

How Integrating Family Caregivers into the Care Team Adds Value to Value-Based Care

An *SHCM* webinar
for health care marketers,
communicators, and strategists

October 21, 2021

Strategic
Health Care
Marketing

Your Panelists



Alexandra Drane

Co-Founder and CEO

ARCHANGELS



Richard Martin, MD

Chief Medical Officer

Keystone Accountable
Care, Geisinger LIFE



Julia Evans Starr

President

Connecticut
Community Care



Dan Ansel

CEO

Active Daily Living

Moderator

A Growing Priority Family Caregiver Engagement

Family Caregiving is an emotionally charged issue that creates an opportunity for providers to create highly engaged and valued relationships.

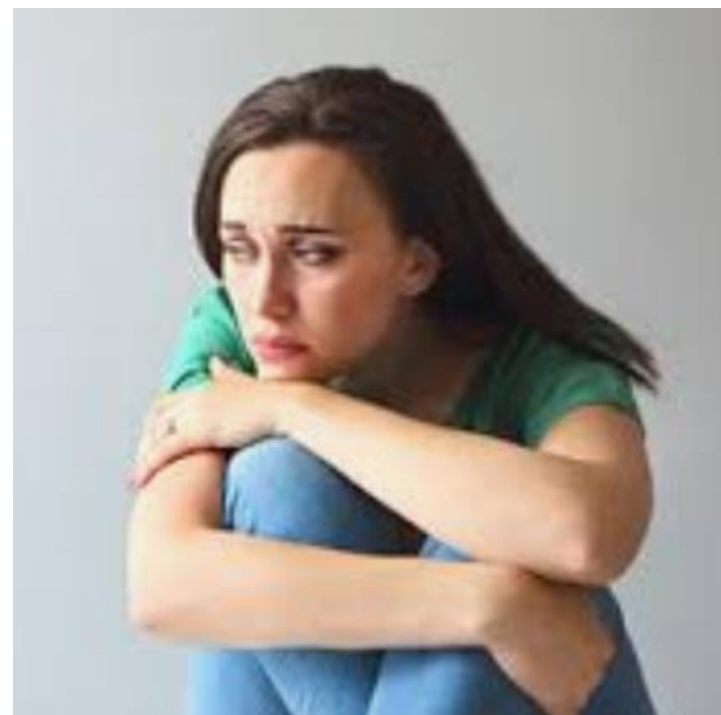


Caregiver Engagement

Providers Need a Family Caregiver Focus

Caregivers often feel:

- Unappreciated
- Alone
- Unsupported
- A Nuisance
- Anxious
- Uninformed
- A Lack of Support



Caregiver Messaging

- **Maximize health**
- **Maintain independence**
- **Engage with life**
- **Enhance safety**
- **Age-in-place**



How Integrating Family Caregivers into the Care Team Adds Value to Value-Based Care

Beaumont Find a Doctor Treatments & Services Locations Patients & Families 


HOME - TREATMENTS & SERVICES - SENIOR SERVICES

Senior Services

Supporting older adults and their values of lifelong dignity and independence



At Beaumont Health, we know older adults want to remain as physically, psychologically, and socially active as possible. Our Senior Services help accomplish that goal through a variety of community programs and services with expert coordination and comprehensive care. [U.S. News and World Report](#) has ranked our hospitals in Grosse Pointe and Royal Oak among the nation's top geriatric programs; that excellence



FIND A DOCTOR
SPECIALIZING IN
SENIOR CARE

SEARCH →

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“Hospital and Family Caregivers”

< 25 Hospitals

“Hospital Senior Services”

< 230 Hospitals

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Ideas for Caregiver Engagement...



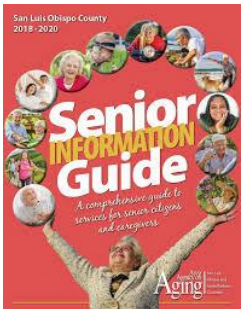
ADL / IADL and Health Conditions Interactive Content



Resources for Caregivers



Tips & Videos



Content that supports Senior Service Line



Newsletters and CRM Tools



Promote Partners



Social Media



Support PCPs



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**Keystone Accountable Care
Geisinger LIFE**

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LIFE Geisinger

LIFE Geisinger is an innovative PACE program. PACE Programs are Programs for All-Inclusive Care of the Elderly. LIFE Geisinger helps seniors live independently in the community by providing a coordinated and comprehensive all-inclusive model of care for eligible seniors.



