

# Occupancy, Satisfaction and Care: How Life-Enrichment Can Help Your Community Achieve All Three

Pioneer Network

Dr. Rob Winningham  
Meaghan McMahon, MSW

NAB Credit Approved



# Agenda

1.About the speakers

2.Unwanted behaviors

A.What do we see?

B.Why do we see these behaviors?

3.Non-pharmacological interventions to reduce unwanted behaviors

A.Connection to Life Enrichment

B.Strategies anyone can use

4.Questions & answers for the speakers

# Dr Rob Winningham



- Professor of Psychology & Gerontology
- Ph.D. in Neuroscience
- Published books and scientific articles in the areas such as the aging brain, memory and aging, and enhancing older adult quality of life
- Over 1000 invited presentations
- Main trainer for the Certified Cognitive Stimulation Instructor Program
- CCRC Board Member

# Meaghan McMahon, MSW



- Director, MBM Consulting, LLC
- Research Consultant for Linked Senior
- Former Project Manager at THE GREEN HOUSE® Project
- Former Policy Analyst at National PACE Association
- Geriatric Scholar MSW Program, University of Michigan
- BA English & Sociology, Cornell University

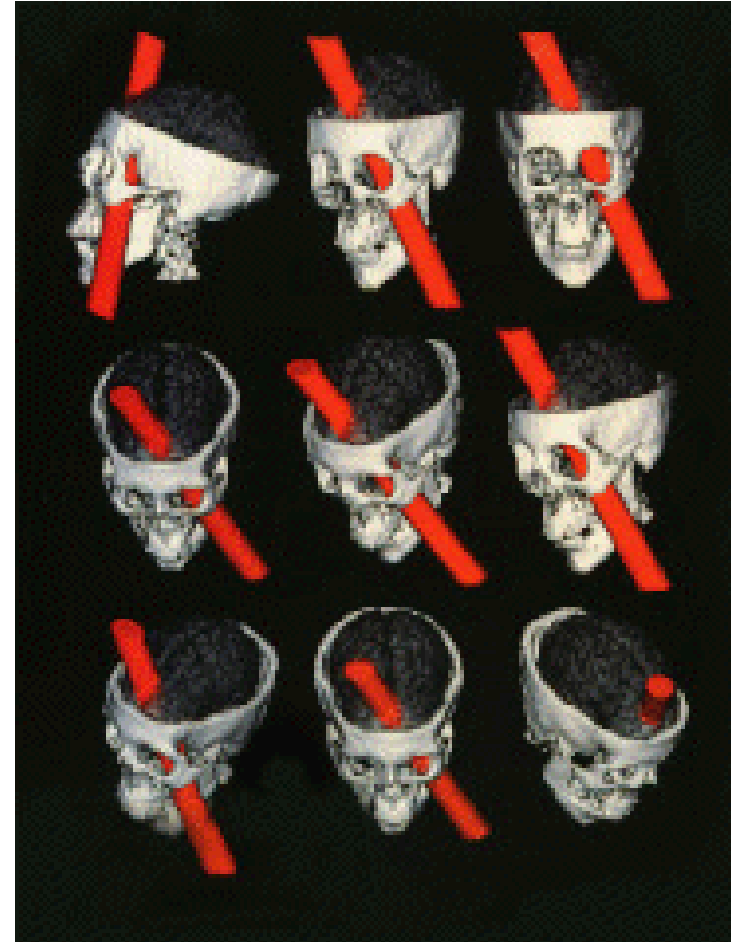
# Today's Call to Action

- Given the side effects associated with pharmacological interventions used in response to behavioral challenges, we need to find other ways to reduce unwanted behaviors.
  - How life enrichment can help
  - Specific intervention strategies

# We Must Start with Executive Functioning

- Executive functioning is an umbrella term that includes:
  - Attention (sustained, selective, alternating, divided)
  - Inhibition -- prevents us from just responding to the environment, rather than executing plans.
  - Problem solving
  - Monitoring tasks
  - Planning
  - Mental flexibility

# Remember Phineas Gage?



# Unwanted Behaviors

- What inhibition and behavioral challenges do you see?



