

MOST Theme Descriptions

Prior to making your decision for which theme to pick, please read through this document so you know what each theme is about, what resource sheets are available and the postcard headlines per theme.

Age Related Sleep Problems

Although sleep needs do not change as we get older, our sleep patterns do change, which along with many chronic health issues that are prevalent in the elderly, can result in poor sleep. The ones who suffer the most from this of course, are the family caregivers. This theme not only educates on sleep problems prevalent in the elderly, but also focuses on how home care can help, with respite care.

Resource Sheet Titles

Healthy Sleep Tips

Risks of Sleep Deprivation

Sleep Disorders: Know When to Call the Doctor

Postcard Headlines

REFERRAL: Patient, tender loving care comes from getting a good night's sleep.

SALES: Get some respite and avoid the complications of sleep deprivation

QUICK: Patient, tender loving care comes from getting a good night's sleep

Alzheimer's Disease – An Epidemic with Education as a Treatment Modality

National Research shows that only one of ten caregivers has any type of instruction or information to help combat the challenges with the many behavioral patterns of a person who is dealing with memory loss. This lack of knowledge can make caregiving for a loved one with Alzheimer's disease especially stressful. This theme showcases your agency as an expert in Alzheimer's care and education, letting family members and referral sources know they can trust your agency with their dementia care needs.

Resource Sheet Titles

Common Causes and Supportive Responses for Alzheimer's Related Behaviors

FAQs About Alzheimer's Disease

Activities for Those with Alzheimer's Disease

Communication Tips for Alzheimer's Disease

Memory Screening Questions

Postcard Headlines

SALES: They said it's Alzheimer's disease. Now what?

QUICK: With Alzheimer's, sometimes the best help comes in the form of understanding.

Alzheimer's – Information and Education

As you probably know the estimate is that about 16 million people in the world have Alzheimer's disease with 4.5 million in America. For every person with Alzheimer's there is often at least one other person who directly cares for them and a host of support services called to help. This theme is meant to educate

about the disease and make people more aware of the options for Alzheimer's care. Use our Memory Screening Resource sheet with this theme to set up free memory screenings for the general public and harvest contact information from potential clients.

Resource Sheet Titles

Alzheimer's Awareness
When to Stop Driving
Coping with Sundown Syndrome
Mini Mental State Examination
Activities for Those with Alzheimer's Disease
Communication Tips for Alzheimer's Disease
Memory Screening Questions

Postcard Headlines

REFERRAL: Early intervention and proper care can slow the progression of dementia
CAREGIVER: November is National Alzheimer's Awareness Month. Are You Aware?
QUICK: Proper care can slow the progression of dementia
SALES: Alzheimer's disease strips the mind of its memories.
ALZHEIMER'S: Alzheimer's disease strips the mind of its memories.

Arthritis: Education Fosters Independence

Osteoarthritis affects nearly 27 million Americans. This theme seeks to educate those 27 million Americans with how home care can assist them in being as independent and in control of their own lives as possible. The resource downloads include pain management techniques and exercise recommendations for those with arthritis.

Resource Sheet Titles

Get moving to manage osteoarthritis
Recommendations to Manage Arthritis Pain
Separating Arthritis Facts From Fiction

Postcard Headlines

REFERRAL: The earlier an accurate diagnosis for arthritis is made and treatment begins, the better the outcome.
SALES: Is he managing his arthritis or is his arthritis managing him?
QUICK: Pain, stiffness or swelling in or around a joint may signal arthritis.

Assisting the Sight Impaired

With statistics confirming that approximately one person in three has some form of vision-reducing eye disease by the age of 65, the impetus to provide services with a greater understanding of eye diseases, home environmental changes and simple adaptive tools is certainly there for the home care agency with quality as a goal. Understanding the various frailty issues that most affect an aging population will allow your referral sources to better understand when it is appropriate to call for in home care assistance. This theme focuses on the main 4 vision issues affecting an aging population: age-related macular degeneration, glaucoma, cataracts, and diabetic retinopathy.

Resource Sheet Titles

Lighting Considerations for Persons with Low Vision

Home Modifications for Persons with Vision Impairment

Assistive Products for Those with Vision Impairment

Eating Tips for the Sight Impaired

Identifying Vision Loss in Seniors

Postcard Headlines

REFERRAL: "A person who is impaired never knows his hidden sources of strength until he is encouraged to shape his own life." -Helen Keller-

SALES: Vision loss? Envision continued independence.

ALZHEIMER'S: Care for the visually impaired with dementia never takes a break.

