



PARKER

Offering Adult Day: In-house and in the Community



LeadingAge Conference

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www.FrancisEParker.com



Presenters

The Francis E. Parker Memorial Home, Piscataway, NJ

❧ Gloria Zayanskosky:

Chief Quality and Community Services Officer

❧ Natalie Macaro:

Adult Day Services Director



Session Objective

- ❧ Hear how one traditional nursing home provider leveraged core competencies to develop and grow a successful adult day care program.
- ❧ Understand the infrastructure, assets and expertise needed to operate a sustainable adult day care.
- ❧ How to expand adult day services into the community.



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Parker's History & Mission

A Not-For-Profit Long -Term Care Community

- ❧ Over 100 Years of Providing Transformative & Charitable Long-Term Care Services in Home-like Settings.
 - 🕒 Founded in 1907 by Henrietta Parker in honor of her husband, Francis.
 - 🕒 Supported during the early years with help from the local community and volunteer nurses.
 - 🕒 Later supported with gifts from General Robert Wood Johnson.
- ❧ Tradition of Advancing Learning Opportunities for Nurses, other Health Care Professionals and Caregivers.





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Parker Services & Locations

Parker at Landing Lane



Nursing Care Residence (52)
New Brunswick, NJ

Parker at River Road



Nursing Care Residence (79)
(incl. Evergreen Way Dementia Care Neighborhood)
Piscataway, NJ



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Parker Services & Locations

Parker at Stonegate



Assisted Living Residence (80)
Highland Park, NJ

Parker at The Pavilion



Adult Day Center (60)
Center for Healthy Aging (110)
Child Development Center (55)
Education & Research Center
Highland Park, NJ



The Opportunity: Adult Day Care

Providing services and support to promote seniors living in their homes for as long as possible.

Ability to service more seniors than in residential settings and meet the needs of their caregivers.

Adult Day Care – an opportunity to fulfill needs in the senior community while building important bridges to prospective skilled nursing home residents and their families.



What is Adult Day Care?

- ❧ Adult day care is a planned program of activities designed to promote well-being through social and health-related services.
- ❧ Adult Day provides caregiver respite.
- ❧ Typical participant is elderly, disabled, averages 75 years of age, and likely to have some type of dementia, many are functionally dependent, needing assistance from one to three ADLs.
- ❧ Most Adult Day programs provide:
 - ❧ Health assessments, nursing supervision,
 - ❧ Physical/Occupational/Speech Therapy
 - ❧ Medication administration and assistance with Activities of Daily Living (ADLs)
 - ❧ Therapeutic recreation, socialization, and group activities
 - ❧ Case management/care coordination
 - ❧ Transportation



Case Study

- ❧ The Francis E. Parker Memorial Home (Parker)
 - 🕒 Core competencies in nursing care and dementia programming
 - 🕒 Leveraged to establish an adult day care program.
- ❧ Nearly six years later, Parker Adult Day Center has grown into one of the leading home-and-community-based programs in central New Jersey.

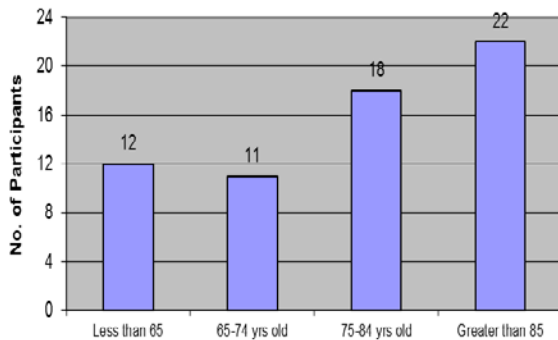




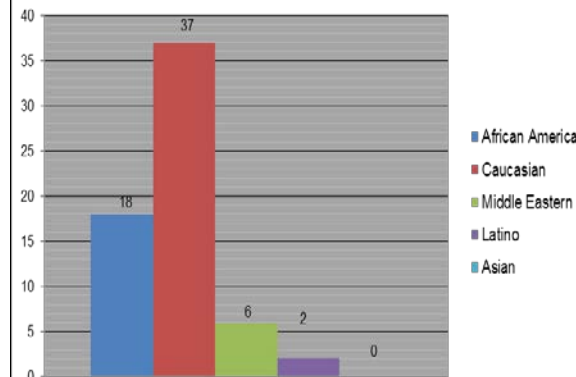
Parker ADC – Medical Program

- ❧ Opened in April 2008, has enrolled 244 participants (5/22/14);
- ❧ Total enrollment: 68 participants, 40/day average;
- ❧ Current population: 89% diagnosed with dementia, 19% under the age of 65, 63% are 75 years and older, 41% minority groups.