# Unwanted Behaviors

- Can't stop working on the previous task
- Emotional perseveration
- Sexual or socially inappropriate behavior
- Off-target verbosity
- Bossing people around
- Screaming
- Wandering

# Unwanted Behaviors

- Spitting
- Hitting
- Entering others' rooms
- Taking things that belong to other people
- Taking clothes off
- Pulling out lines and catheters
- Urinating in inappropriate places
- Nose picking
- Resistive behaviors toward care team members

# Enhance Executive Functioning

- We *can* enhance executive functioning, which should improve many patients' prognoses and residents' ability to stay independent longer.
  - Long term strategies – Life enrichment programming can often be used to achieve these effects.
  - Short term strategies – Best practices for clinical care

# Ways to Enhance Executive Functioning

- There are several well documented ways we can improve executive functioning, but they may or may not work with people who have more severe levels of cognitive impairment.
- We will review these, as you need as many tools as possible.
- Then, we will look at interventions designed to redirect residents, when they are having a difficult time.

# Ways to Enhance Executive Functioning

- Reduce Stress and Anxiety
  - Acute effects
  - Long-term effects

# Ways to Enhance Executive Functioning

- Mindfulness meditation training
  - Zeidan et al (2010) found that mindfulness meditation training improved executive functioning (and working memory capacity).
  - Prätzlich et al (2016) found that cognitive improvements are observed after just 3 20-minute meditation training sessions.

# Mindfulness Meditation

- It is easy to do with the available apps.
- Try it for yourself, it could improve your quality of life.
- It could dramatically improve quality of life.
  - Attention
  - Emotional control
  - Falls

# Mindfulness Trainer

[View More By This Developer](#)

By Saake Buwalda

Open iTunes to buy and download apps.



[View In iTunes](#)

This app is designed for both iPhone and iPad

**\$2.99**

Category: Health & Fitness

Released: Mar 19, 2012

Version: 2.0

Size: 2.8 MB

Language: Dutch

Seller: Saake Buwalda

© 2012 Saake Buwalda

Rated 4+

**Compatibility:** Requires iOS 4.2 or later. Compatible with iPhone, iPad, and iPod touch.

## Customer Ratings

We have not received enough ratings to display an average for the current version of this application.

## Description

"the most complete Mindfulness app" worldwide users in more than twenty countries

✓ 14 guided Mindfulness exercises and 3 silent exercises (circa 7 hours of audio)

Int. al. Sitting with attention, short and long Body scan, Moving exercises, 3-minute breathing space, Mountain

[Saake Buwalda Web Site](#) [Mindfulness Trainer Support](#)

[...More](#)

## Screenshots

iPhone | iPad





# Ways to Enhance Executive Functioning

- Physical Exercise
- Cognitive Exercise
  - Attention activities
  - Inhibition activities
  - Social interaction

# Ways to Enhance Executive Functioning

- Kramer et al. (2001) found that participating in a six month walking program led to increased attention in 60-75 year old adults.

# Exercise and Cognition

- Bherer (2015) reviewed the published literature and concluded that physical exercise is a viable non-pharmacological intervention option to enhance inhibition and attention, in older adults.