QUICK: Losing vision does not have to mean losing independence.

Benefits of Home Care

How do you get referral sources to understand why they should make a referral to home care rather than assisted living? Our message is for referral sources to think about home care in a different way- as the first care placement of choice. We also hope to educate a referral source to determine what IS appropriate for a specific person who needs care, rather than just using a one-size-fits-all approach. This is basic home care 101, but sometimes we forget that some do not know or think about home care as the first option. And for those who do? The resource download makes for a fairly simple reference to help anyone make a decision on care.

Resource Sheet Titles

Understand the Models of Care: Make Appropriate Referrals

Making a Decision for Type of Care: At-Home or a Move Elsewhere

Home Care Checklist

Listing the Benefits of Home Care

Considerations When Faced with Care Needs

Postcard Headlines

REFERRAL: Moving from home to a facility for care is a permanent choice. Are you sure you are recommending the right option?

SALES: There's just no place like home.

ALZHEIMER'S: Just resting in a favorite chair with a familiar view brings comfort.

QUICK: Moving from home to a facility for care is a permanent choice. Are you choosing the right option?

Care Coordination: A Value Added in Home Care

It is easier to make the decision to remain at home while one is recuperating from an illness, accident or surgery or as one becomes frail and needs ongoing assistance if there is adequate assistance to handle the normal activities of daily living PLUS the instrumental activities of daily living. It is the inability to perform routine tasks, and the loss of control over who does what and when that is one of the most frustrating things to a home-bound person. Coordinating care can mean much more than just staffing. The care managed home care business has the ability to handle much more, and it is this care management and service coordination that makes the difference in a person's ability to remain at home for as long as possible. This theme focuses on all of the activities outside of direct

hands-on care that need to be considered when one is considering home care. Whether your agency provides these services or contracts with a geriatric care manager to provide them, it is the care coordination component of home care that addresses the services in the community that are focused on assisting the frail to live safely and securely at home without too much deviation from a normal routine. Hopefully this value-added service and the focus on it will draw the attention of some of the referral sources who need a bit of a wakeup call!

Resource Sheet Titles

Coordinating In-Home Care: Checklist of Services to Successfully Age in Place

High Tech Tools

Postcard Headlines

REFERRAL: Appropriate care coordination is an art form

SALES: Orchestrating the best care options

ALZHEIMER'S: Dementia care takes all into consideration.

Care for the Heart

Cardiovascular disease is our nation's number one killer. Because of those numbers, it stands to reason that there are many potential home care clients who are suffering from heart disease, are recuperating from heart surgery, or need some assistance caring for someone with a heart problem. This theme's materials cover understanding, preventing, surviving and living with cardiovascular diseases, with of course, the suggestion that home care be included in the care mix.

Resource Sheet Titles

Blood Pressure Tracker

Frequently Asked Questions from Caregivers about Heart/Stroke Survivors

Heart Attack, Heart Surgery and Stroke Patient Communication

Heart Attack Warning Signs

Recovering After Heart Surgery

Heart Disease Medication Guidelines

Postcard Headlines

REFERRAL: After heart surgery or a stroke...get care to take care

SALES: Care for the heart. Care for a life.

ALZHEIMER'S: Patience. Kindness. Understanding.

QUICK: We care for broken hearts.

Celebrating and Supporting the Family Caregiver by Using Respite Care

The message of this theme is identifying and assisting burned out family caregivers with some respite – from your agency, of course. The resource download choices include tips to avoid burnout and a few branded sheets of inspirational quotes that may provide some inspiration to a caregiver for a lift in spirits. Additionally, there is a resource download that covers statistics on family caregiving and how it affects the workforce and businesses.

Resource Sheet Titles

- Inspirational Quotes
- Reducing Caregiver Burnout
- Common Issues and Statistics Regarding the Family Caregiver in the Workplace
- Recognizing stress overload and its effects

Postcard Headlines

- REFERRAL & QUICK: All family caregivers deserve a reward
- ALZHEIMER'S: Caring for someone with Alzheimer's is living the 36-hour day.
- SALES: If she can't care for herself, how can she care for her husband

Diabetes and Home Care: A Good Fit for the Diabetic

An estimated 285 million people, corresponding to 6.4% of the world's adult population, will live with diabetes in 2010. This presents an opportunity for your home care agency to present how your services can benefit someone with diabetes. This theme demonstrates the services a home care agency can offer to alleviate the stress from the constant care management this disease requires.

