

## MEMORYCARE 2015 PROGRAM SUMMARY

### **Who Are We?**

- ❖ MemoryCare was established as an independent, non-profit charitable organization in June of 2000. We serve older adults with cognitive impairment and their families in western North Carolina and provide community education. We provide:
  - Accurate diagnosis (through cognitive testing and focused physical examination),
  - Disease planning (respite and in-home care options, long term care planning, prompting to address necessary financial/legal issues and safety issues unique to the disease),
  - Behavioral management,
  - Caregiver training, counseling, and support; coordination of services provided by other agencies,
  - Prescriptions for dementia-related medications,
  - Help filing for assistance for low income families,
  - Assistance with end of life decision making/advance directives,
  - Provision of written care plan to families in coordination with primary care physicians,
  - Guided introduction to our lending library of caregiver resource materials,
  - Education on aging issues to the community and training to other health care professionals in geriatrics,
  - Home visitation program in Buncombe County for clinical assessment when needed,
  - Time to listen to care needs.
- ❖ We have twelve full time and six part time staff members. Our clinical and care management services are provided by our team of six physicians, one registered nurse, and three social workers.
- ❖ We are governed by a Board of Directors comprised of community volunteers.
- ❖ MemoryCare has two satellite clinics in the more rural parts of the region- one serving Yancey, Madison, and Mitchell counties and another serving Haywood County and counties farther west.
- ❖ To address a waiting list for enrollment, MemoryCare expanded services in 2002, 2006, 2008, 2012 and 2015 and established a home visit program in Buncombe County.
- ❖ We offer a Geriatric Caregiver Consultation service for caregivers needing resources prior to enrollment.
- ❖ All MemoryCare physicians successfully report for the Dementia Measures Group of the Physician Quality Reporting System.
- ❖ Our model mirrors best practice guidelines outlined by The Alzheimer's Study Group, National Alzheimer's Plan, and a DHHS review of dementia programs.
- ❖ We are designed as a non-profit because of the budgetary gap created by the limited reimbursement available for our services and to ensure that all with need have access to our program.
  - The annual cost for comprehensive services averages \$1,310 per family per year.
  - We are funded by a combination of patient insurance fees, a cost-sharing caregiver fee from all enrolled families, and charitable funds raised by MemoryCare.
  - In 2015, *twenty-seven percent* of caregiver fees were waived for low income families.
  - MemoryCare raises charitable funds through a combination of grants, donations, and investment income to pay for the budgetary gap created by lack of adequate reimbursement for services and to assist indigent families in need of our services.
  - MemoryCare would not exist without the generous support of foundations, community agencies, and individuals who have supported our program over the years.

### **Who Do We Serve?**

- ❖ MemoryCare served 1,054 patients and 3,478 individuals with clinical and care management services in 2015.
- ❖ Patients range from 53 to 103 years of age with an average age of 80.
- ❖ 52.7% of enrolled patients come from Buncombe County; the remainder is from 22 other counties in North Carolina (45.8%) and from out of state (1.5%).
- ❖ 48.5% of MemoryCare's primary caregivers have a spousal relationship, 44.5% are children, 4% have another type of familial relationship, and 3% have a non-familial relationship.
- ❖ 86% of MemoryCare patients are living at home compared to 70% cared for in the home setting nationwide.
- ❖ 48% of our patients are considered low income by HHS Poverty Guidelines.
- ❖ Professional education is provided to medical students, physicians in training, geriatric fellows, nursing, social work, and other students. We also provide training for dementia care specialists.
- ❖ MemoryCare staff gave 69 presentations and participated in 20 special events in 2015 that reached 2,896 individuals and radio audiences with dementia-related education. MemoryCare had 8 health screenings sessions in the low income minority community reaching 46 individuals with cognitive and general health screenings.