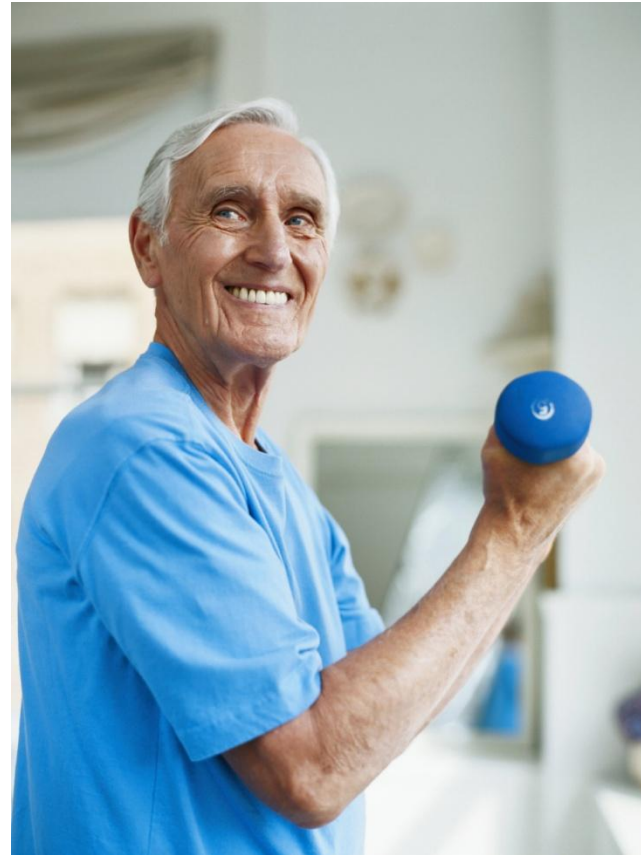
# Exercise and Cognition

- Scarmeas et al., (2009) found that older adults (mean age 77 years) who were in the top third in terms of getting physical exercise were 61% less likely to get dementia



# What type of exercise is best?

- A mixture of aerobic and strength (or resistance) training is best.



# What type of exercise is best?

- Liu-Ambrose et al. (2010) reported that either once-a-week or twice-a-week resistance training sessions for 12 months led to improvements in older adults' cognition and attention.
  - 11% improvement for once-a-week
  - 13% improvement for twice-a-week

# What type of exercise is best?

- Liu-Ambrose et al. (2012) found that twice a week resistance training in 70 to 80 year old women, with Mild Cognitive Impairment, led to significant improvement in attention and memory ability.

# Exercise can dramatically reduce cost of care.

- A recent study, published in JAMA, found it actually saved \$12,000 per year to offer high quality physical exercise programs to memory care residents relative to a control group that received more typical services.
  - More independent and able to do ADLs
  - More mobile (scored higher on functional mobility)
  - Maybe less likely to experience heart disease and other co-morbidities



# There are a lot of cognitive stimulation options

- Computer-based programs
  - See [LinkedSenior.com](http://LinkedSenior.com)
- Paper and pencil programs
- iPad programs (see [robwinningham.com](http://robwinningham.com) for iPad ideas)
- Certified Cognitive Stimulation Instructor Program (email me for details, if you are interested)

# Take Home Message: Life Enrichment Can Help

- Physical exercise
- Cognitive exercise
- Meditation
- Social Engagement

# Shorter Term Behavior Management Intervention

- Know your patients / residents
- Retrogenesis and resident history
- Antecedent conditions
- Redirecting
- Appropriate engagement interventions

# Know Your Patients and Residents

- If challenging behaviors arise, knowing your residents and their history will help you redirect them away from engaging in maladaptive behaviors or help them gain control of their own emotions and feelings.

# Retrogenesis

- We need to explore a tangential and important concept, in order to really refine some of our best intervention tools.
- Retrogenesis – the loss of mental abilities in old age, in the opposite order in which they were gained in childhood, especially in people with Alzheimer's.

# Retrogenesis

- Real life story
  - Going to work
  - Going to school

# Examples of Retrogenesis

- Second language acquisition
- Humor appreciation falters
- Empathy declines

# Retrogenesis

- When people with cognitive impairment are living in the past, we can try to go to that time and present them with the things they once enjoyed.
- But we need to know what they were interested in...



# Leisure Interest Survey

## *Leisure Interest Survey (LIS; Phipps, 2008) ©*

Invite the family member to complete the Leisure Interest Survey before your next visit, or when they have a chance.

After each item, place a checkmark under NI (Not Interested: participant has no previous interest or experience in the activity); I (Interested: participant has shown interest or has experienced activity in the past; now completes activity infrequently or not at all); or C (Complete: participant regularly completes activity with or without assistance/modifications).

Place completed survey in a safe place. It will be used later when completing the *Information Summary*.