Resource Sheet Titles

- Glucose Level Warning Signs
- Staying Hopeful and Healthy: Tips to Avoid Diabetic Burnout
- Diabetic Foot Care

Postcard Headlines

- REFERRAL: Help in the fight against diabetes burnout
- SALES: Diabetes requires consistent, careful management to ward off complications
- QUICK: Testing, tracking and scheduling routine check-ups are key to controlling diabetes.

Diabetes and Home Care: Resources for the Medical Community

A recent study found that 42% of the diabetic population in the United States are age 65 and older. As diabetes increases the risk for cognitive decline and physical disability, home care for aging diabetics is often a good fit. The information in this theme targets hospitals, primary care physicians, podiatrists,

endocrinologists, ophthalmologists, dieticians, dentists and anyone else in the medical community who could benefit from educational resources on diabetes for their patients.

Resource Sheet Titles

Diabetes: Facts to Dispel the Rumors

Diabetes Blood Glucose Diary

Glucose Level Warning Signs

Staying Hopeful and Healthy: Tips to Avoid Diabetic Burnout

Diabetic Foot Care

Postcard Headlines

REFERRAL: 42% of the diabetic population in the United States is age 65 and over. Why is this important?

QUICK: Looking for help to educate your patients in proper diabetes management?

Diet and Nutrition: How Home Care Helps Keep Home-bound Eating Well

Since so many people start using home care services because they need meals prepared, the importance of good nutrition on health, PLUS the ease and convenience of purchasing home care services to plan, purchase and prepare meals is a great theme to focus on.

Long term in-home care is not just for the ill, it is also for those who need basic services to maintain health and well being as they age. Cooking for one or two can become difficult, and not eating properly can quickly lead to losing good mental and physical abilities. Our helpful resources for this theme focus on capturing the attention of referral sources with simple nutritional screenings and useful information on the importance of good diet.

Resource Sheet Titles

Daily Food Record Sheet

Detailed Nutrient Needs for Older Adults

Food Guide Pyramid for Older Adults

Nutritional Comparison of Drink Supplements vs Food

Nutritional Screening Tool

Tips for Eating Well for Older Adults

Postcard Headlines

REFERRAL: Nutrition at 80 looks different from nutrition at 30.

QUICK: Research shows that poor nutrition is a key cause of frailty and leads to cognitive decline.

ALZHEIMER'S: When the brain is no longer cueing the body to eat...

SALES: Food for the body is food for the brain.

Difficult Decisions Made Easier Through Assessments

If your agency offers geriatric assessments, then this theme is right for you. If your agency does not offer assessments, then perhaps it is time to find a geriatric care manager who will work with you so your agency can offer a complete assessment to help families get the right solutions for their care needs.

When it comes to knowing what care needs a senior requires, oftentimes family members do not know where to begin and feel overwhelmed with the entire caregiving process. This theme gives good background information and assistance on where to start when care needs present. Because doing an assessment establishes such an important baseline when it comes to determining services needed for care, and because there are so many options and variables that occur when one needs care, this is an important educational topic not just for your potential clients and referral sources, but your employees as well.

Resource Sheet Titles

Why Ask for a Geriatric Care Assessment?

ADL/IADL Checklist

Assessment Questionnaire

Postcard Headlines

REFERRAL: Shouldn't a baseline geriatric assessment be the first step when determining care needs?

SALES: When elderly care needs present, if your care provider is not assessing for depression, you may be missing the boat.

QUICK: Assessments for daily function, for depression, and for mental status are a must for those seeking home care.

Elder Abuse Awareness and Protection

No one wants to even think about elder abuse, but it is apparent from the news that as the population ages, more seniors are being emotionally, psychologically, financially and sexually abused. The unintentional abuse from an overtaxed and overburdened caregiver can possibly be avoided with some extra assistance at home. That is the message to your referral sources. However, the resources and links are targeted at education and intervention. We have tried to tackle this important subject with some good visuals and a strong, but important message.

Resource Sheet Titles

Protect Against Elder Abuse

Signs and Symptoms of Elder Abuse

Tips to Protect Against Elder Fraud

Rights of the Elderly

Risks Factors for Elder Abuse

Postcard Headlines

REFERRAL: Elder Abuse. A reality you can prevent.

SALES: Elder Abuse. Very real. Very preventable.

ALZHEIMER'S: Provide relief. Prevent abuse.

