

## Hidden Benefits of Active Aging Communities: Combining Rehab and Wellness Services

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### Goal

- Learn how combining a wellness program with rehabilitation services will:
- Improve quality of life of your residents
- Increase occupancy rates and generate revenue for your business

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### Objectives

- How will combining wellness and rehabilitation benefit your business?
- Why combine wellness and rehabilitation?
- What does a successful wellness program look like?
- How will this model enhance the quality of life of your residents?
- What do you need to get started with this programming?

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### Facts

- Today's US population ages 65 and up is 37.9 million which is expected to double to 72 million by 2030
- Age group 85 and older is the fastest growing segment of the population
- 78% of retirement communities and senior centers have on-site fitness facilities
- 54% of Boomers expect to exercise regularly in retirement

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### Business Benefits

- Increases occupancy rates through better retention/ recruitment
- Generates revenue
- Increases the independence of residents decreasing caregiver burden
- Aging in place
- Variable start up costs/ shared costs with combining wellness and rehabilitation services

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### Why Wellness and Rehab

- Similar goals
- Shared space/equipment capabilities
- Cross Referrals

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### Dimensions of Wellness

- Dr Bill Hettler's 6 Dimensions of Wellness:
  - Physical
  - Emotional
  - Intellectual
  - Social
  - Occupational
  - Spiritual
  
- 7<sup>th</sup> dimension added by ICAA: Environmental

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### Integration of Wellness and Rehab Services

- Primary wellness dimensions of overlap with therapy services
- Consider developing a relationship between wellness and rehabilitation leadership in order to foster cross referrals
- Typically rehabilitation services are provided intermittently to residents while wellness services are ongoing

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### Benefits of Coupling Wellness and Rehab

- Provides comprehensive programming for the AL/IL residents
- Assists in retaining residents by keeping/ improving current functional status
- Provides an opportunity to market additional services and recruit new members to your campus
- Opportunity for increased revenue through billable rehabilitation services

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**Wellness Interventions**

- Educational
- Exercises
- Marketing
- Nutritional
- Culture Development
- Massage services
- Aromatherapy....

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**Rehabilitation Interventions**

- Screenings
- Requires physician's orders
- Evaluation and treatment
- Occupational Therapy
- Physical Therapy
- Speech Language Pathology

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**Successful Wellness Program Model**

**Educational Component:**

- Helps identify and support health and wellness needs
- Baseline testing
- Targeting screenings
- Marketing

**Action Component:**

- Exercise classes
- Nutritional Counseling
- Personalized Services
- Incentive Programming

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**Educational Classes**

Provide an educational component which includes both wellness and rehabilitation topics- have therapists and wellness providers work together when providing lectures regarding: home safety, arthritis and exercise....

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**Baseline Testing**

- Physical Function Tests/screens
- Cognitive Baseline Testing/screening

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**Senior Fit Test**

- Provide baseline testing opportunities for physical performance - have the wellness and rehabilitation professionals work collaboratively to "test" residents
- Provides 6 page resident report with objective data
- Normed to 90
- Human Kinetics

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**Functional Screenings**

- Mobility screens
- Posture screens
- Strength screens
- Balance screens

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**Exercise Classes**

- We have therapist's involved in development of exercise classes/referring resident's to classes post rehabilitation. Prior to discharge introduce resident to exercise class and inform of special instructions to continue program once therapy is completed.
- Seated Aerobics
- Stretching / Flexibility classes
- Basic Balance class

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**Specialty Exercise Classes**

- Zumba
- Yoga
- Tia Chi
- Balance
- Strong and Fit
- Spinning

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**Personalized Services**

- Personal Training
- Massage Therapy
- Acupressure
- Aromatherapy
- Nutritional Services

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**Cross-Referrals**

- Have fitness staff understand signs of a decline and refer regular class participants to therapy for specific interventions that will help residents maintain their level of function
  - Exercise Classes
  - Activities or Lifestyle Services
  - Personal Training
  - Massage Therapy
  - Memory or Cognitive Programming
  - Active therapy services to personal training, exercise classes or other wellness offerings
  - Specialty programming: Lymphedema, Pain, Low vision, Aquatics....

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**Benefits to Residents**

- Access to desired services
- Improved independence and quality of life
- Ability to age in place
- Decrease out of pocket health care expenses

“At ages 70,78, and 85 years people who were physically active were more likely to remain independent and experienced fewer declines in ADLs”

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## Results

- Specific Case Studies
- Research
- Testimonials

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## Lessons Learned

- Each CCRC/facility is unique and programming needs to be adjusted to "fit" their residents
  - Wellness staff and rehabilitation staff need to be educated on roles of each and services provided
  - Wellness and rehabilitation staff need to work collaboratively to best determine/offer services. Mutual respect and advocacy of each professional role is essential.
  - Combining resources such as supplies, equipment and space can be feasible and cost effective.
  - Many times duplicate programming needs to occur, due to assisted living and independent living residents desire not to co-mingle.
- CCRC= Continuous Care Retirement C

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## Lessons Learned

- Incentive programming is a useful tool in improving participation in wellness services
- Advertising events/programs and services is essential
- Develop a top /down wellness culture
- Start up benefits show greatest gains

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### Getting Started

- Follow WELCOA's benchmarks for success
- Learn from other programming
- Use all resources available
  
- WELCOA= Wellness Council of America (2007 publication, Vol 6)

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### Benchmarks for Success

- Executive support
- Cohesive team
  - Therapy, fitness, lifestyle, activities, nursing, food
- Collect data to drive efforts
  - Surveys, population (assisted or independent), average age, resident concerns, baseline testing
- Craft a plan
  - Programming timeline, resources, space, responsibilities
- Choose appropriate interventions
  - Education, exercise/activities, incentive programs, personalized services, therapy based programs
- Create a supportive environment
  - Resident trust, community staff is aware of wellness programs, community has defined wellness for their residents, testimonials
- Evaluate outcomes
  - Satisfaction surveys, outcome testing, cross referrals

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### Checklist Review

- Refer to checklist provided

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## Review

- Wellness Programming improves resident quality of life and is an expected service for today's actively aging population. By providing these services you can improve occupancy rates through better retention and recruitment.
- Wellness and rehabilitation are a perfect "Fit" and combined can contribute to successful aging in place
- Rehabilitation services are reimbursable by Medicare and can be a significant source of revenue

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## Resources

- <http://www.cdc.gov/homeandrecreationalsafety/falls/index.html>
- [www.webmd.com](http://www.webmd.com)
- [www.cdc.gov](http://www.cdc.gov)
- [www.usda.gov/cnpp/index.html](http://www.usda.gov/cnpp/index.html)
- <http://nih.gov/>
- <http://www.presidentschallenge.org/>
- [www.icaa.cc](http://www.icaa.cc)
- [www.welcoa.org](http://www.welcoa.org)

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## Contact Information

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