# Leisure Interest Survey

<b>CREATIVE EXPRESSION</b>	<b>NI</b>	<b>I</b>	<b>C</b>	<b>Additional comments:</b>	
Art projects, lessons					
Baking - cookies, cakes, breads, etc					
Basket Weaving					
Ceramics/pottery/sculpture					
Collage					
Crafts					
Dancing					
Draw, charcoal/pastel					
Paint, watercolor/acrylic/oils					
Flower arranging or pressing					
Holiday decorating					
Knit, sew, quilt, crochet, or embroider					
Leatherwork					
Make greeting cards					
Models					

# Leisure Interest Survey

Music: play instrument					
Music – listening to (type?)					
Music – singing					
Photography					
Poetry					
Scrap-booking					
Stamp or other collections					
Weaving					
Writing					
Woodwork					
Other					

# Leisure Interest Survey

<b>INTELLECTUAL</b>	<b>NI</b>	<b>I</b>	<b>C</b>	<b>Additional comments</b>	
Books on tape					
Book clubs					
Computer					
Crossword puzzles, word games, jumble, fill in the blank					
Current events discussion, newspaper, headlines					
Discussion groups					
History					
Jigsaw puzzle or other brain teasers					
Math or number games					
Politics					
Read: short stories, books, articles					
Science / Nature					

# Leisure History Survey

1. Where did you grow up? Country? If in the United States, what state?
2. Did you (or do you) have pets? What types of animals are your favorite?
3. Did you have a profession? If so, what was it?
4. What type of music do you most prefer?

# Leisure History Survey

5. Have you travelled? Where? Do you have a favorite place that you have visited?

6. What is your favorite book?

7. What is your favorite movie?

8. Do you have children? Grandchildren?

# Leisure History Survey

9. What are your favorite hobbies now?

10. What were your favorite hobbies in the past?

11. Do you prefer spend more time around other people or alone?

# Customize

- We might be able to customize activity programs for individuals
- When people have greater cognitive impairment and are mentally in the past, we can use the information on their *Leisure History Survey* to expose them to things they like and can relate to.



# Unwanted Behaviors

- We will come back to the idea of retrogenesis and using things from the past to maximize quality of life but first let's briefly discuss unwanted behaviors exhibited by individuals with more advanced levels of cognitive impairment.

# Unwanted Behavior

- This is to be expected...
- Mid to late stage dementia is often associated with emotional perseveration (e.g., anger, sadness, paranoia, and anxiety).
- This can lead to aggression and inappropriate verbal behavior.

# Unwanted Behavior

- The behavior and thoughts are often analogous to a child's behavior (think retrogenesis)
  - Lack empathy
  - Lack awareness
  - They often don't see how their behavior is affecting others
  - Arguing or reasoning while they are agitated doesn't work

# Stopping Unwanted Behavior

- Redirecting
  - Photographs
  - Music (customize, teenage years?)
  - Audio files
  - Videos (on iPad or iPhone or other tablet?)
  - Help caregivers fold laundry or do other tasks (purposeful behavior)

# Customize

- When trying to help maximize quality of life and reduce unwanted behaviors, there is no cookbook of correct answers.
- We customize based on:
  - The individual
  - The environment
  - And, what resources you have available