Fall Prevention

For good reason, many in the geriatric population suffer a fear of falls. In fact, falls are the leading cause of injury-related visits to emergency centers in the United States and the primary cause of accidents in persons over the age of 65. With this in mind, few people are educated on how to help prevent a fall, which presents a great opportunity for your agency. For this theme we created an internal agency safety checklist to use as a leave-behind for your clients as a safety assessment for their home environment. We feel this can be a great “door opener” for potential clients who need home care. In addition, we’ve created a safety assessment checklist for referrals/clients that will also be a choice for downloadable resources relating to falls.

Resource Sheet Titles

Factors Contributing to a Fall PLUS Ways to Help Prevent a Fall
Improving Balance to Prevent a Fall
Products to Consider for Preventing Falls
Safety Checklist
Tips for Preventing Falls

Postcard Headlines

REFERRAL and QUICK: About half of all falls happen at home
SALES: If only life came with a warning label.
ALZHEIMER’S: Prevent a fall for an Alzheimer’s patient. Eliminate one hazard from an already precarious situation

Family Holiday Activities Can Include Seniors

For a home care agency, the holidays are a great time to grab the attention of adult children with frail parents. Educating consumers and referral sources on how to include seniors in holiday activities is a tangible and pleasant way to get your foot in the door and then drive home the message that your agency can help.

Resource Sheet Titles

Gift Ideas for Seniors
Holiday Tips and Activities for Those with Alzheimer’s
How to Create Your Own Memory Book
Outings for Seniors

Postcard Headlines

REFERRAL: A little pre-planning can help create enjoyable holiday activities for seniors.
SALES: Holidays can become overwhelming, especially for a caregiver.
QUICK: Make this holiday season unforgettable

Hearing Issues and Solutions for Seniors

People with hearing loss generally wait an average of seven years before seeking help, and more than 15 million people in the United States with hearing loss avoid seeking help altogether. This theme encourages seeking a proper diagnosis with the emphasis on how a home care agency can assist someone with

hearing loss in their daily activities and share ways to make a home safer and more comfortable. Resource downloads include communication strategies and hearing loss support devices.

Resource Sheet Titles

- Hearing Loss Support Devices
- Communication Strategies for Someone Experiencing Hearing Loss
- Communicating With Someone Experiencing Hearing Loss
- Important Questions When Purchasing Hearing Aids

Postcard Headlines

- REFERRAL and QUICK: Help the hearing impaired step from the sidelines and join the conversation
- ALZHEIMER'S: Hear it from his point of view
- SALES: "Loss of vision means losing contact with things, but loss of hearing means losing contact with people." - Helen Keller

The Hidden Patient: The Alzheimer's Caregiver

Did you know that statistics show that the caregiver oftentimes dies a full 2 years ahead of the person for whom he/she is providing care? It is stress, lack of sleep, and lack of care for the caregiver that takes its toll. Getting family caregivers to accept help is the hard part, and this theme is directed at educating about the importance of getting assistance for the family caregiver, especially in Alzheimer's situations.

Resource Sheet Titles

- Activities for Those With Alzheimer's Disease
- Communication Tips for Someone With Alzheimer's Disease

Postcard Headlines

- REFERRAL: Life support as needed
- SALES: Sacrificing in order to provide care comes at a cost...
- CAREGIVER: A helping hand when it's most needed.

Home Modifications for Fall Prevention

In the next 17 seconds, an older adult will be treated in a hospital emergency department for injuries related to a fall. In the next 30 minutes, an older adult will die from injuries sustained in a fall. With 60 percent of falls occurring in the home, it is important to educate about the simple home modifications that can help prevent a fall and make a senior feel safer. This is a great opportunity to highlight your agency's free home safety evaluations and how you can help coordinate the implementation of suggested alterations and further help reduce fall risks by providing reliable, attentive, and dependable home care.

Resource Sheet Titles

- Assess Personal Fall Risk

Products to Consider for Preventing Falls

- Tips for Preventing Falls

Home Safety Checklist (for internal agency use only)

ALZHEIMER'S: Prevent a fall for an Alzheimer's patient. Eliminate one hazard from an already precarious situation.

Postcard Headlines

REFERRAL: Even a simple fall can have devastating results....

QUICK: About half of all falls happen at home.

Living with and Caring for Cancer: Building a System of Support

The statistics are startling as to how many people cancer affects. Not just the patient, but the support system that has to accept the emotional and physical toll of the diagnosis, the treatment, hopefully the cure, and if not, the decline. Understanding the role of a good home care partner and the difference that can make in the daily living and the outcomes makes the referral to you a gift and a blessing. This theme is a mix of education on cancer related caregiving items from support to nutrition, and suggests using outside help for a variety of functions to make life easier on the patient and the family or support in place. Because of the sheer numbers of those who are touched by cancer, this topic should resonate with a wide audience.

