

Geriatric Care Management Notes from Roundtable
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What is a geriatric Care manager? A geriatric care manager (GCM) is someone who provides resources, advocacy, and guidance to elderly client's, as well as other information that may be valuable to assist a client and their family in planning for their individual needs. A GCM also coordinates a client's care and develops a relationship with their physician's, attorneys and other professionals. GCM's build a team with whom they communicate with to meet the client's needs

Resources for GCM's

- National Association for professional Geriatric Care Managers www.caremanager.org
- National Academy of Certified Care Managers www.naccm.net

Four ways personal care and companion services a GCM puts into place can assist a client are:

1. Prevent re hospitalization
2. Prevent skin breakdown
3. Prevent falls
4. Keeping a client safe and secure

Who can be a GCM ?

A nurse, social worker, healthcare professional, or anyone who wants to be trained as a GCM. It really is not difficult. It is what many people as sons and daughters do to plan the care of their parents and grandparents. The best GCM's have a passion for assisting people in connecting with resources to meet all of their needs.

Prevention Nursing is what I as a nurse sell when I am marketing GCM services as a nurse. A discussion was held about prevention nursing.

A resource book "Healthcare without Medicare", written by Joseph Jackson was circulated for people to review.

GCM software was also discussed; Joe Jackson has a model of this software.

How to charge for these services was discussed. An initial assessment and planning can be charged out at \$250.00. Then \$90.00 per hour for services, billed as an attorney bills in fifteen-minute increments.

How to set up a GCM program was discussed. A separate tax ID # can be used to avoid conflicting interests.

The biggest challenge with this program is to leave the certified model of thinking behind. Thinking in a certified manner can cause this program to fail.

How can a GCM help your business? GCM is a key component to a companion homemaker business. The service a GCM connects a client with helps them to remain at home longer, healthier with fewer trips to the hospital and physician. All client's recognize at some point, usually not early enough that they need some assistance. They are not aware of the resources available to them. When a GCM opens that door to everything that is available you create value for your client and for your business.

Marketing these services require a presentation of real live experiences. It requires developing relationships with estate planners, banks, attorney's and others.

Holly presented case studies of actual cases she has managed.

The key to success with a GCM program is **Creating Value** for the consumer.