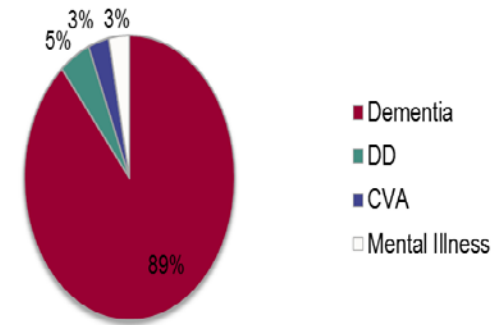
ADHS - Age



ADHS - Cultural Diversity



Diagnosis





Parker ADC- Medical Program

❧ Living Arrangements: 41% live with an adult child, 33% live with their spouse.

Support and Education for Caregivers:
Monthly support groups, afternoon and evening meeting times to accommodate schedules of caregivers.



Parker ADC- Medical Program

❧ Staffing Structure

- ❧ Individuals who thrive in a fast-paced changing environment

❧ Mandated 1:9, staff:participant ratio

- ❧ Parker maintains 1:5 ratio, to meet the needs of dementia population

- ❧ Ability to provide parallel programs



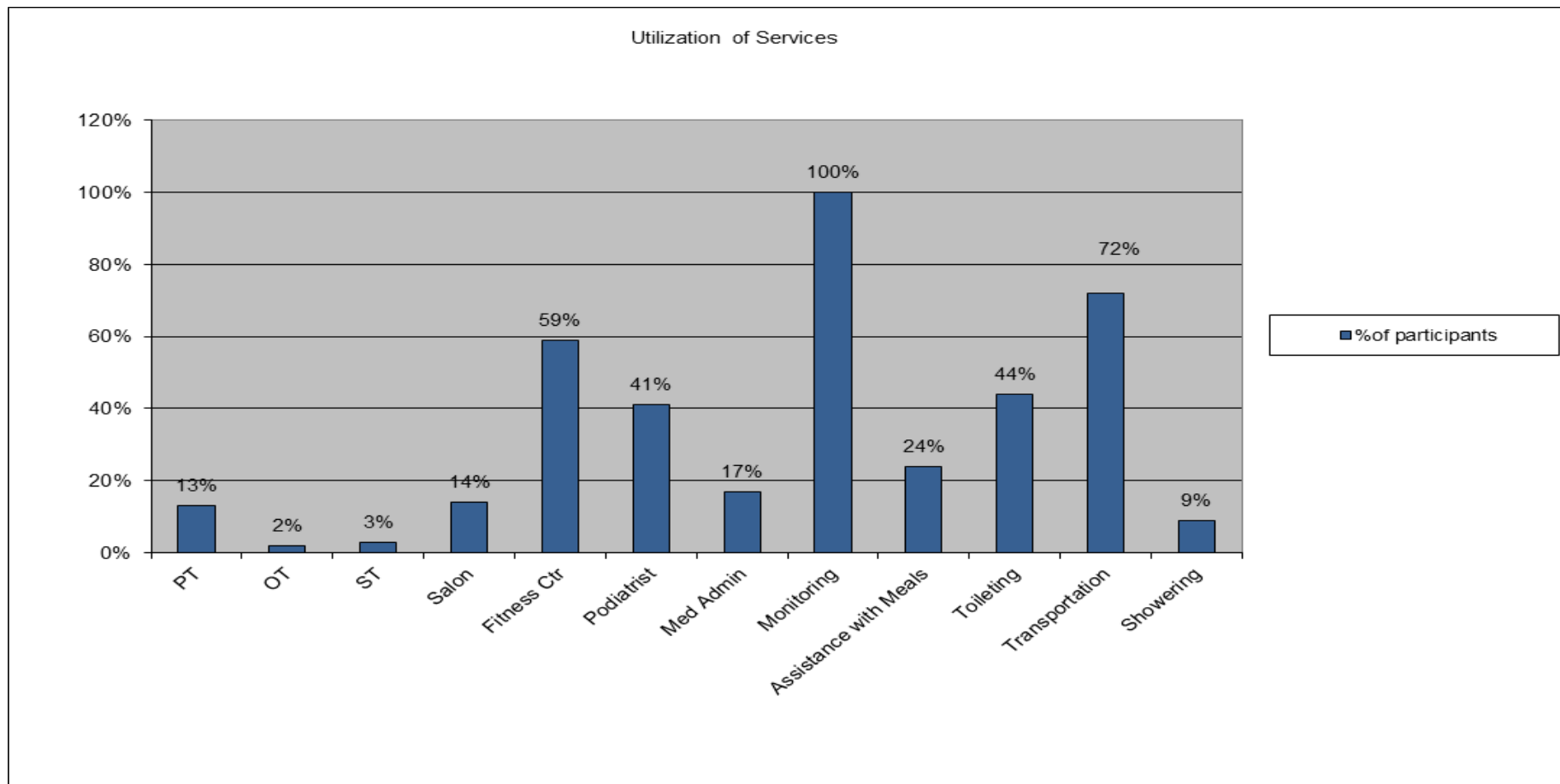
Parker ADC-Medical Program

❧ Offerings:

- ❧ Medical Monitoring
- ❧ Medication Administration
- ❧ ADL Support