Resource Sheet Titles

- Best Foods to Eat After Cancer Diagnosis
- Chemotherapy Questions to Ask Your Doctor
- Combating the Side Effects of Chemotherapy
- Getting Help with Your Caregiving Responsibilities
- How to Help Someone Diagnosed with Cancer

Postcard Headlines

- SALES: When cancer strikes, call in a strong support system
- REFERRAL: How can you best help someone with cancer?
- ALZHEIMER'S: Make time for quality time
- QUICK: What is the best way to help someone with cancer?

Maintaining Safety, Health and Independence with Technology at Home

With the baby boomer tidal wave expected to impact health care, it isn't surprising that new technological inventions and advances in current technology to help care for more seniors outside of a nursing home and to reduce hospital admissions are occurring daily. And it appears that all are poised to accept these changes, as a recent study found that patients reported they were comfortable with computers playing a central role in their future health care. Keeping abreast of some of these technology uses for home care will not only showcase your agency as being ahead of the curve and above the competition, but can also enhance your caregiving services and the ability to keep your clients safer, more secure and healthier in their chosen environment.

Resource Sheet Titles

- Beginner's Guide to PERS
- Comparison Shopping Guide When Purchasing a PERS
- Maintaining Independence Through Home Technology

Examples of High Tech Tools

Postcard Headlines

- REFERRAL: Cutting edge technology to help seniors at home. The latest may surprise you.
- SALES: Worried because a frail parent isn't answering your calls?

QUICK: Learn how new advances in technology help with care at home.

Making the Home Safe and Better Equipped for Aging in Place

Homes are usually built with no consideration for aging or frailty issues in the design. This theme demonstrates many simple as well as some extensive modifications one can make to a home to allow for aging safely and comfortably at home. This theme also serves as a great introduction to the possibilities for home care services and allows your agency to tout any free safety assessments you offer, opening the door to new inquiries.

Resource Sheet Titles

Home Modifications for Safer Aging in Place
Home Modifications to Accommodate a Wheelchair
Overcoming Physical Difficulties Through Home Alterations
Tips to Prevent a Fall

Postcard Headlines

REFERRAL: QUESTION: What do aging and remodeling have in common?
SALES: 70% of people spend their remaining years in the home where they lived when they celebrated their 65th birthday
QUICK: 89% of people 50+ wish to remain in their own homes indefinitely

Maximizing Time with the Doctor

Communication is vital to receiving the best healthcare possible, but many patients struggle when it comes to talking to their doctors. This theme aims to offer applicable advice and pre-planning tips to help get questions answered at a doctor's visit. This theme also emphasizes how home care can assist with scheduling and transportation to appointments as well as medication reminders.

Resource Sheet Titles

AHA List of Questions to Ask Your Doctor
Diagnosis Questionnaire
Info to Collect Beforehand to Take to a Drs Appt
Medical Tests Questionnaire
Prescribed Medications Questionnaire

Postcard Headlines

REFERRAL: Value the precious time with a doctor and use it to the fullest
QUICK: Make every minute with your doctor count
SALES: Learn how to make every minute with a physician be time well spent
ALZHEIMER'S: Be an advocate for your loved one with Alzheimer's at a doctor's appointment

Mothers Caring for Mothers: Home Care Solutions for Family Caregivers (Recommended theme for May)

Approximately 67% of family caregivers are women, and the majority of those women are caring for their aging mothers. With studies demonstrating that family caregivers typically put their care recipient's needs above their own needs, there is a need for education about the importance of respite care. This theme, "Home Care Solutions for Family Caregivers", focuses on the needs of the female caregiver and is meant to emphasize the importance of respite care while also informing on a variety of sources for caregiver relief.

Resource Sheet Titles

Reducing Caregiver Burn-out
Empowering Family Caregivers
Tips for Caregivers
Understanding Respite Care
Signs of Burn-out: A Checklist for Caregivers

Postcard Headlines

REFERRAL/SALES: Most family caregivers are women caring for their aging mothers.

Options to Age at Home

Many people are often confused about the variety of options for in-home care, and this theme is your opportunity to educate on the similarities and differences for care in order to help others adequately plan for long-term care needs. The materials in this theme cover the differences between home care, home health care, hospice as well as Medicare, Medicaid and the role of a geriatric care manager.

