

WEBINAR BRIEF:

Memory Care Challenges and Trends



This webinar brief is based on a webinar hosted by Charles de Vilmorin, CEO and co-founder of Linked Senior and explores input from Melissa Dillon, Corporate Director of Memory Care for Senior Resource Group, and Julie Ackley, Corporate Director of Memory Care for Acts Retirement-Life Communities.



ADDRESSING TODAY'S MEMORY CARE STAFFING ISSUES

The single most important determinant of quality dementia care across all care settings is direct care staff, according to the Alzheimer's Association. Yet the industry faces a severe staffing shortage that will likely persist in the near term. Here are four ways today's leaders are addressing the challenge.

Hire for passion. Hire for passion, not for skill. "I have hired for skill and was hoping the passion was there, but that's not always the case," says Julie Ackley, Corporate Director of Memory Care for Acts Retirement-Life Communities.

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Implement training programs. Acts Engaged Living utilizes a 12-module dementia training series that's been acknowledged by the Alzheimer's Association as meeting all of its evidence-based criteria for dementia care practice recommendations. The training is offered internally for dementia practitioner certification.

Focus on employee recognition. "We want to make sure that we have the doors open for them to be able to have those conversations and to make adjustments and be flexible to allow them to have that better work-life balance," says Julie Ackley, Corporate Director of Memory Care for Acts Retirement-Life Communities.

“All of these things that we've done to keep the memory care folks safe by wrapping them in bubble wrap and telling them they can't, it's got to go away. It has to. I think that at least for me, I have a drive about this crisis and that we just need to see this is an older adult that communicates a little bit differently due to cognitive impairment. How do I get to hold their hand and skip through their autumn years together in the best way possible?”

Melissa Dillon, Corporate Director of Memory Care,
Senior Resource Group

Offer opportunities for career advancement. This can be done by offering leadership programs, having middle-level managers that can advance and grow into leadership roles within the organization, and supporting the attainment of bachelor's degrees and master's degrees.

"I think that's all part of the package of recognition, retention, and providing that specialized skill set that's so needed and that's unique to this particular segment of our workforce," says Ackley.

ENSURING SAFETY AND ENGAGEMENT WITH TECHNOLOGY

Families of memory care residents are on a long journey — they are trusting senior living communities to not only take care of their loved one, but also to form an effective partnership in the support of their loved one.

This process needs to include:

- Timely, effective, and transparent communication
- Ongoing education, understanding the why behind certain decisions or procedures
- Opportunities for networking and support

"We have to find ways to partner with [families] to work together to support their loved one as long as they possibly can in their current living environment" says Ackley. "That starts with delivering on our promise of person-centered engagement."



Linked Senior helps decrease social isolation for residents and augments staffing so that more time can be spent providing meaningful and individualized resident engagement.

The solution empowers staff to do more with less while truly delivering on a person-centered care promise by improving clinical outcomes and increasing quality of life for residents.

This technology can support your person-centered approach by improving life enrichment and engagement for individuals living with dementia, to learn more visit: linkedsenior.com