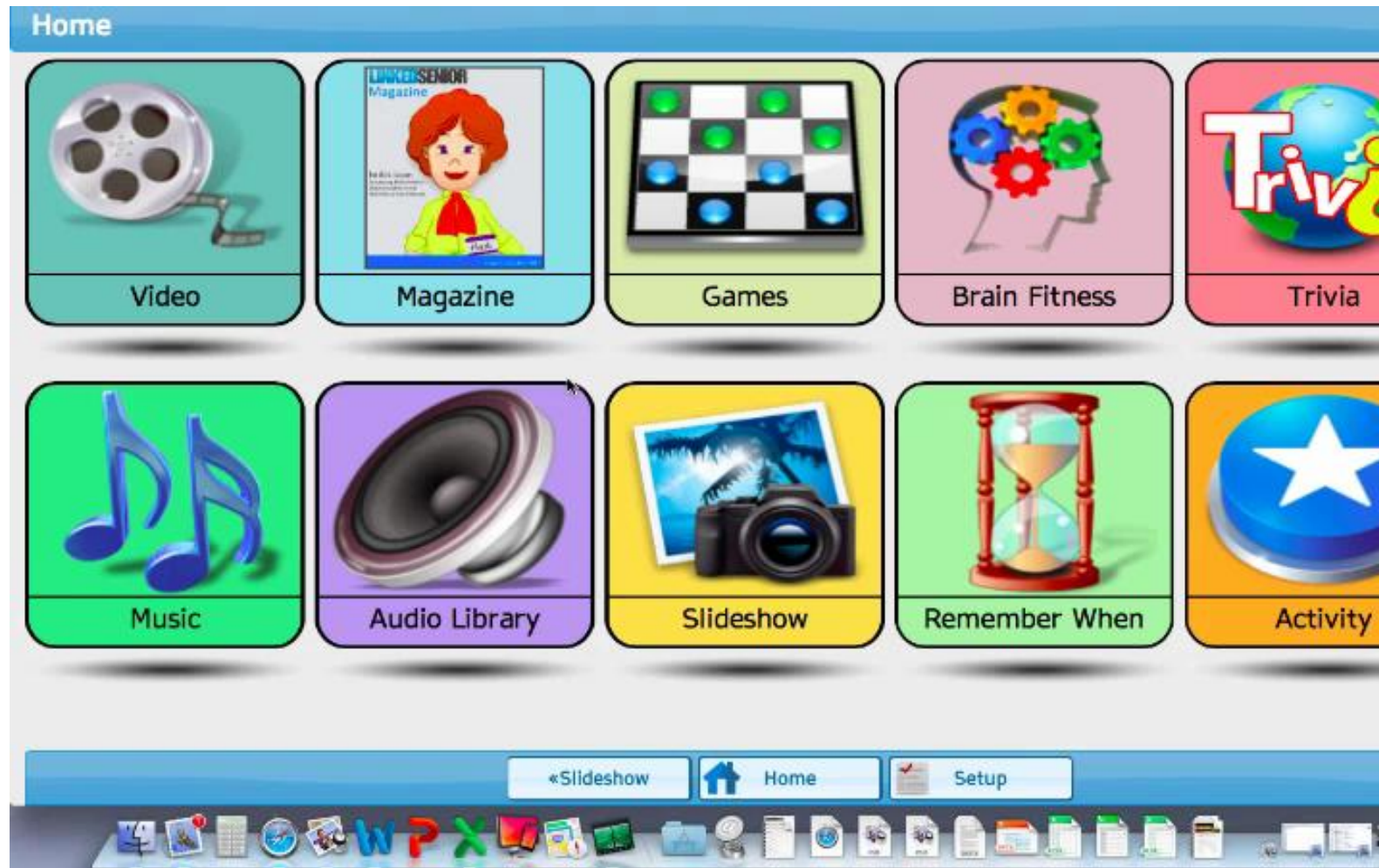
# Unwanted Behavior

- Many times the unwanted behavior is happening because the resident is fearful, in discomfort, or there is some else happening in the environment.
- We need to do our best to try to figure out what is causing the behavior.
  - Antecedent conditions

# Customized Activities and Redirecting

- We need to customize based on interests and knowledge of the resident's past.
- But if someone is 50 years younger than an activity or life enrichment director then that is really hard.
- What happened in 1955?

# Remember When -- Movies





# Remember When–1955 in Review



# Remember When–1940s Advertising



# Antecedent Conditions

- What types of triggers or antecedent conditions have you seen that lead to unwanted behaviors?

# Antecedent Conditions

- What are the triggers?
  - Shift Change
  - Overstimulation
  - Pain
  - Fear
  - Sadness
  - Certain visitors
  - Certain residents

# Antecedent Conditions

- What are the triggers?
  - Bathing
  - Boredom
  - Times of day
  - Hunger
  - Medication
  - Need to use bathroom

# There is a need to document

- Behavior-- specific description of behavior, time, frequency, duration.
- Events preceding the unwanted behavior.
- Signs of physical or emotional distress in the resident.
- Characteristics of the physical and social environment.
- What was done to address the behavior.
- Did it work?

# Do's and Don'ts

- Know your resident (e.g., Do they respond well to touch or reassurance?)
- Don't argue or escalate
- Give choices, when possible ...
  - Do you want to listen to music or look at pictures?
  - Do you want to watch television or look at this magazine?

# Do's and Don'ts

- Try not to interrupt the resident
- Break tasks down into simple steps



# Do's and Don'ts

- It is ok, to deflect questions that are likely going to lead to escalation.
  - This is not my home, when am I going to go home?
    - Well the traffic is really bad right now, we will have to wait.
    - Let me find out for you.