Resource Sheet Titles

Assessing Needs to Remain at Home with Assistance
Geriatric Care Manager Questionnaire
Models and Payment Options of In-home Care Providers
Examples of High Tech Tools
Options for Care at Home-Defined

Postcard Headlines

REFERRAL, SALES, and QUICK: Help loved ones and clients take control of their future. Encourage making an informed plan for care.
ALZHEIMER'S: Make an informed plan for care while still aware.
CAREGIVER: Help loved ones take control of their future. Make an informed plan for care.

Overcoming Objections to In-Home Care

It is not always a simple task to transition seniors to accepting in-home care. Our new theme for October, "Overcoming Objections to In-Home Care," acknowledges this fact and offers tips and guidelines on how your agency can make this transition as smooth as possible for all of your clients and their families.

Resource Sheet Titles

Overcoming Objections to an In-Home Caregiver

Postcard Headlines

Conversation Starters to Discuss Home Care with Seniors

Tips to Talk: Broaching the Subject of Care Needs with Seniors

REFERRAL/Sales: Know someone showing signs of care needs but who doesn't think help is needed?

QUICK: Having Difficulty Transitioning to In-Home Care?

Parkinson's Disease - Challenges and Choices

When a person is diagnosed with Parkinson's disease, they are oftentimes uneducated about the amount or level of care that will be required as the disease progresses. This theme's materials will fill that need and showcase how an excellent home care agency can be the solution for care needs. Resource sheet topics include Providing Care for Parkinson's, Creating a Parkinson's Safe Home and a step-by-step guide for the Heimlich Maneuver.

Resource Sheet Titles

Providing Care for Parkinson's

Stages of Parkinson's disease

Parkinson's Safe Home

Heimlich Maneuver

Postcard Headlines

REFERRAL: Parkinson's disease is life altering

CAREGIVER: Learn the course Parkinson's may take for your loved one

SALES and QUICK: Parkinson's disease requires special knowledge and care

Paying for Home Care

This theme's materials provide valuable information on ways to help afford the cost of care at home. From veteran's benefits, to reverse mortgages and ideas on accessing private funds, this theme targets both those with an immediate care need who may be worried about how to afford care, to those who are planning ahead for long term care.

Resource Sheet Titles

Answers to Common Home Equity Conversion Mortgage Questions

Veteran's Housebound Benefits

Tips for Using Private Funds for Care

Postcard Headlines

REFERRAL: Every eight seconds in America, a baby boomer turns fifty.

SALES: When Frailty Means Extra Care at Home, Who Pays?

QUICK: Two out of five Americans will need long-term care at some point in their lives.

Planning for Long-Term Care: Options to Age at Home

This theme will educate your audience on the importance of planning for long term care now and covers the different options for care at home, emphasizing the benefits and safety that come with choosing an agency model.

Resource Sheet Titles

Financial Planning Questions for Long-Term Care
What You Need to Know When Hiring a Geriatric Care Manager
Long-Term Care Options Worksheet
Options for Care at Home, Defined

Postcard Headlines

REFERRAL: Wondering if home care is the right long-term care option for your loved ones and clients?
SALES: Help loved ones and clients take control of their future. Encourage making an informed plan for care.
CAREGIVER: Help loved ones take control of their future. Make an informed plan for care.
QUICK: Wondering if home care is the right long-term care option for your loved ones and clients?

Planning for Long-Term Care: When is Home Care the Appropriate Choice?

Long-term care is a subject of growing importance in today's aging society, since according to the American Society on Aging, after age 65, a full 70 percent of Americans will need some form of long-term care. This theme emphasizes the importance of planning for long-term care before there is an imminent need, and demonstrates how home care can fit into the long-term care puzzle. Resource sheets include financial planning questions, a long-term care assessment and a sheet delving into long-term care options.

Resource Sheet Titles

Assessment Questionnaire
Financial Planning Questions for Long-term Care
Long-term Care Options Worksheet

Postcard Headlines

REFERRAL and QUICK: Wondering if home care is the right long-term care option for your loved ones and clients?
ALZHEIMER'S: Make an informed plan for care while still aware.
SALES: Don't let your clients gamble with their future. Educate them about the odds and options for long-term care.

A Primer on Home Care

Even with the wealth of home care agencies in the United States, there are still many people and referral sources who do not understand the basics of home care or how to make appropriate referrals for care. Our recommended theme for September, A Primer on Home Care, will help to educate your potential clients and referral sources on the models of home care and help them to make appropriate referrals based on a client's situation.

