SELLING A NICHE THAT MEETS THE NEEDS OF LOOMING EPIDEMIC: ALZHEIMER’S & RELATED DEMENTIAS

Katherine J. Vanderhorst, R.N.B.S.N and Dr. Verna Benner Carson PhD, PMH/CNS-BC

NICHE

noun
1. an ornamental recess in a wall or the like, usually semicircular in plan and arched, as for a statue or other decorative object.
2. a place or position suitable or appropriate for a person or thing: to find one's niche in the business world.
3. a distinct segment of a market.
4. Ecology. the position or function of an organism in a community of plants and animals.

adjective
5. pertaining to or intended for a market niche; having specific appeal: niche advertising.

verb (used with object), niched, niching.
6. to place (something) in a niche
5 Qualities of a Good Niche

- It takes you where you want to go—in other words, it conforms to your long-term vision.
- Somebody else wants it—namely, customers.
- It’s carefully planned.
- It’s one-of-a-kind, the “only game in town.”
- It evolves, allowing you to develop different profit centers and still retain the core business, thus ensuring long-term success.

EVALUATE THE NICHE-Proforma

<table>
<thead>
<tr>
<th>COUNTY (PA)</th>
<th>MCR ELIGIBLES</th>
<th>ALZ % (11%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alleghany</td>
<td>247,434</td>
<td>27,217</td>
</tr>
<tr>
<td>Dauphin</td>
<td>50,092</td>
<td>5,510</td>
</tr>
<tr>
<td>York</td>
<td>83,119</td>
<td>9,143</td>
</tr>
<tr>
<td>Westmoreland</td>
<td>84,964</td>
<td>9,346</td>
</tr>
<tr>
<td>TOTALS</td>
<td>465,609</td>
<td>51,216</td>
</tr>
</tbody>
</table>
**MARKET OPPORTUNITY**

<table>
<thead>
<tr>
<th>NUMBER OF ALZ/DM IN SERVICE AREA</th>
<th>REVENUE POTENTIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCR POP X ALZ RATE PERCENTAGE=ESTIMATED NUMBER IN SERVICE AREA WITH ALZ/DEM</td>
<td>MCR POP</td>
</tr>
<tr>
<td>465,609 (MCR population) x 11%(rate Alz over 65yo) = 51,216</td>
<td>51,216 x $5,678 = $290,804,448 (100% market share)</td>
</tr>
<tr>
<td>Estimated number of people with Alzheimer’s &amp; Dementia</td>
<td>51,216 x $5,678 x 10% = $29,080,445 (10% market share)</td>
</tr>
<tr>
<td>51,216 x $5,678 x 1% = $2,908,044 (1% market share)</td>
<td></td>
</tr>
</tbody>
</table>

*2013 Alz Foundation

---

**AGING OF THE BABY BOOMER**

- **2012**: 43.1 million
- **2025**: 72 Million
- **2050**: 83.7 Million (21% of US Population)

In 2011, Baby Boomers began turning 65 years of age at a rate of 8,000/day until 2029 (AARP, 2014).
AGING OF THE BABY BOOMER
w/ADRD

2015
5.3 million

2025
7.1 million
40%

2050
13.8-16 million

Between 2015-2025 every state has at least a 14% increase in number of people with Alzheimer's disease. West and Southeast have biggest increases.

STATE GROWTH

Largest Alzheimer's Elderly Populations in 1,000's 2015

- California 590.0
- Florida 500.0
- New York 380.0
- Texas 340.0
- Pennsylvania 270.0
- Ohio 210.0
- Illinois 210.0

Largest Percentage ALZ Growth 2000 to 2025

- Alaska 72%
- Nevada 64%
- Arizona 67%
- Wyoming 48%
- South Carolina 48%
- New Mexico 47%
- Georgia 46%
- New Hampshire 46%
- Virginia 46%
- Utah 45%
## More Important Stats

<table>
<thead>
<tr>
<th>State</th>
<th># of People Caring for Alz/Dementia Family Member</th>
<th>Hours of Unpaid Caregiving/Year</th>
<th>Value of Unpaid Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pennsylvania</td>
<td>671,000</td>
<td>765,000,000</td>
<td>$9,304,000,000</td>
</tr>
</tbody>
</table>

**MCR STATS**
- 23% of People with Alzheimer’s and/or Dementia utilized a home care service
- Person with Alzheimer’s/Dementia on average has a 3 times higher expenditure by MCR on them for home care services
- 25.6% is death rate by Alzheimer’s in Pennsylvania

---

## WHY PROVIDE DEMENTIA CARE?

1. Decision to place a loved at a higher level of care is almost always made because the caregivers are unable to deal with the challenging behaviors characteristic of the disease.
2. One in 9 people age 65 and older (11 percent) has Alzheimer’s disease. 1/3 of people age 85 and older have Alzheimer’s.
3. 85% of care is provided by unpaid family and friends.
4. Alzheimer’s disease typically progress over 4 to 8 years after diagnosis, and some individuals live as long as 20 years.
5. Most needed caregiving tasks-getting in and out of bed, toileting, bathing, managing incontinence and feeding.
6. Direct care works often do not receive training necessary to provide dementia care.
7. Median turnover rate within 1st year of employment is 64% (2014 Private Duty Benchmarking Study) (PCA turnover rate is 44%-65%-Paraprofessional Healthcare Institute)

---
BECOMING AN ALZHEIMER’S WHISPERER®-
A LOVING & GENTLE APPROACH

DEVELOP A STRATEGY SAMPLE

PERSON-CENTERED APPROACH

What is an Alzheimer’s Whisperer?

