

# HOME CARE

IS THE

# FUTURE

*Are you listening?*

WHITE PAPER

INDUSTRY FOCUS:  
SENIOR LIVING

WRITTEN BY:  
DR. JOY DOLL

FORWARD BY:  
MARK GOETZ, CEO

CLIENT  
NURTURING  
PROGRAM



# Foreword

By Mark Goetz

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I am sure in 1999 as Amazon was pivoting from online book sales that there were some on the leadership team that disagreed, drug their feet or just flat out wouldn't change. It's possible. History has written the end to this story.

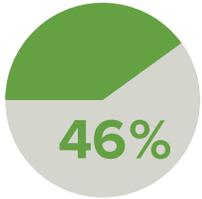
Senior living is now poised and and ripe for the same changes and must take action. New models of care are being birthed and have gained credibility and momentum. Seniors prefer to stay at home if at all possible and adding more marketing dollars to your budget will not solve future occupancy and business model problems. Technology is not 100% of the answer to this problem either.

A cohesive in-home services approach is not only obtainable now for senior living providers but is absolutely necessary. Client nurturing now needs to begin earlier and in the home. If you are not taking care of your future residents, someone else is. There are leaders in senior living organizations who naturally resist change. We all do this at times. For the entrepreneur who wants to serve seniors however, the time is now to enter the market. Word of mouth marketing to reach clients and caregivers is still king and the decently capitalized business can still win caregivers and clients and "do good." If you're a senior living provider or adjacent to this industry you can now do "even more good." The question of "why shouldn't we do this?" now becomes a statement of fact, "we should do this."

The need for basic services like companionship, personal care and dementia related services delivered in the home by caregivers begins the relationship building process and provides relief to seniors and their families. Continuous care at home is here and it is here to stay. Are you listening?



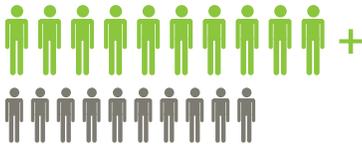
**Mark Goetz**  
PRESIDENT AND CEO  
HomeCare Advocacy Network



46% of all HomeCare revenue is generated from **Senior Living Provider referrals**.

**\$65**  
BILLION

Senior Living and healthcare adjacent referrals equate to over \$65 billion in home care revenue annually.



By 2034, **older adults will edge out children** in population size – 77 million to 76.5 million.  
U.S. CENSUS

Baby Boomers are turning 65 at a rate of 10,000 per day - **by 2030 all Baby Boomers will be age 65 or older.** U.S. CENSUS



It's estimated that the number of Americans with **Alzheimer's Disease will reach 14 million** by 2050.  
ALZHEIMER'S ASSOCIATION

**14 MILLION**



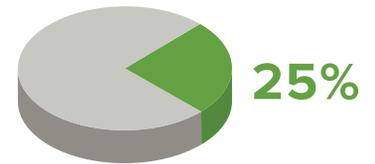
Nearly one in five Americans (19%) are **providing unpaid care for an adult with health or functional needs**

NATIONAL ALLIANCE FOR CAREGIVING



**36%** Employment of home health aides and personal care aides is projected to grow **36%** from 2018 - 2028 - faster than the average for all other occupations.

BUREAU OF LABOR & STATISTICS



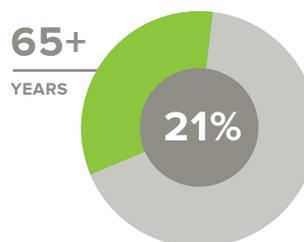
By 2060, nearly **one in four Americans will be age 65 or older** – making up 25% of the population.

U.S. CENSUS



76% of seniors surveyed **prefer to remain in their current residence** for as long as possible.

AARP



In 2030, people age 65 and older will make up **21%** of the U.S. population.

U.S. CENSUS

# Home Care is the Future.

Joy Doll & Mark Goetz, CEO

## CULTIVATING CONTINUOUS CARE AT HOME

Now more than ever, affordable continuous home care is important. In this document, we discuss the impact of the current status of multiple factors that speak to the fact that continuous home care can have a substantial impact on our society by maintaining older adults to successfully age-in-place and relief for unpaid caregivers. Additionally, the recent pandemic has forced rapid change in health care delivery as stay-at-home for older adults is highly recommended into the foreseeable future.