Resource Sheet Titles

How Much Do You Know About Home Care? (Trivia quiz questions)

How Much Do You Know About Home Care? (Trivia quiz answers)

Level of Care Chart

Overcoming Objections to an In-Home Caregiver

Models and Payment Options of In-Home Care Providers

Care Needs Considerations

Postcard Headlines

REFERRAL: Confused about whether or not home care is the right option?

SALES: Can't make heads or tails of home care options?

QUICK: Need a primer on home care?

Providing In-Home Care Assistance for the Sandwich Generation

As America ages, the incidences of adult children caring for their parents as well as their own children are increasing. The demands of work and caregiving are adding additional tolls to already demanding schedules. These demands cause trouble at the workplace and in the home, as caring needs increase at both ends of the life cycle. Seeking help is sometimes just another burden, so reaching out to those stretched caregivers, oftentimes referred to as the sandwich generation, is one way to help them realize that help is just a phone call away. This theme's target is that sandwiched caregiver, or the employer of that overworked and stressed caregiver.

Resource Sheet Titles

Important Documents for Planning for Care

Info on Durable Power of Attorney

REFERRAL: Child care + Elder care = Need for Some Good Help, Pronto

SALES: Pulled from the needs for both young and old?

Long Distance Caregiving Tips

ALZHEIMER'S: Caring, and caring and caring some more?

Postcard Headlines

Quality In-Home Care as a Consumer Protection Issue

Referral sources still remain relatively uneducated about the risks associated with private caregiver hires or registry hires. This material is meant to lift the veil and help people to understand why hiring through an agency is the preferred and safest choice for their loved ones and clients. The resource sheets include questions to ask when seeking home care, top 10 reasons to hire through an agency, risks of registries and information for determining which type of care is most appropriate.

Resource Sheet Titles

Information for Determining Which Type of Care is Most Appropriate
Checklist of Questions to Ask When Seeking Home Care
Form 1099 Misc (unbranded)*
IRS Independent Contractor Brochure (unbranded)*
Risks of Registries
Top 10 Reasons to Hire an Agency

Postcard Headlines

REFERRAL and QUICK: Are you inadvertently placing your clients and loved ones at risk?

CAREGIVER: Weigh all the options before making a home care staffing decision.

SALES: Consumer Protection: a Home Care Issue. *Weigh the options before choosing*

* The unbranded resource sheets do not count towards your three selections, so you can choose three branded sheets plus the 2 unbranded sheets if you wish.

Recognizing Warning Signs Over the Holidays That Care is Needed

For a home care agency, the holidays are a great time to grab the attention of adult children with frail parents. Oftentimes an extended visit over the holidays is the first time that subtle signs of care needs are noticed. The message in these materials is that your agency can help with those care needs. The material may also strike a chord with those who are missing signs that now is the time to call your agency for help, or at least start the process of exploring and looking for care.

Resource Sheet Titles

Senior Safety Tips for the Holidays
Tips to Create a Senior Friendly Holiday Season
Creating a Safe and Pleasant Holiday Outing for Frail Seniors
Holiday Activities That Cross the Generations
Warning Signs That Care is Needed
Conversation Starters to Discuss Home Care With Seniors

Postcard Headlines

SALES: Meet Grandma Jane. She's an 84-year old, independent-minded woman who lives alone.
QUICK: Spending time with family over the holidays often uncovers hidden care needs.

Sandwiched: A Workplace Issue

Based on a recent Caring.com study, nearly 75% of employees have had to change jobs or stop working because of the demands of family caregiving. This is affecting businesses in a big way, and increasingly more companies are looking at eldercare referral or benefits packages as a way to reduce employee turnover and boost productivity. Demographic and social trends showcase that this need will only increase in the future. Now is the time to get the attention of these companies by providing eldercare services targeted to companies with needs. This theme's materials will help you make a start on accomplishing this goal.

Resource Sheet Titles

Common Issues and Statistics Regarding the Family Caregiver in the Workplace

Determining if an Eldercare Program Could Benefit Your Company

Recognizing Caregiving Stress in Employees

Postcard Headlines

REFERRAL/SALES: Employees who are also providing care for senior family members cost American businesses as much as \$29 billion each year.

ALTERNATE CHOICE: Go to Design category on main choices grid and select the Sandwich Generation for HR Departments postcard

Strength, Balance Flexibility and Endurance: the Keys to Exercise and Activity

This theme focuses on assisting a recuperating client with regaining strength and understanding that the best care helps a person regain independence instead of fostering dependence. The PowerPoint and the downloads cover exercise recommendations, easy exercises to do at home and the benefits of exercise for the elderly.