- ❧ Therapeutic Recreation
- ❧ Fitness Center/Pool
- ❧ PT/OT/ST
- ❧ Podiatry Care
- ❧ Support Services: Care Coordination
- ❧ Transportation



Utilization of Services

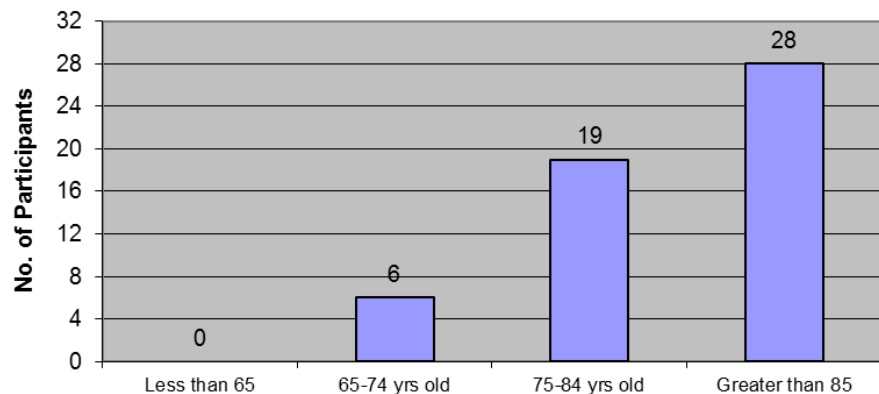




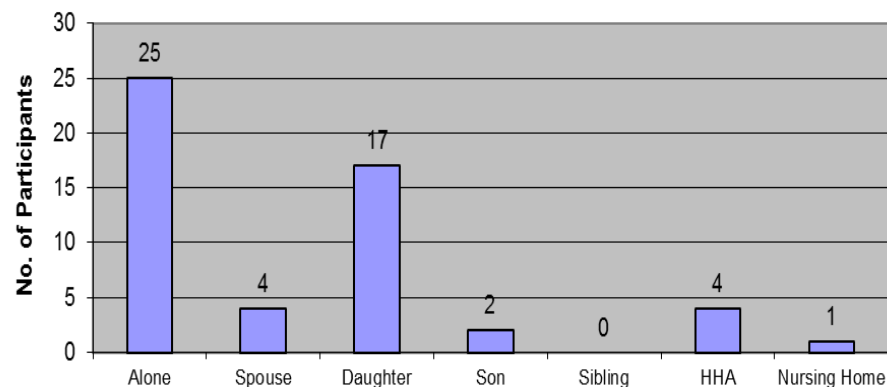
Parker ADC – Social Program

- Meets the needs of the isolated senior who desire to stay connected to their peers and want to maintain a health active lifestyle as they age,
- Opened in June 2010: 118 enrolled to date,
- Total enrollment: 58 , 20/day.

ADHS - Age



ADHS - Living Arrangements





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Parker ADC – Social Program





Adult Day Care Challenges

❧ Nursing home providers may already have most of the infrastructure, the assets, and the expertise to launch a successful program.