*With recommended stay-at-home orders for most older adults now and into the future, the case for continuous care at home is critical now more than ever.*

## ☀️ PANDEMIC IMPACT

Today, over half of older adults live with a spouse and/or partner but **almost 40% live alone**. Pre-pandemic, seventeen percent of older adults received help and support for activities of daily living like meal preparation and shopping. Additionally, the disruption in daily life caused by the pandemic has removed opportunities to engage in healthy routines including physical activity and community activities like attendance at faith communities. More older adults report watching more television and spending time on the internet that include little physical activity which could lead to future health decline. A recent survey conducted by the John Hartford Foundation exploring the impact of the pandemic due to COVID-19 revealed that over half of older adults experienced disruption in health care. During this unprecedented time, 1 in 5 older adults participated in a telehealth visit and most found it as valuable as an in-person visit. Despite the challenges of COVID-19, the fast adoption of telehealth by both clinicians and patients provides opportunity to explore additional modes of health care delivery. With recommended stay-at-home orders for most older adults now and into the future, the case for continuous care at home is critical now more than ever.

## ❁ LONELINESS AND SOCIAL ISOLATION

According to the Hartford survey, the pandemic has increased reported loneliness by older adults with one third reporting increased loneliness. Loneliness has clear ties to health status among older adults with increased provider visits, diagnoses of depression, declines in functional status, and higher risk of mortality. Continuous home care can prevent loneliness and social isolation by providing contact with a caring individual even if done through remote means.



*Continuous home care can prevent loneliness and social isolation by providing contact with a caring individual.*

## ❁ THE STATUS OF CAREGIVING

Nearly 1 in 5 adults provide unpaid caregiving to an older adult rising from 18 to 20% from 2015 to 2020. Twenty four percent take care of more than one person and 26% report challenges in coordinating care. Over 60% of these caregivers currently work and 21% report issues with their own health status. **Continuous home care can relieve burden on caregivers, provide a resource to families living at a distance and provide piece of mind to all those involved.** Relieving stress and worry can positively impact the health of caregivers themselves and healthy caregivers provide better care.



Nearly one in five Americans (19%) are **providing unpaid care for an adult with health or functional needs**

NATIONAL ALLIANCE FOR CAREGIVING

## HEALTH CARE CHALLENGES CALLING US TO CONTINUOUS CARE

A variety of issues in health care delivery call us to consider continuous care at home as an important and valued option of supporting the health and aging in place of older adults.

### ✓ LACK OF CONTEXT ON HOME

Much of person's life and health is impacted by where they live and how they live. Typically, health care teams rely on patient reporting about home environments and do not always have a good comprehensive understanding of how their home impacts their health status. Caregivers, as part of the health care team and remote patient monitoring, give opportunities to connect the dots for improved health care delivery.

### ✓ CHALLENGES WITH HEALTH CARE TEAMWORK

Caregivers may or may not be considered as health care team members. Due to siloed mentalities in health care today, teamwork across disparate health care contexts is common. Issues with historical power and challenging the status quo of health care delivery to a team based approach also confound barriers to teamwork. Yet, older adults receiving continuous home care have a comprehensive record of their health status, health concerns and daily patterns of behavior. This information is invaluable to health care teams managing the care of older adults to support them to age in place.

### ✓ LACK OF INTEROPERABILITY

Electronic health records are usually organization specific and lack the ability to “speak” to one another. This means that most individuals health records are disparate, and needs identified in one environment do not always get transferred across providers and health care settings. The lack of interoperability may lead to segmented or uninformed health care delivery. Yet in continuous home care, a comprehensive data set exists on the daily life of an older adult. This information can be shared with health care teams to address the gaps in information due to lack of interoperability creating a bridge over these concerns.

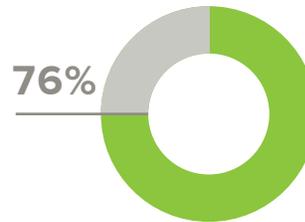
### ✓ DATA GOVERNANCE AND PRIVACY ISSUES

Whenever data is being collected on a person, data governance and privacy issues arise. Older adults may question monitoring and where data is stored. Privacy may be incredibly important and decisions around these aspects are not always clearly defined especially in nonhealth care entities. Additionally, HIPPA was written prior to the proliferation of health and electronic private health information. Continuous home care agencies deeply understand this element and work collaboratively to address these concerns to protect privacy of older adults.

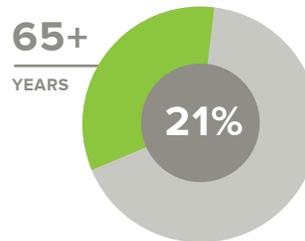
**All of these issues that impact health care can be positively influenced through continuous home care. With the complexity of today's health care environment confounded by the number of older adults, the foundations for the future and value of continuous home care are stronger than ever before.**

## CONTINUOUS CARE AT HOME

Continuous care at home is the ability of a company or various related services including family caregiving to offer the assistance needed to allow an individual to age in place and live at home. The intent of continuous home care is to fill in the gaps that may occur in care as individuals age to prioritize their needs. Much of the services that surround older adults are for drastic life changes like a move away from home or are temporary after an incident like a fall that leads to some temporary home health services. But many of these services do not meld with the desires of older adults to remain at home with assistance. Continuous care at home also allows the flexibility to ease services into one's life as they age, and small changes occur. It does not wait till a major life event occurs to surround the older adult with resources and care.