A person who enters the world of someone with Alzheimer’s disease.

A person who understands that world and is willing to change without expectations that the person with AD will change.

A person who knows what is cognitively/functionally appropriate for the person with AD.

A person who understands the connection between brain damage and behaviors.
Theory of Retrogenesis

The Reversal Of Normal Human Development

PROGRAM DEVELOPMENT

DEFINE PROGRAM
- Does is meet demographics that address the main challenges in the home with Alzheimer’s?
- Clinical/Evidence based
- Materials/Personnel
- What will you offer?
- Easy to train
- Competency built in
PROGRAM DEVELOPMENT

DETERMINE APPROPRIATE STAFF
- Aide has consistency for 2-6 months
- Staff is interested in working with this population?
- Staff is patient, kind and has ability to be creative (use in diversion in ADLs)
- Can engage in activities
- If rigid or too task oriented, not a great choice
- Job descriptions
- Recognize staff (Develop team, pay, etc.)

TRAINING
- Content and time frame
- All staff
- State requirements
- HR files

PROGRAM CHAMPION
REFERRAL SOURCES-TRADITIONAL

- Case Managers
  - Hospitals
  - Rehabs
  - Geriatric Care Managers-National association of geriatric care management-
    www.Caremanager.Org
- ALFs, SLFs, CCRCs, Personal Care Homes
- Develop Partnerships
- State and County Agencies- Aging, Case Management
- Certified and Hospice Agencies

DISCOVERY

- Find out as much as you can about the referral sources that you are calling on:
  - How big is the practice? How many physicians? Case Managers, etc.?
  - What home care agency do they currently use? Why?
  - What types of patients do they refer for home care? Do they know the difference between skilled and PD?
  - Who makes the home care referrals? And when?
  - How do they make their current home care referrals?
  - Is there anything about home care that they don’t like?

DISCOVERY QUESTIONS

- Has anyone been in the office this week that might benefit from receiving home care services?
- Do have clients whose anxiety and/or depression interfere with management of their medical conditions?
- “Do you have any patients that are continuously calling your office who could use a home care assessment?”
- “Do you have any patients where the families are struggling to provide care?”
- Do you have patients who are having difficulty transitioning from inpatient care to community? Who don’t get their medication? End up in the hospital within 30 days?
- Do you have patients who cannot manage their ADLs, need assistance to stay at home?
- Do you have clients whose families aren’t sure they can keep their loved one at home much longer?
PHYSICIANS WHAT PHYSICIANS TO TARGET?

- Psychiatrists
- Neurologists
- Geriatricians
- Internal medicine
- Family practitioners
- General practitioners
- Physicians who make house calls www.aahcm.org

CONSUMER / FAMILY CAREGIVERS

- How do you reach them?
  - Internet-Search Engine Optimization
    - Blogs
  - Support groups
  - Churches(parish nurses)
    - Faith Community Nursing
  - Senior centers
  - Senior papers
    - Submit articles
  - Health fairs
  - Senior housings
  - Clubs/support networks
    - Mental Health Association
HOSPITALS

- Develop relationship with case management dept
- Get on their home care list (MAKE IT CLEAR YOUR TYPE OF AGENCY)
- Present to departments (look at others (geropsych, neuro, er))
- Discovery
  - Explain benefits of program
  - Helps patients who fall thru cracks
  - Present program
  - Patients with compliance issues upon discharge
- Talk to case management re: PROGRAM BENEFITS DECREASE HOSPITALIZATION, DECREASE ER USE, INCREASE COMPLIANCE
- CONTINUATION OF CARE PLAN
- PARTNER IN CARE

MARKETING MESSAGES TO CONSIDER

- PROGRAM NAME
- WHAT ARE KEY MESSAGES TO CONVEY
  - Need
  - Inclusion/Exclusion criteria
  - Program Goals
  - Tie in to Your Strengths-Advantages
- WHAT DISCIPLINES CAN YOU PROVIDE?
  - Mention all
- WHAT SERVICE LINES CAN YOU PROVIDE
  - Target Population (PD, PD w/GCM)
  - One brochure or for multiple lines
- WHAT SKILLS/SERVICES WILL YOU PROVIDE
  - Spell out
MARKETING PROGRAM COMMUNITY LAUNCH
- Community Events for Caregivers
  - Educational
  - Leave behind
  - Track Attendees
- Radio
- Community Awareness Participation
- Support Groups/Caregiver
- Social Media
- Ads in Senior Directories
- Press releases
- Current and Past clients

ADDITIONAL MARKETING/MEDIA

COLLATERALS
- Website
  - Information
  - Blog on education @ Dementia
- Brochures
  - Referral Sources
  - Consumers
- Articles
  - Senior Papers-Dementia Health Topics
- Social Media
- Give Aways
QUESTIONS

- www.cvseniorcare.com
- Katherine Vanderhorst
  - kvander716@aol.com
- Dr. Verna Carson
  - vcars10@verizon.net