# Do's and Don'ts

- Don't only give people significant attention when they are engaging in unwanted behavior, as it can be reinforcing.

# Do's and Don'ts

- Provide consistent structure
  - Errorless learning is preserved
  - Breakfast >>> Activity Room >>> Physical Exercise
  - Find preferred ways to do activities such as dressing, bathing, grooming, etc. (watch approach to task)

# Behavioral Management

- Live in the moment
  - We don't do reality orientation therapy anymore
  - We try not to argue
  - We try not to escalate
  - Maybe it is ok to deceive, if it improves quality of life?

# Behavioral Management

- Physical exercise might help. Liu-Ambrose et al. 2012 reported that twice weekly resistance training led to improvements in cognition.
- Exposure to direct sun light might help sleep and night/day orientation

# Reducing Unwanted Behaviors

- Music therapy has been shown to:
  - Reduce agitation
  - Reduce anxiety
  - Reduce aggression
  - Improve communication
  - Reduce new antipsychotic prescriptions

# Music Quickens the Soul



# The Life Enrichment Platform for Senior Care



## Serving 280+ leaders in 40 States & Canada

### Life Plan Communities



### Senior Living



### Long Term Care



**96%**  
Retention Rate



**92%**  
"Very Satisfied"



**100%**  
SaaS



**+60%**  
Content / Year



A photograph of three elderly individuals in a well-lit room. On the left, a man with glasses and a patterned shirt sits. In the center, a woman with glasses and a dark jacket stands. On the right, a woman with white hair and a dark top sits. The room features a wall-mounted lamp, a framed picture, and a wreath. The text is overlaid on the bottom half of the image.

The three plagues of **loneliness**,  
**helplessness**, and **boredom** account for the  
bulk of suffering in senior care

# What happens when you meet their needs & desires?

## Business Outcomes

## QOL & Clinical Outcomes



## Business Outcomes

- Increased occupancy and LOS
- Reduction in rehospitalization
- Improved compliance
- Smarter deployment of staff resources
- Increased resident satisfaction

## QOL & Clinical Outcomes

- Increased quality of life
- Reduction in behaviors
- Decrease in use of unnecessary drugs
- Decrease in depression

Is done by Paper...



“Simply having technology isn't what leads to greater quality of life for older people.

**Using technology for meaningful engagement is what counts, and the rewards can be life-altering for many seniors”**

Kevin O'Neil, M.D.  
Chief Medical Officer – Brookdale Senior Living  
Clinical Professor of aging studies – University of South Florida, Tampa

9. Firefighter



< Play Show > Quit Show

The laptop screen shows a user interface with a sidebar on the left containing: Daily Chronicle, Quote of the Day, Fact or Fiction, Joke of the Day, and Horoscope. The main area features a grid of buttons: Weather (85° Hi 89° Lo 81° Palm Beach Gardens, FL), Video, Music & Audio, Games, Trivia, Slideshow, Remember When, Sensory, and Suggestions.

The tablet screen displays the same user interface as the laptop, with the sidebar and main grid of buttons visible. The layout is adapted to the tablet's screen size.