Here's what families are saying about LIFE Geisinger:

"We don't have any other way of expressing our gratitude for the manner in which our loved one is being cared for. From the start of her day to the moment of her safe return home with us, it's been a gigantic relief for us to know that all of her needs are being met and by such a loving, caring, professional staff. So in essence, we have become connected jointly with LIFE Geisinger as one big happy family." – Nate and Yvonne

LIFE Geisinger

senior focused care for dual eligible seniors

- **Lower utilization**
- **Better patient satisfaction – 95% good/exceptional**
- **Better comprehensive care for someone who would be in a nursing home**
- **Higher disease burden capture**
- **Patients' family/care giver support**

Coordinated Medical Care



Comprehensive assessment of disease burden
Condition optimization & management
Comprehensive interdisciplinary care team oversight, provision of DME and in-home care

Integrated Social & Behavioral Health



Social determinants of health: nutrition, transportation, heat, air conditioning
Behavioral health services

Comprehensive Services



Adult day services
Home Care
Meals
Medical Care
Medical equipment
Nursing

Advanced Illness



Plan of care
Symptom management
Palliative care
Timely transition to hospice

LIFE Geisinger Sites/Areas

Scranton (Lackawanna)

established 2006

Kulpmont (Northumberland)

established 2008

Wilkes-Barre (Luzerne)

*established 2013; full PACE
program established 2021*

Lewistown (Mifflin)