❧ Key challenges to building a sustainable program

- ❧ Marketing
- ❧ Transportation Services
- ❧ Case Management
- ❧ Staffing



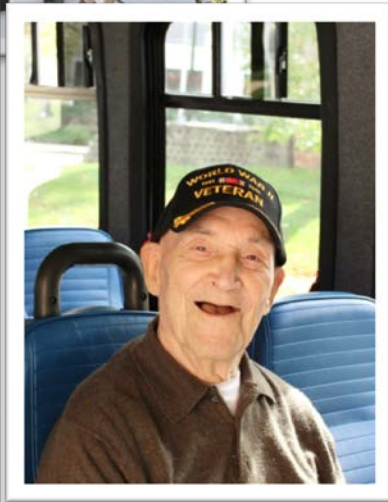
Marketing

- ❧ Adult Day - relatively new in spectrum of services for caregivers.
- ❧ Lack of understanding - what it is and why it is a valuable caregiving option to assist.
- ❧ Build Awareness and Interest - community outreach and professional referral relationships
- ❧ Provide Free Program Trials - build trust/ confidence with caregivers.
- ❧ Goal to get potential participant in the door, then the program would sell itself.





Transportation

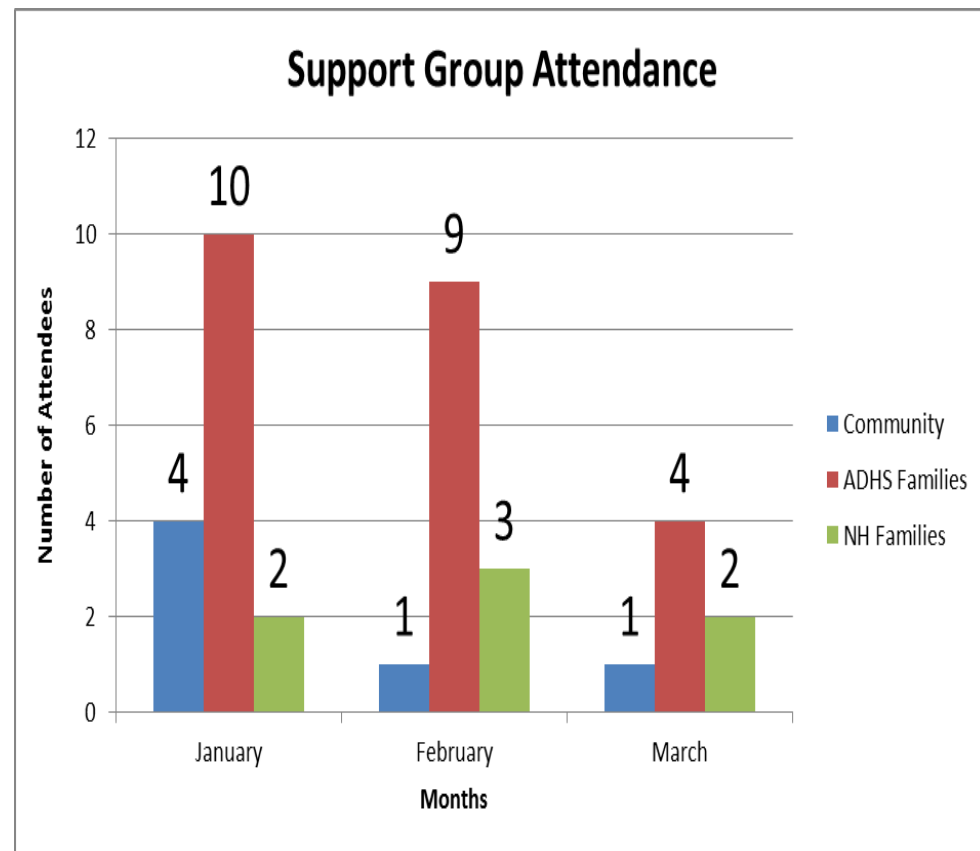


- ❧ Important service provided by most (required by some state regulations).
- ❧ Significant expense and continual challenge - coordinate routes, manage drivers, maintain vehicles
- ❧ Began transportation services — using current staff as van drivers, renting vehicles, contracting with local transport companies.
- ❧ More than 80 percent of participants use transportation services.



Case Management

- Majority of participants have dementia.
- Require heavy caseload - family education, assistance with supportive services/ placement options.
- Caregivers often believe that caring for loved one is a family responsibility - may feel guilty using community services.
- Establish caregiver relationships and caregiver support services - support groups and educational programs.





Parker ADC- Medical Program

- ❧ Participants with early-onset AD;
 - ❧ Programs developed to meet their specific needs;
 - ❧ Men's Group, parallel programs, physically challenging exercise programs including fitness enter/pool;
 - ❧ Family Engagement Program





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Parker ADC – Medical Program





Adult Day Care Success Factors

- ❧ Be open a full day. Expand hours, should local market desire it.
- ❧ Provide or arrange for participant transportation.
- ❧ Provide a full day of engaging activities - choices, & interests/abilities of participants.
- ❧ Market to caregivers and formal referral sources – target to enroll one participant for every three inquiries.
- ❧ Adopt best practice of enrolling at least one new person per week.
- ❧ Pursue a variety of revenue streams. (self-pay, government funds, private insurance, etc.)
- ❧ Recruit and keep quality staff that thrive in a fast paced environment.
- ❧ Hire a Program Manager/Director with passion, persistence, resilience, self-motivation.