# Team – 100+ combined years of senior care experience



**CHARLES DE VILMORIN**  
CEO/Co-Founder  
Mattel, Thomson  
Multimedia



**JEFF MOORE**  
CTO  
Raining,  
20+years technology



**DR. SUSAN LEVY**  
Chief Medical Officer  
President of Society for Post-  
Acute and Long-Term Care  
Medicine (AMDA)



**Meaghan McMahon**  
Dir of Research  
Formerly with The GREEN  
HOUSE Project & The  
National PACE Association



**SEAN O'CONNELL**  
Sales Executive  
Cvent, Basha

## And notable advisors



**Jacquelyn Kung**  
Clearcare  
SaaS Building &  
Fundraising



**Nancy Ewald**  
Activity Connection  
11,500 nursing homes



**Steven Littlehale**  
EVP Healthcare/Chief Clinical  
Officer at Pointright



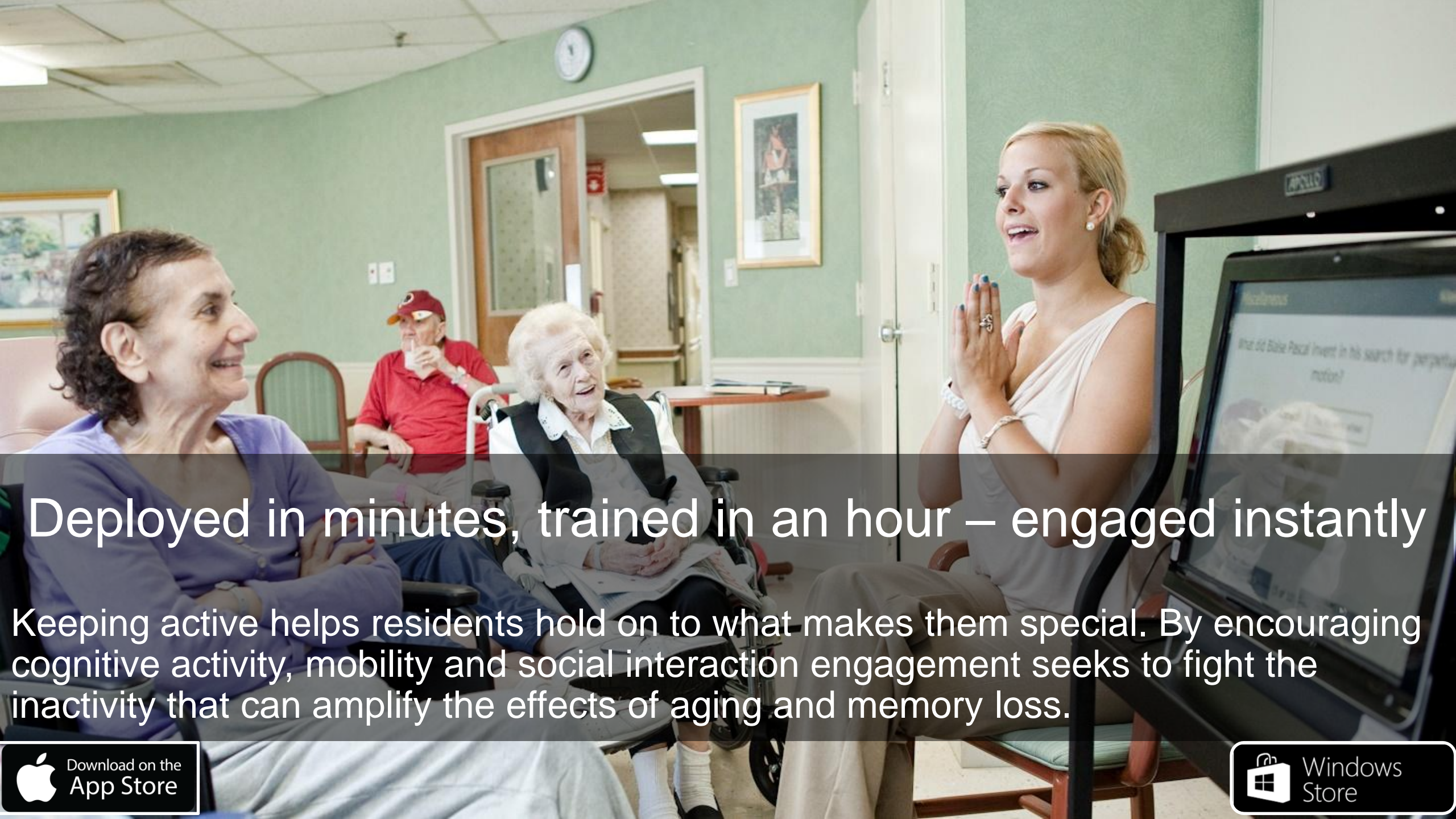
**Mike Mutka**  
Relias Learning  
Senior Care SAAS  
Growth & LTC Expert



**Dr. Rob Winningham**  
Oregon University  
Neuro Science Expert



**Mary Chiles**  
Chiles Healthcare Consulting  
Regulatory expert



Deployed in minutes, trained in an hour – engaged instantly

Keeping active helps residents hold on to what makes them special. By encouraging cognitive activity, mobility and social interaction engagement seeks to fight the inactivity that can amplify the effects of aging and memory loss.



