical skills related to NA1 Competency testing or merely to update skills which have not been used consistently.

Dementia Training
"Do You Know Who I Am?" is an Alzheimer's Disease training program for both family and professional caregivers. It is a participatory, interactive, innovative approach to learning how to work with individuals with dementia, especially Alzheimer's.

Support Groups
Support groups are facilitated at Guiding Lights and at other communities in the area.

Discussion

How would these programs and services help Ester?

Community Engagement

Video Segments



Consumer focused video segments about caregiving and legal issues available for area hospitals

Community Educational Events



CAREGIVERS SUMMIT
Navigating the Transitions in Life

Serving hundreds of caregivers each year

Radio Show and Podcast



Reaches thousands of listeners weekly

Looking Toward the Future

Guiding Lights needed a partner and a “proof test”



Looking Toward the Future

Guiding Lights already has key components of a sustainable business model:

- Underserved customer base
- Rapidly increasing demand and growing target audience
- Proven high quality services to meet consumer demand

What is missing?

- Being able to monetize the concept
- Prospective replication partners must see value worthy of resource investment

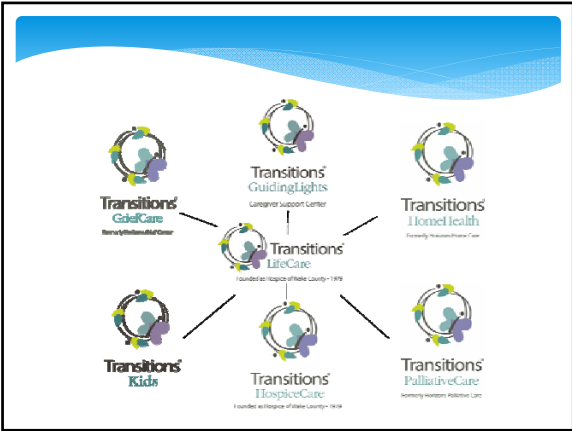
Looking Toward the Future

Great social concepts often fail without a sustainable, replicable implementation/business model.

- You must have a business model based on solid fundamentals
- It has to "work well if it is to do good."

Concepts of Replication:

- **Expansion:** Replicate Guiding Lights to help more people and communities
- **Quality:** Maintain consistency and high standards of Guiding Lights
- **Adaptability:** Ability to adapt to unique market needs of replication partner



Prospective Partners and their Motivations

Accountable Care Organizations & Managed Care Organizations

- Financial reward to improve outcomes of care for patients, and by extension, caregivers

Integrated Health Systems & Large Hospitals

- Financial penalty for poor patient outcomes of patients, and by extension, caregivers

Community-based Care Organizations

- Marketing differentiation incentive to engage with patients and/or families sooner in the decision making process

Looking Toward the Future

Minimum Components of a Replicated Model:

- Caregiver referrals (vetted vendor program)
- Caregiver education and training
- Community engagement and advocacy
- Support groups
- Video resources
- Intensive skills workshop
- Sharing suite concept
- Limited license for use of trademarked "Guiding Lights" name, logo, and artistic elements
- Newsletter template and content allowing for local partner branding

QUESTIONS?



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