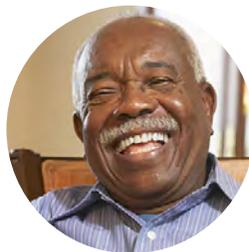


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AARP



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## ELEMENTS OF CONTINUOUS HOME CARE

Continuous home care offers multiple aspects that can meet the individual and unique needs of older adults desiring to age in place including in-person caregiving, telehealth, artificial intelligence tools and remote patient monitoring.

### ✓ IN-PERSON CAREGIVING

Nonmedical caregiving can ensure an older adult successfully ages-in-place wherever they call home. Nonmedical caregivers support the health and well-being of older adults allowing them to age in place as needs arise related to daily activities. Additionally, nonmedical caregiving removes the burden from family attempting to care for a loved one. The stress and challenges of family caregiving impact the caregiver's health which can be alleviated with caregiver support.

### ✓ TELEHEALTH IN THE HOME

Telehealth has accelerated at a blurring pace due to the recent pandemic. Older adults can access care to their providers and health care team through telehealth visits. Continuous home care can support the connection of the health care team to the home through supporting telehealth. Telehealth in the home eliminates the need for transportation to access needed services.

### ✓ ARTIFICIAL INTELLIGENCE TOOLS

Whether we recognize it or not, artificial intelligence is a part of our lives. Many of us contain in our homes multiple AI devices with capabilities or currently are monitoring a portion of our health. Examples include wearables like smart watches, handheld devices that track GPS like cell phones and tablets, mobility aids with sensors, voice activated devices, robots like robotic vacuums and distributed systems that monitor the thermostat. Continuous home care can work to tie the utilization of these devices, many of which older adults have in their homes, to leverage caregiving and health care monitoring. In addition to monitoring, these devices allow the opportunity for companionship to reduce social isolation, a core aspect of continuous home care. Overall, the tools and opportunities for continuous home care already exist in our homes to ensure that older adults can fulfill their desire to age-in-place.

### ✓ REMOTE PATIENT MONITORING

Remote patient monitoring involves monitoring a outside a traditional health care setting using technology. The benefits of remote patient monitoring have demonstrated reduction of hospitalizations and detection of disease/illness while allowing older adults the freedom to maintain daily life in their home. The intent is to avoid disruption of daily life while gathering a comprehensive understanding of one's health and daily routines. Remote patient monitoring is a part of continuous home care providing up to 24/7 monitoring of patients which aids in prevention of health issues and quick response if an incident like a fall occurs.

Each of these described elements demonstrate the diverse strategies that can be used to support aging in place for today's older adult population. Health care clinicians are called to support the health of their patients and continuous home care exists as a supportive health care infrastructure for aging in place and older adult wellness.

## ✿ CONCLUSION

Continuous care at home provides opportunities to holistically honor an older adult to age in place. It does this by allowing providers to access the home lives of patients, caregivers to have peace of mind of their loved one being monitored and supported and, the older adult themselves, to choose to age in the ways they want to, health permitting. Essentially, continuous home care connects all the dots to ensure that older adults can live with quality and purpose throughout their the entirety of their life.

**Contact us to discuss your future!**

**217-803-0109** Partner@HCANthrive.com

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## ✿ JOIN OUR AMAZING CLIENT NURTURING PROGRAM NOW. ✿

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**DR. JOY DOLL**

Joy Doll, OTD, OTR/L, FNAP is the Chief Academic Program Officer and Vice President, Academic Programs for the Nebraska Health Information Initiative working specifically with the Nebraska Healthcare Collaborative. In her current role, she develops and supports cross-sector partnerships to develop population health research that informs health care policy and clinical practice. Prior to NEHII she was the inaugural Executive Director for Creighton University's Center for Interprofessional Practice, Education and Research. In this role, Joy was responsible for helping lead initiatives to promote interprofessional education (IPE) and collaborative practice for Creighton University and CHI Health. As a champion for IPE and collaborative practice, Joy has helped facilitate teams of both academicians and clinicians to develop comprehensive IPE to meet the disciplinary accreditation requirements for 9 health professions programs and works with CHI Health to establish collaborative practice. In addition, she has published a book on grant writing and multiple scholarly publications along with giving a TED Talk which can be viewed here. Besides her passion for her work, she loves her family which includes her husband & two children.

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