# Evidence based content – Addressing all needs

Resident/Patient Dependency

Low



Build and Maintain  
Cognitive Reserve

Mild



Slow the decline of  
cognitive recession

Severe



1:1 person centered programs  
Mitigate behaviors

**Life Enrichment Summary for**


**March Top Games**

Rank	Name	Time
1	Game of Pairs	87 mins
2	Jeopardy	23 mins
3	Shuffle Scuffle	16 mins
4	Chalked Words	12 mins
5	Blackjack	11 mins
6	Budget or Bust	11 mins
7	Color Fun	11 mins
8	Shopping Spree	4 mins
9	Slide Puzzle	3 mins
10	Bingo	2 mins
11	Cryptogram	2 mins
12	Heidi Says	2 mins
13	Spin and Solve	1 min
14	Hangman	< 1 min
15	Picture Rotation	< 1 min
16	--	--
17	--	--
18	--	--
19	--	--
20	--	--
21	--	--

**March Top Trivia**

Rank	Name	Time
1	Breeds of Dogs	1 min
2	First Ladies	1 min
3	The Golf Master's	< 1 min
4	Hershey Chocolate	< 1 min
5	Sports	< 1 min
6	Football Stadiums	< 1 min
7	Famous Dogs	< 1 min
8	Everyday Items (Living Room)	< 1 min
9	Canadian Hockey Players I	< 1 min
10	--	--
11	--	--
12	--	--
13	--	--
14	--	--
15	--	--
16	--	--
17	--	--
18	--	--
19	--	--
20	--	--
21	--	--

**March Top SlideShows**

Rank	Name	Time
1	Horses	36 mins
2	Fashion of the 20s	35 mins
3	Fear	12 mins
4	Vehicles of the 40s	10 mins
5	Accountant	4 mins
6	Fish	4 mins
7	Dogs: A Man's Best Friend	3 mins
8	The National Gallery of Art, Washington DC, USA	1 min
9	Japan	1 min
10	Attack on Pearl Harbor	1 min
11	Healthy Lifestyles-Women	1 min
12	Smile Train	1 min
13	Burnt umber	1 min
14	Surprise	1 min
15	Television Dads 1970-1990	1 min
16	Isra and Mi'raj	1 min
17	Vehicles of the 70s	1 min
18	City Scenery	1 min
19	1950	< 1 min
20	1955	< 1 min
21	1970	< 1 min



# What happens when you scale Recreation Therapy?



**3x**  
Staff Efficiency

**2x**  
lead  
conversion



**60%**  
Behavior  
mitigation success

**0%**  
Use anti-psychotic  
medications



## The right engagement for all residents all the time

Everyone is unique in their interests, personalities and passions, and we strive for those moments that renew a resident's sense of purpose in the face aging.

Engaging activities allow a sense of purpose to lift and enrich the lives we touch.

A woman in a white dress is standing and presenting to a group of seniors in a nursing home. She has her hands clasped and is smiling. The seniors are seated in a common room, some in wheelchairs. A large television screen in the foreground shows a quiz question: "What did Blaise Pascal invent in his search for perpetual motion?". The room has green walls, a clock, and framed pictures.

## Measure, Manage & Monetize Engagement

Linked Senior helps us engage any and all of our residents in a **person centered, measurable & manageable way** – and be proud of it – Bob DeMaria, Administrator.

# Investing in the right technology & right mindset

## “Other Product”



Long Implementation



Expensive Customization



IT Resource Dependent

Expensive Upgrades



Long Time to New Versions

Added Hardware Costs



Large Upfront Investment



Rapid Time to Value



Non-Technical Configuration



No IT Involvement

Frequent New Features



Upgrades Included

No Hardware Costs



Subscription Billing

EHR Integrated

APIE

# Questions?

Dr. Rob Winningham

Professor of Psychology and Gerontology

Western Oregon University

[www.robwinningham.com](http://www.robwinningham.com)

[rob.winningham@gmail.com](mailto:rob.winningham@gmail.com)

Meaghan McMahan, MSW

Linked Senior Research Consultant

MBM Consulting, LLC

[www.meaghanmcmahan.com](http://www.meaghanmcmahan.com)

[mmcmahan@linkedsenior.com](mailto:mmcmahan@linkedsenior.com)

