

Publication of the National Association of Professional Geriatric Care Managers

inside gcm

Silent Night:
Reflections
on Finding
Meaning
in Life

ALSO INSIDE
NAPGCM Survey Results

Integrating Care
Management in Corporations

Customer Relationship
Management



National Association of
Professional Geriatric Care Managers

- 8% Education (better continuing education at more reasonable fees, clinical practice review, one-on-one regarding starting a business)

How members learned about NAPGCM

(among those who joined in past 3 years)

- 41%—Web site or Internet search
- 40%—referred by another member
- 9% attended a meeting or conference

Why members joined

- 45% for Professional development
- 22% for Referrals
- 15% for Networking
- 12% for Standards of Practice

What members would change (nearly half of respondents answered)

- 16% related to Certification requirements
- 13% felt things were OK or too new a member to comment
- 11% External Promotion
- 7% Membership Communication
- 6% Mentoring & Connecting

Summary of "What's on members' minds"

- Certification
 - Membership Categories & Fees
 - Promotion & Partnerships
 - Membership Value
 - Communication
 - Liability insurance
- "This was a good idea to communicate with members."

Thanks to the following staff members who participated in the preparation and conducting of this survey:

*LaVay Sheldon, Kellen Company,
Director of Special Projects*

*Russ Lemieux, Kellen Company,
Group Vice President*

*Kaaren Boothroyd,
NAPGCM Executive Director*



Current Trends: Integrating Care Management in Corporations

By Jennifer Elizabeth Voorlas

A beginning trend is now happening in the workplace that could help make a huge difference in the lives of senior citizens and those who care for them. As provocative an issue as child-care in corporations, elder care is now taking lead. Employers are utilizing the expertise of Geriatric Care Managers to assist their employees with elder care issues. Corporate productivity may depend upon it. Businesses are paying attention to the kinds of issues their employees face, and how this detracts from work performance, affecting overall corporate efficiency.

Many of us are familiar with the term, "Sandwich Generation"—We deal daily with clients being "squeezed" at both ends of the spectrum: experiencing high levels of stress juggling full time jobs, family obligations, while at the same time, trying to manage the care for an elderly loved one. In the workplace, this translates into reduced productivity and creativity. High levels of depression, anxiety, absenteeism, and reduced concentration are all symptoms of a stressed-out caregiver. In many cases this stress leads to alcoholism and or drug abuse, impairing judgment.

According to the Sloan Work and Family Research Network (2007): "Nearly 60% of those caring for an adult over the age of 50 are working; the majority of those fulltime" (MetLife Mature Market Institute, & National Alliance for Care giving, 2006). Also, 62% of employed caregivers changed their daily schedule, went in late, left early, or took time off during work. Even more unexpected is the high cost of inconsistent employee attendance due to care giving responsibilities. According to The MetLife Care giving Costs Study: Productivity Losses to U.S. Business, produced in conjunction with the National Alliance for Care-giving (NAC): the average caregiver costs an employer \$2,110 per year. For those caregivers providing the most intense levels of care, the cost per employee is \$2,441, totaling \$17.1 billion. The total annual cost for all caregivers is \$33.6 billion.

There are also increased health care costs. According to the National Working Caregiver's Resource Center (2007), even when employees are caring for someone, and they are not covered by the company's health care policy, company costs go up:

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functionality leaves a lot to be desired. I agree the leaning curve will be shorter if you are used to the Palm. It certainly syncs to Outlook easier than the PDA ever did. If you get the Treo, spend another \$5/month for the replacement insurance, as it gets beat up.

Michael Newell, RN, MSN

I also have been using the Treo for a few years after many Palms. My complaint has to do with Documents to Go or other applications that seem to not work consistently. I used to use Word or Excel for time keeping and then hot sync but am unable to do so now. I was told that if I switch to Blackberry I would need to input all my data since it would hotsync with Outlook now. Is there any way to transfer Palm data (contacts, etc.) to Outlook without inputting manually?

*Helene Bergman, LMSW,
C-ASWCM*

I have a great "Smartphone" phone/PDA combo through T-Mobile. It's compact—the keyboard slides out from the side and the screen automatically turns horizontal. Everything synchronizes—calendar, notes, tasks, contacts, e-mails (only use this function occasionally). Also records your voice and you can write on it with a stylis.

Michele Bondinot, MA, CPG

There is a great book "Getting Things Done: The art of Stress-Free Productivity" by David Allen and his seminars www.davidco.com could change your life. He ties in using PDAs and Outlook. He does excellent work.

*Cheryl Mathieu, MSS, MSW,
PhD, CMC*

Current Trends: Integrating Care Management in Corporations

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- 75% of working caregivers report an adverse effect on their own health
- 50% report 8 additional visits per year to a health care provider (for themselves) as a result of their care giving responsibilities
- 22% report a significant impact on their own health

With these statistics, the value of integrating care management into the corporate setting is mandatory. Then why are more companies not doing it? One reason could be cost. Many corporations may still believe that it is up to the individual not the company to find and fund these resources. Also, many employers are uneducated about the problem—they do not realize or deny the toll care-giving stress has on employee productivity.

However, according to Investor's Business Daily (2007) that trend is changing: the National Study of Employers indicates that 79% of companies offer flexible work hours to allow staff to handle elder care issues, and 50% of larger companies offer elder care resources and referrals. Betty Purkey director of Worklife Strategies for Texas Instruments explains how TI now offers a series of free elder care referral services. Occasionally, they contract out for GCM's to present educational material on different topics for caregivers. Providing resources in the workplace translates into better rapport with employees, enhancing overall company cohesiveness. If productivity increases, there is less employee turnover, and many workers will stay on the job. This is a win-win situation for employer and employee alike.

As geriatric care managers, our potential is not limited to the individual and or family system. We must market our tools to advocate that companies can and should create budgets to contract with care managers for caregiver education, referrals/resources, and in-home assessments. The demographics of a company and the community it resides in determines how we can do this: Businesses located in one geographic area with more extended families could contract with local care managers, whereas another corporate locale might benefit from creating a resource education network—linking workers to GCMs all over the country. Geriatric care managers must be prepared to market their skills accordingly.

Our service is of extreme value to corporations. It is our responsibility as care managers to see that potential realized. If properly educated, employers who have elder care resources within arms length for their employees will have that corporate edge, and employees will benefit tremendously by getting assistance with the most important elder care decisions of their lives.

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Jennifer Voorlas, MSG is a geriatric care manager in the Southern California area working for Geriatric Care Management Solutions Inc, and the Brain Longevity Center. She can be reached at Catsnaful1966@aol.com or (310) 415-1365. Special credit to Betty Purkey for help with this article. Comments are welcome, as ongoing research is being devoted to this study!