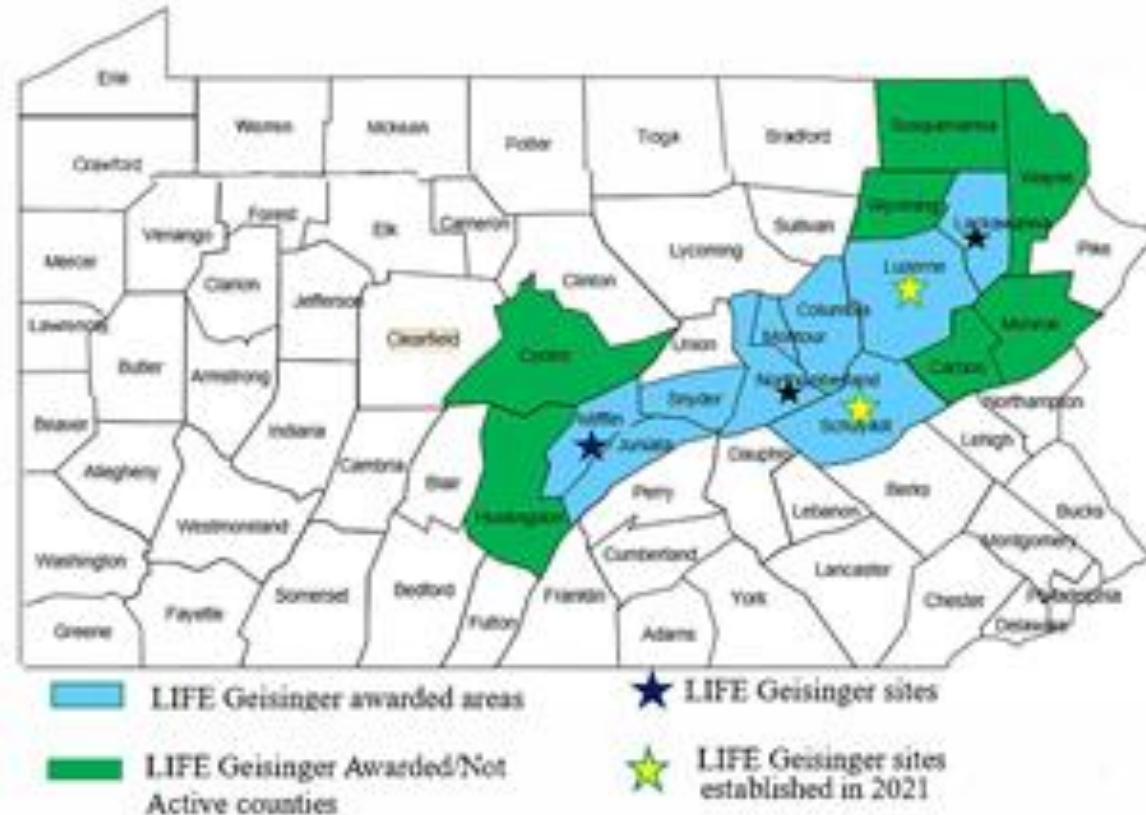
established 2019

Minersville (Schuylkill)

