

Presentations Available by Benjamin Pearce, President Potomac Homes

Seminars for Caregivers and Professionals

(Seminars in **Bold** are approved for 1 CEU by NJ State Board of Social Work Examiners)

1. Aromatherapy: Essential oils as natural therapeutic agents

The sources of essential oils are explained and how they were used in ancient medicine. Primary functional groups of types of oils are defined as well as how these oils are extracted or distilled from plant material. The sources of these oils are mapped from their origin across the world. Aromatherapy is defined and details relating to how it is used with the elderly are explained. Oils for assisted living are reviewed in detail along with their purpose and likely response from the residents. Techniques about how the oils are best absorbed by the body using diffusers, and dilution in water and carrier oils are detailed. Safety guidelines are resource sites where products can be found is also explained.

2. Caregiver Stress and Burnout

Learn about what causes caregiver stress and burnout. Understand the risk factors relating to physical environment, emotional factors, and guilt that can expose caregivers to damaging stress. Solutions are offered to both prevent the buildup of stress and ideas on how a caregiver can better manage their role in caretaking of a loved one. Suggestions for caregiver relief and information resources are offered.

3. Many Faces of Dementia - Alzheimer's and Dementia: A Changing Lifestyle

Dementia and causes are defined. Causes other than Alzheimer's disease are detailed including mild cognitive impairment, vascular dementia, Lewy Body disease, Frontotemporal Dementia and Pick's disease, Huntington's, Parkinson's, and Creutzfeldt-Jakob disease. Treatable causes of dementia include reactions to medications, metabolic abnormalities, nutritional deficiencies, emotional problems, delirium, depression, and infections. Learn to recognize the 10 warning signs of Alzheimer's disease and the symptoms during the progression of the disease from early to middle to late stage. Current research into probable causes and genetic links are discussed and linked to pharmacology and side effects of the FDA approved drugs. Finally attendees will learn how to recognize early stage symptoms and how to respond to their loved one's issues relating to short-term memory loss, word-finding problems, asking the same question repeatedly, denial, decision making, and paranoia.

4. Falls and Hip Fractures

Ninety percent of the more than 352,000 hip fractures in the U.S. each year are the result of a fall. The remaining 10 percent of the hip fractures occur spontaneously due to low bone density or osteoporosis. Spontaneous fractures can then precipitate the fall. Among older adults, falls are the leading cause of injury deaths and the most common cause of nonfatal injuries and hospital admissions for trauma. Learn to understand and modify your risk factors for a fall and even prevent them from happening to you. Understand the two common types of hip fracture and treatment options for each with tips for a speedy recovery.

5. Depression in the Elderly

Learn about depression and its causes. Psychological, environmental, physical factors and personality characteristics and medications causing depression are detailed. Understand the differences between delirium, depression, and dementia and to recognize important signs and symptoms. Learn why depression is often difficult to diagnose and why it is important to treat. Untreated depression can lead to catastrophic health failure and even suicide in the elderly. Treatments and methodology for counseling and psychotherapy are discussed as well as medications and current assessment tools. Suggestions for self-help as well as family intervention strategies and prevention are also detailed.

6. A Matter of Taste: The effects of taste and smell on nutrition

It is not surprising to find that seniors almost unanimously name meals when asked what is the single most important aspect of their daily life. Most people understand that as we age, the way in which we experience our world through our senses of sight, hearing, touch, taste, and smell changes as those senses deteriorate over time. As our visual acuity diminishes, we wear corrective lenses; with auditory loss, we wear hearing aids. However, the least accepted and least understood deprivations are those of taste and smell, the two senses that primarily control the body's ability to experience food. Disorders of taste and smell are viewed as affecting the "lower" senses—those involved with sensual and emotional life—rather than the "higher" senses that serve the intellect. Learn how our ability to enjoy food could be related to a disease state or the medications you may be taking.

7. Understanding Alzheimer's Disease

Aging is a natural process of change that everyone undergoes. Our bodies show this change in various ways: hair turns gray, skin texture and elasticity alter, muscle tone decreases, and bodily functions slow and weaken. Advancing age may also bring about subtle changes in memory. Until recently, there was a widespread belief that "senility" was a part of old age. The term *senility* is not a medical diagnosis, but has been used to cover a variety of symptoms and behaviors, including forgetfulness, confusion, lack of responsiveness, and depression. The main complaint of most older people with respect to the aging process is changes in cognitive ability and how to deal with it. Learn about the most common form of dementia - Alzheimer's disease from diagnosis to how symptoms change over time. Successful strategies are offered to help family members cope with these changes.

8. Alzheimer's Disease: A caregiver's guide to living on a distant shore

Sometimes caregivers feel frustrated trying to communicate with their loved ones afflicted with dementia. Learn specific techniques to reach that distant shore and understand their reality. Learn about long and short-term memory loss and what it may feel like to be living with it. Learn how to use validation techniques and recognize obstacles to communication. Learn how to teach people with dementia to help themselves while maintaining their dignity. Understand sleep disturbances, wandering and learn some possible remedies. Inappropriate behaviors are also discussed along with possible remedies.

9. Frequency and Indications of Malnutrition in the Elderly: Strategies for Intervention

Malnutrition, or undernourishment resulting from insufficient food intake, is reported in up to 85% of nursing home residents (Simmons & Reuben 2000), and dehydration has been documented in as many as 60% of residents. Consequences of malnutrition include weight loss, infection, impaired wound healing, immune deficiency, development of pressure sores and even mortality. Dehydration can result in constipation, urinary tract infections, renal disease, pneumonia, hypotension and delirium. Learn about the importance of nutritional screening, the signs and characteristics of malnutrition and dehydration in the elderly. Explore the nutritional requirements of older adults and learn how simple interventions can help avert malnutrition in residents.