## Why Are We Needed?

- ❖ With an aging population, the need for high quality, cost-effective dementia care is increasing all over.
- ❖ Currently in the United States, 11% of those 65 and older have dementia. (2015 Alzheimer's Disease facts and Figures).
- ❖ In western North Carolina, 23% of our population is age 65 and older compared to 14.7% in the rest of the state making the need even more pronounced in this area.
- ❖ Our community expressed a clear need for dementia care that *integrates* medical care of the patient with the education and support of caregivers. Established in 2000, MemoryCare remains the only organization in the region offering this type of care.
- ❖ Dementia is a chronic illness that can take years to progress and impacts not only the patient but their families and the community as well. Families need support to manage the challenges faced over the course of the illness.
- ❖ Despite the lack of disease-modifying therapies for dementia, studies consistently show that active management of the disease with routine engagement of caregivers such as MemoryCare provides can improve quality of life through all stages of the disease both for the individual with cognitive impairment and their caregivers.
- ❖ With the damage in the brain that occurs with dementia beginning years before symptoms occur, even if a cure were found today, a generation of us will likely experience the full impact of the disease and need care.
- ❖ In 2015, the cost of caring for those with Alzheimer's and other dementias in the US was estimated at \$226 billion and in North Carolina \$6.2 billion.
- ❖ MemoryCare offers a high-quality, affordable alternative for the medical care of dementia patients that saves healthcare dollars by helping patients stay safely in the home setting longer than would otherwise be possible and by educating families about appropriate utilization of the acute care system.
- ❖ MemoryCare patients consistently have fewer hospitalizations than other dementia populations, shorter hospital stays when compared to others in this community with dementia who were admitted, and lower readmission rates than the state or local hospital system saving the hospital system well over \$1 million in the past 3 years.
- ❖ Dementia is the primary reason for facility placement of older adults. Helping cognitively impaired individuals stay safely in the home setting for longer not only contributes to the quality of life for all involved, it saves families and the government the significant cost of placement.
- ❖ Research shows that the highest quality and safety outcomes in dementia care require caregiver education and support such as MemoryCare provides.

## Who Are Our Supporters?

- ❖ 100% of MemoryCare's staff and Board of Directors contribute financially in support of our program.
- ❖ The majority of donors to MemoryCare have been directly touched by our services.
- ❖ MemoryCare has received significant grant assistance from the following foundations in the past three years: The Duke Endowment, The Fullerton Foundation, Mission Health, People in Need grant from the Community Foundation of WNC, the Buncombe County Aging Coordinating Consortium, and the United Way of Asheville and Buncombe County, in addition to other smaller foundations, charitable trusts, corporations, and churches.
- ❖ Givens Estates provides reduced rent and occupancy costs as a community service that allows more operating funds to go into direct services. Of MemoryCare clients in 2015, 2.9% percent were from the Givens Estates.
- ❖ Other space for operations is provided by the Haywood County Senior Resource Center for our Haywood County Satellite Clinic, Yancey County Hospice for our Yancey/Madison/Mitchell County Satellite Clinic, South College for Caregiver College and other organizations for screenings in the minority/low income community of Buncombe County and for MemoryCaregiver Network support groups.
- ❖ In 2015, MemoryCare received charitable donations from 672 individuals, 6 foundations, and 22 community partners/sponsorships allowing MemoryCare to provide \$733,809 in charitable services in 2015.
- ❖ Through the work of dedicated volunteers, MemoryCare received 909 hours of volunteer service this year.

## Who Are Our Collaborators?

- ❖ MemoryCare enjoys collaborative relationships with the Mountain Area Health Education Center, Givens Estates, the Senior Resource Center of Haywood County, Yancey County Hospice, and South College.
- ❖ MemoryCare has strong working relationships with numerous other organizations serving the geriatric population in western North Carolina including Mission Health, Buncombe and Henderson County Councils on Aging, Land of Sky Regional Council, Black Mountain Neuro-Medical Treatment Center, adult day programs, local retirement communities, and the Alzheimer's Association.