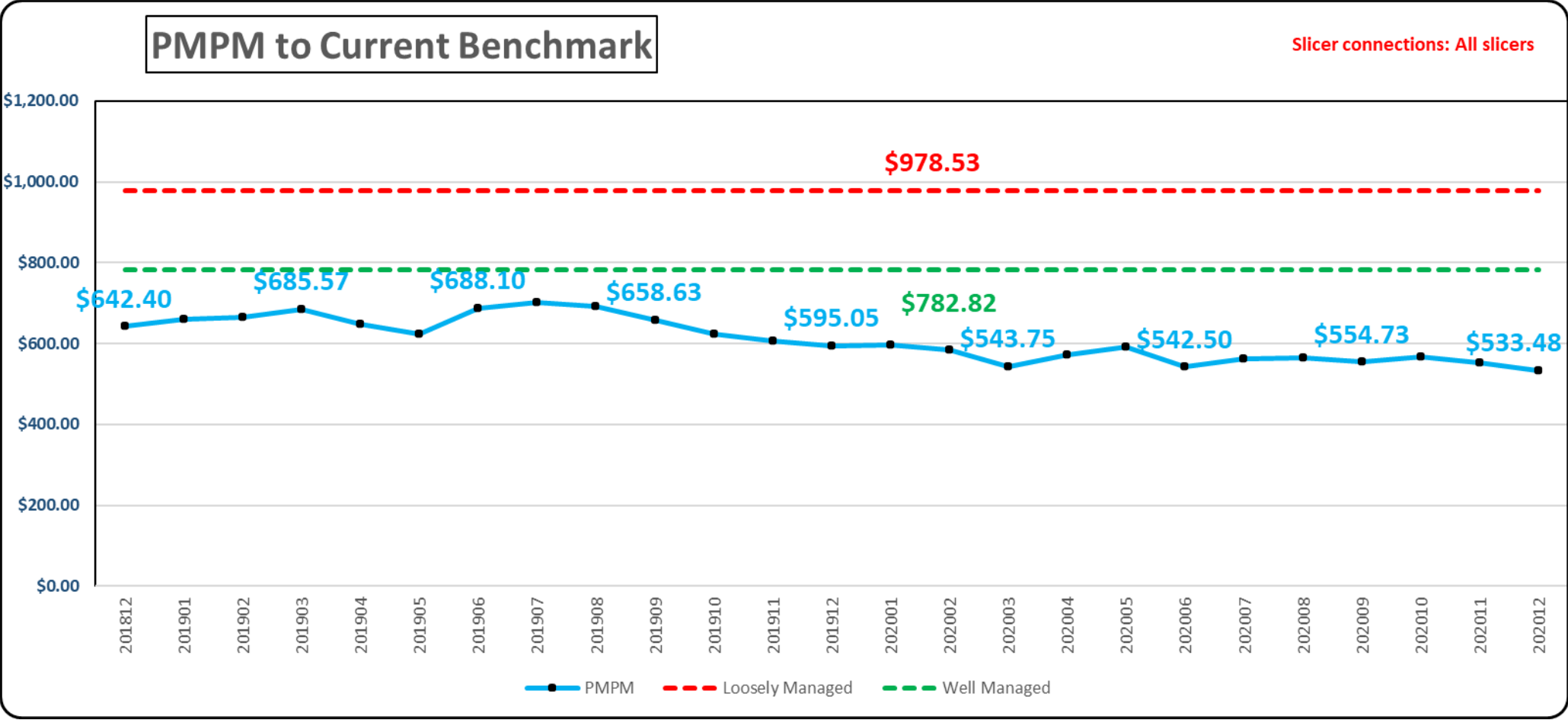
established 2021

Centre County

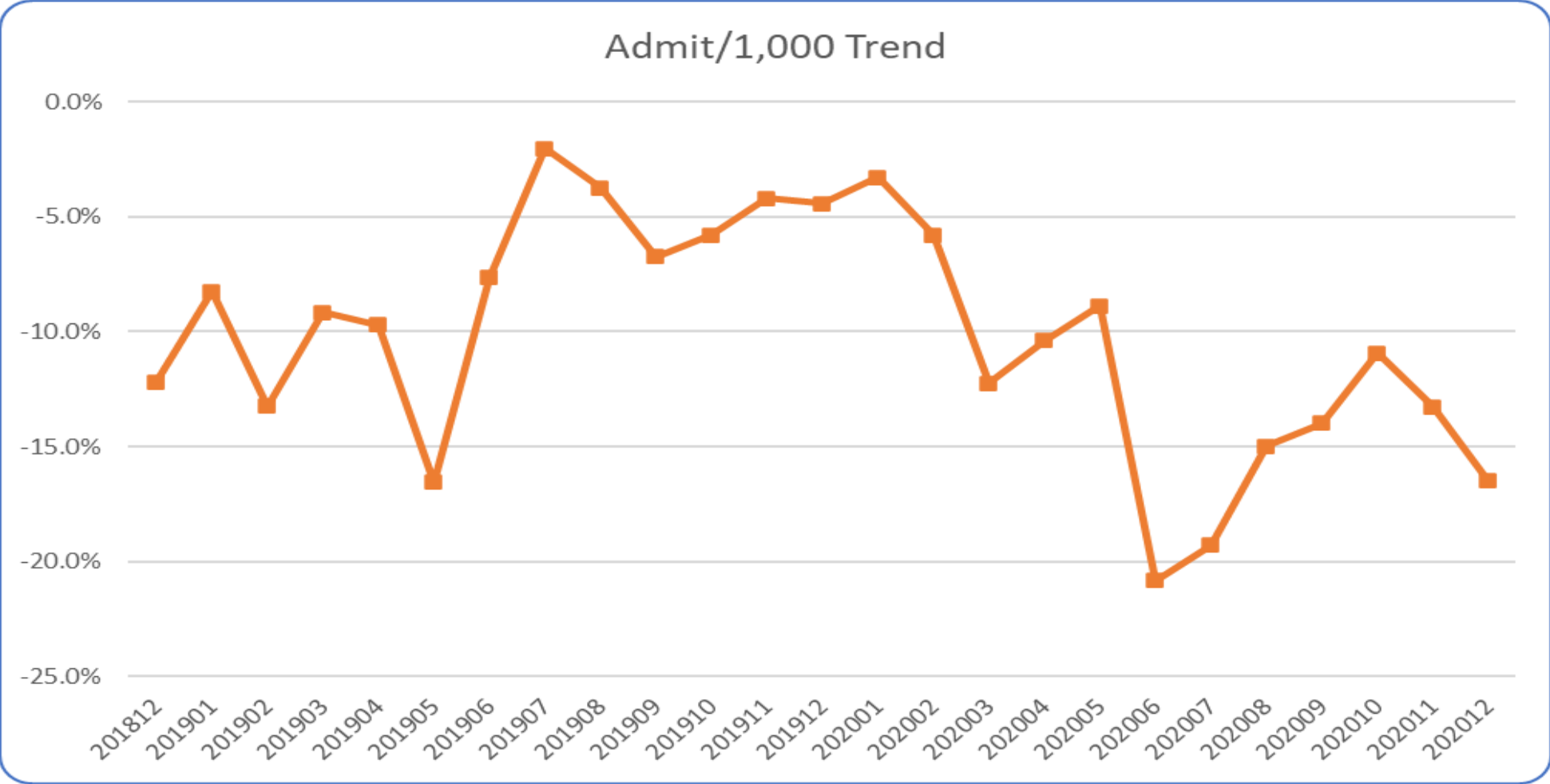