Parker Adult Day Club at Home

- ❧ LeadingAge Innovation Grant - Housing Plus Services
- ❧ Activity – based program (10am-2pm with hot nutritious lunch)
- ❧ Promotes and supports healthy aging (fitness & education)
- ❧ Enhances daily life through a variety of activity programs
- ❧ Activities cater to preferences and needs of participants.





Affordable Independent Senior Housing

- ❧ Resident Profile
 - ❧ Diverse population – social / economic, ethnic.
 - ❧ Compromised physical & cognitive health
 - ❧ Many are homebound, isolated and unengaged.
 - ❧ Majority are living alone with limited family/caregiver support.
- ❧ Underutilization of Community Rooms.
- ❧ Management focused on operations.

Barriers to Traditional Adult Day Center Enrollment

- ❧ Enrollment process can be overwhelming
- ❧ Affordability concerns
- ❧ Fear of social acceptance
- ❧ Lack of motivation to try new program
- ❧ Anxiety to travel on bus
- ❧ Commitment to a schedule (bus pick-up, 1-2 days/week)



Program Design

- 🌀 Weekly - 10:00am - 2:00pm
- 🌀 Provide nutritious, hot lunch
- 🌀 Provide variety of activities that promote healthy aging
 - 🕒 Mentally stimulating activities
 - 🕒 Physical activities
 - 🕒 Opportunities to socialize and build relationships
 - 🕒 Educational activities
 - 🕒 Creative Arts
- 🌀 \$3.00/day fee for program (\$12.00/month)

Program Day at a Glance

10:00 Welcome and discussion of program for the day

Morning Activities:

Food for Thought

(Discussion Topic, Current Events, Holiday or Celebration Topic)

Wellness Program

(Yoga, Sit and Stretch, Fitness Dice, etc.)

Word Game- Cognitive Activities

(Change a Letter, Stretch a Word, Name 10, Creative Writing, Time Slips)

Lunch:

Starter: Potato Leek Soup

Entrée: Chicken Pot Pie

Dinner Roll

Dessert: Assorted cookies, sugar-free alternative

Afternoon Activity: (social focus)

(Yahtzee Tournament, Name that Tune, Bango, Creative Arts, Card Sharks, Drama Club, Arm-Chair Travel, Musical Programs)

2:00 Good-bye and Announcements



Launch Dates

- ❧ Thursday, April 25th: North Brunswick Senior Housing
- ❧ Monday, June 3rd: Highland Park Senior Housing
- ❧ Tuesday, July 9th : Wilentz Senior Residence
- ❧ Friday, July 19th : Martin Gerber Senior Apartments
- ❧ Wednesday, July 31th : Sterling Village

Challenges

- ❧ Hiring the right Program Manager
- ❧ Supporting an off-site program
- ❧ Engaging (5) local senior housing buildings
- ❧ Process to complete collaborative agreements
- ❧ Measuring success



Success Metrics

- ❧ Achieve of an average of 15 – 20 participants in each location daily – measured by census.
- ❧ Report by property staff of an improvement in the participant's mood and behavior.
- ❧ Self assessment tool to determine functional status at start of program, re-asses at program end to show positive change.
- ❧ Satisfaction of participants and property staff - customer survey at 3 months and program end.
- ❧ Quality of Life Survey.



A New Era

- ❧ Embarking on a new era for the LTC industry.
- ❧ Adult day care and other innovative home- and community-based programs.
- ❧ Innovative providers can best care for a shifting—and growing—senior population.
- ❧ Nursing homes that desire to make this shift can leverage core competencies.
- ❧ Must be willing to experiment and invest for the future, recognizing the benefits of adult day and other community-based services.



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The Francis E. Parker Memorial Home, Inc.

**PARKER at River Road
Nursing Care Residence**
1421 River Road
Piscataway, NJ 08854

**PARKER at Stonegate
Assisted Living Residence**
443 River Road
Piscataway, NJ 08904

**PARKER at Landing Lane
Nursing Care Residence**
501 Easton Avenue
New Brunswick, NJ 08901

**PARKER at The Pavilion
Adult Day Center**
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