10. Assisted Living: Changing the Face of Long Term Care

Approximately 6.5 million people require assistance with the activities of daily living and by 2020, this number is expected to double. The American Association of Retired Persons estimates that the number of senior living communities has doubled in the past ten years and will more than double from present levels before the turn of the century. The dramatic growth and development of the senior housing business have introduced a number of participants who have learned the complicated task of delivering consistent, high-quality services to elderly persons primarily by trial and error. Many operators have successfully survived the learning curve. For others it has proven to be an expensive and frequently disastrous attempt to capitalize on the growing demand for senior housing—not withstanding the toll on those seniors who bought into the dream and were later entangled in a developer's nightmare of financial difficulties. Learn about the assisted living business and how to avoid the pitfalls.

11. Potomac Homes

Presentation explains the mission and objectives of Potomac Homes Alzheimer's communities. The program covers demographic information and statistics relating to the prevalence of dementia and Alzheimer's disease. Explains why the Potomac Home concept was created and how this residential environment is uniquely suited to people suffering from Alzheimer's disease and related dementia. Details Potomac's strategies in design, individualized treatment, research, innovative programs, and specialized staffing.

12. Medicaid Application Process

Presentation defines the Medicaid program for the elderly. Outlines who is eligible, specifies income and resource thresholds, exempt transfers, community spouse allowances and the minimum monthly needs allowance. Also learn about how look back and penalty periods affect eligibility, and retroactive eligibility. Learn about the New Jersey Medicaid waiver program for assisted living, and understand availability constraints. A detailed checklist of documents needed to process a Medicaid application required by the Department of Social Services is included. Understand what services are covered by Medicaid and how long you can expect to wait for approval.

Seminars for Supervisors

13. Performance Evaluations that Motivate

The evaluation process is fraught with anticipation and anxiety for everyone involved. Going through this procedure together each year provides managers and employees an opportunity to review and evaluate the process, allowing for a greater understanding of its need and importance. Yet managers often conduct performance evaluations with one goal in mind: how can we get through this without having to tell this employee how we really feel? This seminar shows participants how to conduct performance evaluations that can help to give appropriate feedback and motivate employees to improve their performance.

14. Staffing for Success: Recruitment and Screening Quality Employees

The single most important decision that we make as managers is the hiring decision. The quality and character of those in whom we place our trust to select and manage our employees will absolutely determine the success of our business. Most managers find the hiring and firing process among the most difficult aspects of their job. What they learn over time is that if they spend more time selecting the right employees for the job, the firing process can be minimized. Inexperienced managers often will hire the first qualified applicant who comes along so as not to prolong the agony of the search and interview process. It is much more difficult and time-consuming to find the right person for the job, but in the long run doing so will make the manager's job easier. This presentation explores effective recruiting tools and strategies, using screening and interviewing techniques to select the right staff, and four steps for staff retention.

15. Customer Service and Resident Satisfaction

There are many ways to quantify the residents' support of the management of the community. As with any business, word-of-mouth endorsements by your customers are your best advertisement. Residents will define quality as simply the difference between what they expect and what they get. If their expectations are exceeded (or even just met), they will represent your community as a quality operation. Conversely, if you are unable to meet their expectations, or fail to deliver on your promises, they will not recommend your community to friends and can even become hostile. Learn about the importance of resident satisfaction, how to manage moments of truth and the service model. Explore the cycles of good and bad service and how to handle resident complaints effectively. Ideas are also offered on how to conduct resident opinion surveys and interpret results.

16. Risk Management for Assisted Living

Assisted living community operations are exposed to a wide range of risks. In order to analyze and minimize risks in each aspect of their communities, operators who communicate potential

risks to their employees equip them to avoid making operational mistakes that can jeopardize the facility's legal position. Learn about the common causes of loss in assisted living and how to avoid them. Understand the proper way to report on an incident and why and the differences between objective and subjective reporting. Finally understand the duties on an insured in the event of a loss from the insurance carrier's perspective.

17. Motivation – The Power within Us

Understand what things motivate employees and what dissatisfies them. Learn the differences between an amateur and professional manager. Understand how to create organizational readiness and how to shed old ways of thinking. Learn what forces motivate an entire organization and understand what activities that you may be doing right now which can destroy your organization and cause morale problems in your work force.

18. Speaking Dementia

Communication is essential in providing care and support to someone with Dementia. Learn specific techniques and communication strategies for working with dementia patients. Learn how to approach someone with dementia and how to utilize all the senses to communicate with them. This seminar is particularly useful for both staff and family caregivers.

19. Financial Analysis made easy for Assisted Living

The successful operation of a senior living community largely depends on the executive director's ability to balance the financial objectives of ownership with the interests of residents and the employees who serve them. These are often conflicting interests, and achieving resident satisfaction while maximizing return on investment and adding value to the project are the trademarks of a seasoned executive director. Learn about operational and capital budgeting, accounting methods, financial definitions, how to determine your facility's cash flow, calculate capitalization rates, revenue multiplier, debt service coverage and other important financial ratios. Also learn how to negotiate with vendors and evaluate service contracts, Some tips for expense reductions and incentive plans are also offered.

20. The Winning Sales Presentation

Employees on all levels need to be taught to acknowledge the importance of marketing to their own personal success; this applies equally to the caregivers, activity director, the general manager, and even the president of the company. Learn about what prospects are looking for, how to prepare your community and your staff for a tour to create a great first impression and communicate quality. Understand all the mechanics of doing a winning tour from greeting and prequalifying to information gathering, to presentation, closing and the all-important follow-up.