Design begun, targeting 2023



LIFE Geisinger – IP Med/Surg Benchmark

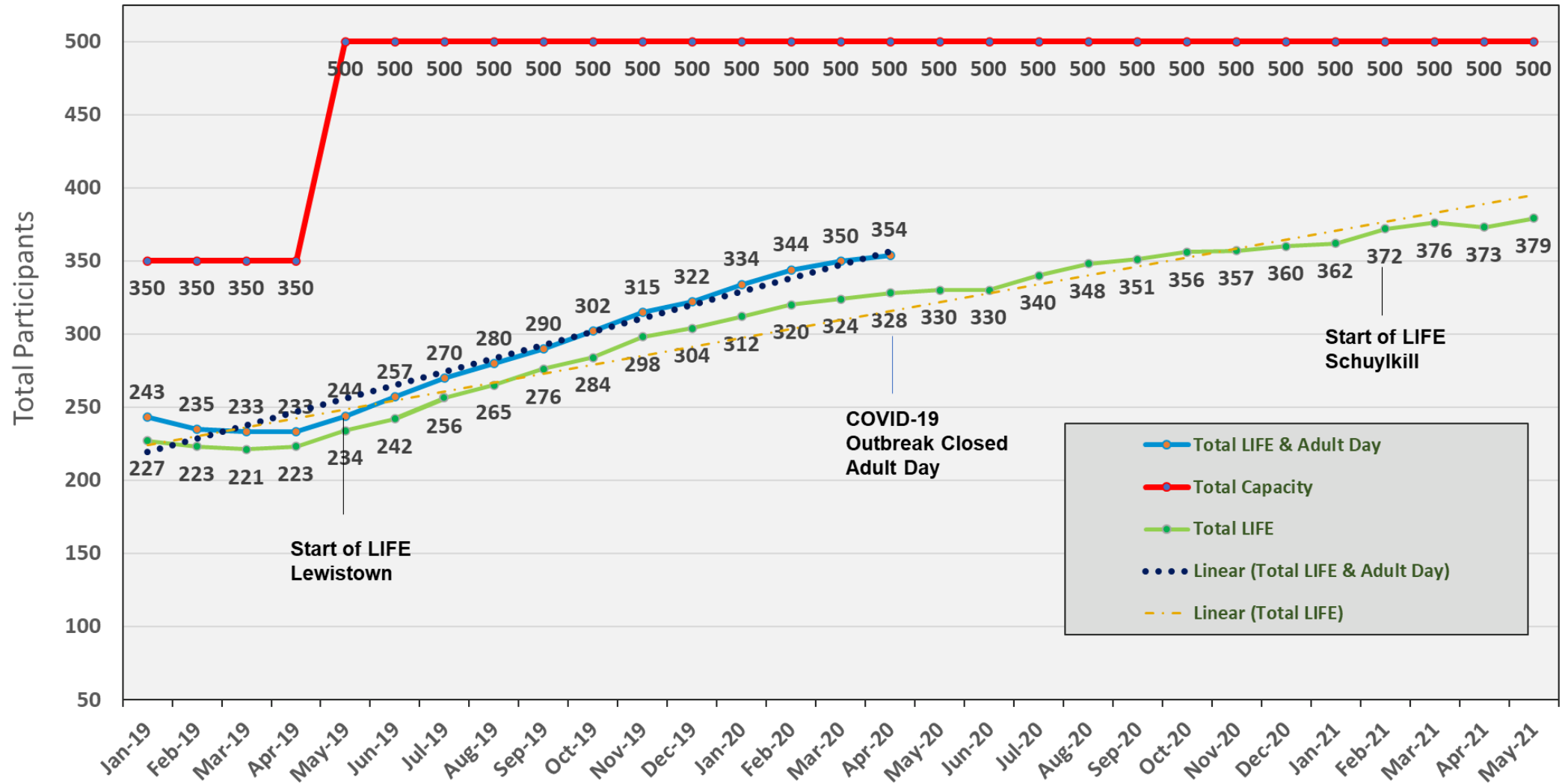