Resource Sheet Titles

Stay Healthy, Stay Independent

Simple Strength, Balance and Flexibility Exercises to Do at Home

Why Exercise is so Important for Elderly

Exercise for Frail Elderly

Postcard Headlines

REFERRAL and QUICK: Regular exercise can increase independence

SALES: More than a helping hand...a helping hand that strengthens.

ALZHEIMERS: Introducing some new activities into a structured daily routine can be daunting, but we can do

Stroke Awareness, Education and Information as it Relates to Staying at Home with Care

The sudden onset of a stroke can leave a family urgently in need of guidance and support in the best ways to care for their family member who has suffered a stroke. The material in this theme demonstrates how a home care agency can fill that need. The resource sheets, web links and PowerPoint showcase the effects of a stroke and demonstrate how to make life more comfortable after a stroke, as well as provide tips to create a safe home environment, and information on how to reduce your risk of stroke.

Resource Sheet Titles

Creating a Safe Environment for Those Who Have Experienced a Stroke

Helpful Tips to Make Life More Comfortable After a Stroke

Reduce Your Risk of Stroke

Act F.A.S.T.

Postcard Headlines

REFERRAL and QUICK: No one is prepared for a stroke

CAREGIVER: Many feel imprisoned and alone after a loved one suffers a stroke. We're here to break through the bars of confinement.

SALES: Only one-third of individuals who have had a stroke will ever fully recover.

Effects of Stroke

Understanding and Caring for Someone with Multiple Sclerosis

Multiple sclerosis affects nearly 400,000 people in the United States, with 200 more diagnosed every week. Oftentimes people with MS experience symptoms which make them require assistance with activities of daily living. This theme introduces how home care can make life more comfortable for a person with MS.

Resource Sheet Titles

How Home Care Can Benefit a Person with MS

Multiple Sclerosis Fact Sheet

Understanding and Fighting Fatigue From MS

Postcard Headlines

REFERRAL/SALES: 200 people in the U.S. are diagnosed with Multiple sclerosis every week.

Vaccination Awareness

Part of maintaining a happy, healthy home environment for home care clients involves encouraging healthy habits, including up-to-date immunizations. With the ever-changing flu environment, there may be a lot of referral sources looking for information for their clients. The resource sheets in this theme are designed to dispel myths and take the fear out of immunizations as well as provide seniors with simple preventive health measures to help protect against many different illnesses and diseases.

Resource Sheet Titles

Flu and Pneumonia Vaccination Myths

Steps to Protect and Improve Health

Importance of Vaccinations for Seniors

Shingles FAQ

REFERRAL: The odds of dying from influenza and pneumonia are greater than death by automobile crash.

SALES: Living at home does not guarantee protection against the flu.

ALZHEIMER'S: Get the best protection for a loved one with Alzheimer's BEFORE flu season arrives.

QUICK: Seniors account for 90% of flu related deaths

Postcard Headlines

Warning! Depression Masking as Dementia

Statistics show that a majority of people who receive in-home care have some form of dementia. This theme is targeted to those people who appear to have dementia, but who in fact are severely depressed. Depression masking as dementia is a common occurrence in aging due to the losses associated with aging that oftentimes result in depression. The PowerPoint and the resource downloads will cover examples of depression versus dementia, some helpful questions that assist as an indication of whether a memory screen is appropriate and some tips for helping a depressed person start to enjoy life again and feel hope.

Resource Sheet Titles

Common Myths about Alzheimer's Disease
Memory Screening Questions
Questions to Ask a Parent's Doctor about Alzheimer's
Tips for Helping an Elderly Depressed Person
Understanding the Differences Between Dementia and Depression

Postcard Headlines

REFERRAL and QUICK: Warning! Depression often looks a lot like a dementia
SALES: Is it dementia? Or just a severe depression?
ALZHEIMER'S: Understand what's behind the behavior

Warning Signs that Care is Needed

As home care agency owners and administrators, you probably know that sometimes fear of losing independence can make a frail senior try to hide signs that help is needed. Families can also be in denial that their loved ones require more assistance. This theme not only encourages an in-home assessment (performed by your agency of course), but may strike a chord with those who are missing signs that the time is now to call your agency for help, or at least to start the process of looking for care.

Resource Sheet Titles

Sensitive Solutions to Help with Hoarding
Warning Signs that Care is Needed
When Finance Becomes an Issue
Tips to Protect Against Elder Fraud

Postcard Headlines

REFERRAL: Revealing a need for care may take a little detective work.
SALES: Learn to read the signs that point to a care need
QUICK: Warning signs that care is needed are not always obvious.