LIFE Geisinger – 12-mo. Trend



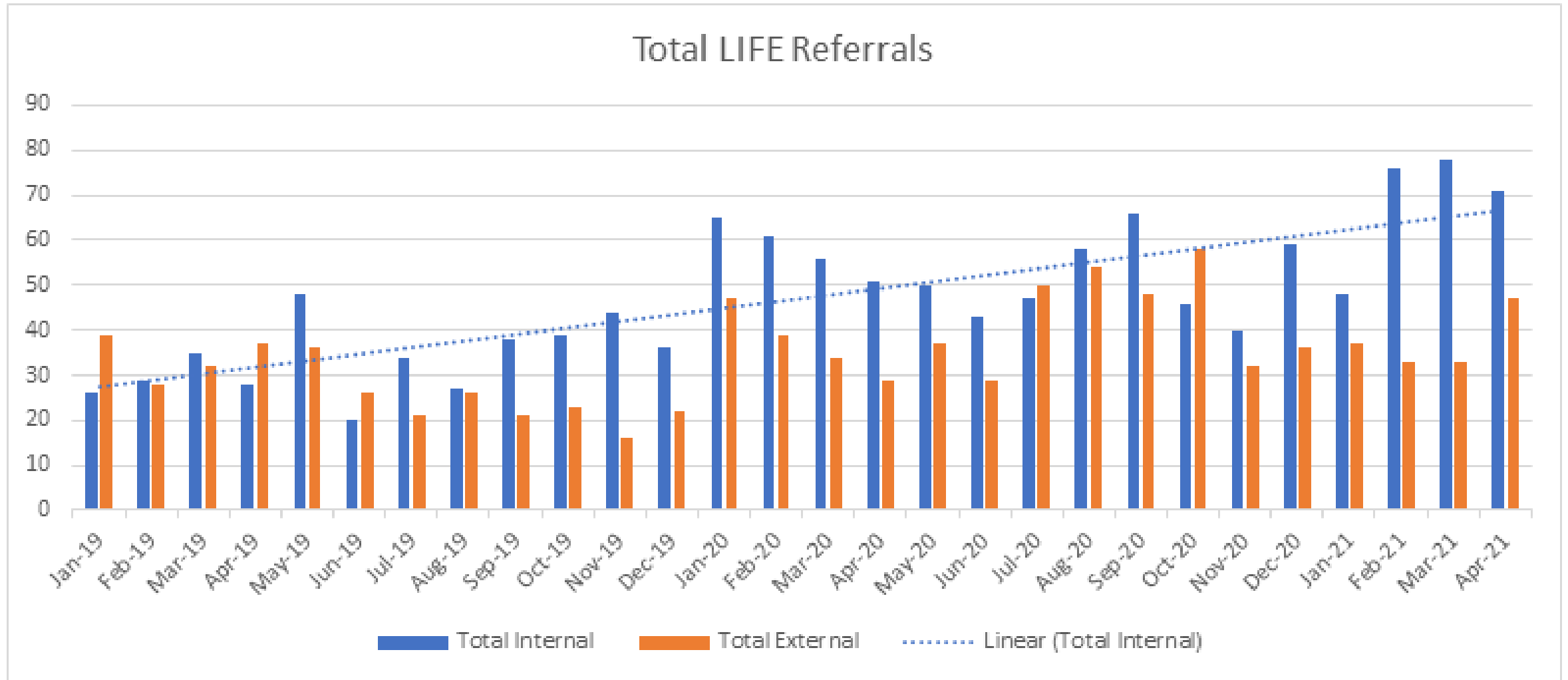
LIFE Geisinger Program Census to Capacity

FY20-21



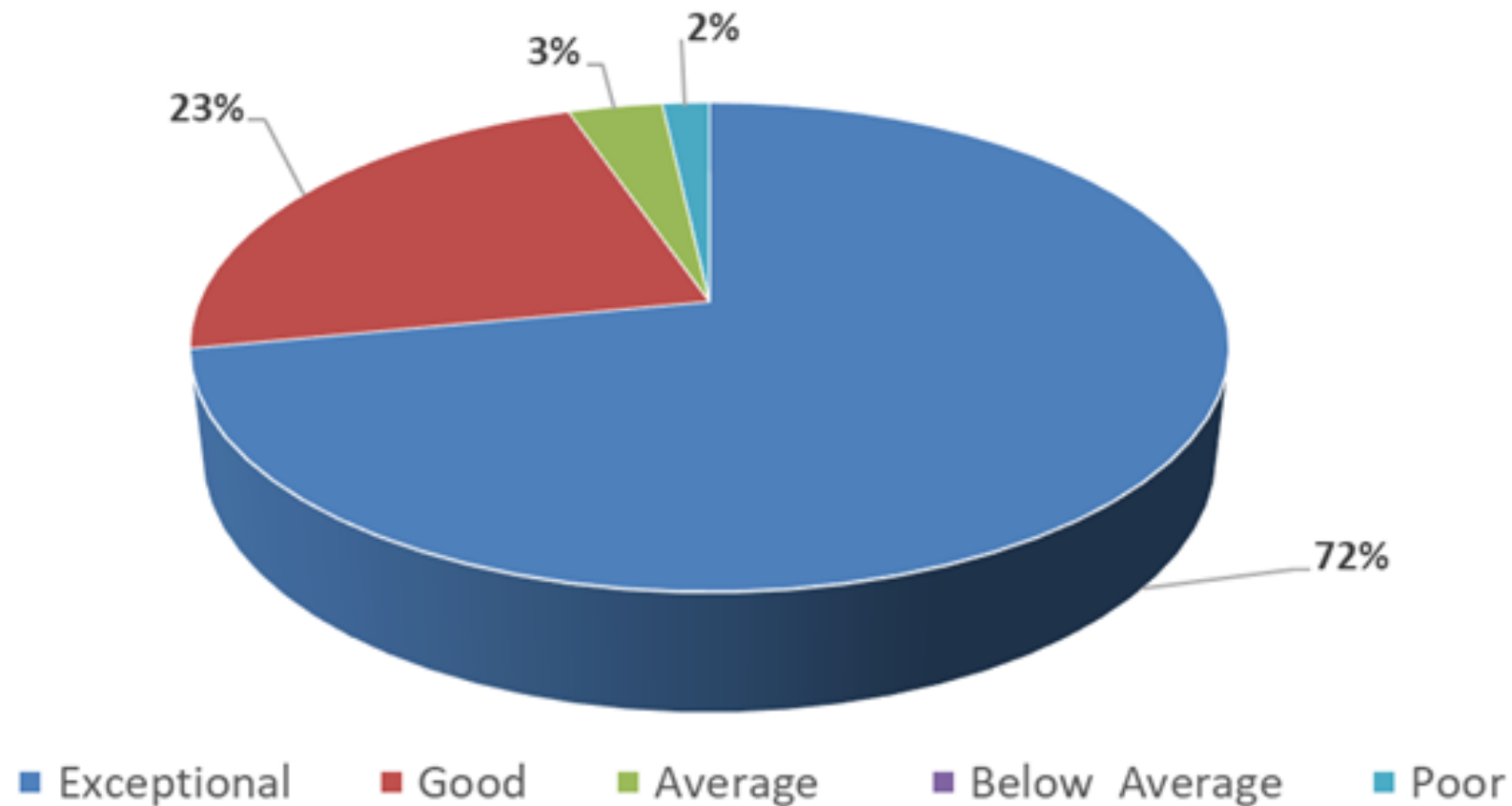
* The data used in this product is sourced from the program utilization dashboards

LIFE Geisinger Referrals - Internal/External



Participant Satisfaction - 2020

How would you rate your overall satisfaction with the LIFE Geisinger Program?





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Q&A

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