Alzheimer’s Resources at your Fingertips

Presenters:

Mariam Schrage, MSW
Associate Director, Contact Center
Alzheimer’s Association Contact Center

Cheryl Kinney, LCSW
Senior Director, Client Services
Alzheimer’s Association, St. Louis Chapter
Mission

To eliminate Alzheimer’s disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Vision

A world without Alzheimer’s disease®.
Strategic Objectives

• Increasing concern and awareness
• Advancing public policy
• **Enhancing care and support**
• Accelerating research
• Growing revenue support of the mission

Alzheimer’s Disease vs. Dementia

• Dementia is a general term used to describe a decline in cognitive functioning.
• Alzheimer’s disease is the most common form of dementia.
• Alzheimer’s is a progressive brain disease that destroys brain cells, causing problems with memory, thinking and behavior.
• In the early stages of Alzheimer’s, the affected person may experience memory impairment, lapses of judgment, and subtle changes in personality.
• As AD progresses, new areas of the brain are affected including memory, language, movement and perception. There may be disorientation and personality changes.
Prevalence

- An estimated 5.4 million Americans of all ages have Alzheimer’s disease in 2016.
- Currently someone in the US develops AD every 66 seconds
  - By 2050, this number will change to every 33 seconds.
- More women than men have Alzheimer’s disease and other dementias.
  - Almost two-thirds of Americans with Alzheimer’s are women.
- Older African-Americans and Hispanics are more likely than older whites to have AD and other dementias.

Myth versus Reality

The MYTH is that – Having a “little touch of dementia” is a normal part of aging.

The REALITY is – Our brains age right along with the rest of our bodies, and our abilities naturally change with age. But this aging process is different from the disease process that accompanies a diagnosis of Alzheimer’s
Importance of Early Intervention and Support

There are many other conditions that can cause symptoms of dementia, including some that are reversible. It is important to rule out other possible causes.

AD cannot yet be stopped or reversed. An early diagnosis allows people with dementia and their families:

• A better chance of benefiting from treatment
• More time to plan for the future
• Lessened anxieties about unknown problems
• Increased chances of participating in clinical drug trials, helping advance research
• An opportunity to participate in decisions about care, transportation, living options, financial and legal matters
• Time to develop a relationship with doctors and care partners
• Benefit from care and support services, making it easier for them and their family to manage the disease.

Facilitating the referral process

• On-line resources for healthcare professionals
• Rapid referral system (web-based /fax)
24/7 Helpline

- Provide compassionate, effective, and timely service
- Referrals to local community programs, services and ongoing support
- Approximately 20% of Helpline staff is bilingual
- We can also provide help in a caller's preferred language using our translation service with more than 200 languages and dialects
- Over 70 agents including general information and referral agents and Master’s level clinicians.

24/7 Helpline Goals

- Maintain at least a 95% service level at all times (calls handled vs. abandoned)
- 90% of calls answered in 60 seconds or less
- Collect referral source on at least 90% of calls in order to track physician outreach initiative
- Overall, at least 90% in constituent satisfaction
24/7 Helpline Call Volume

- On average, the national Helpline receives close to 4,000 calls a week
- FY15 (July 1, 2014 to June 30, 2015) –
  - 1-800 Number – almost 330,000 calls
  - Contact Center – over 195,000 calls

Life of a call

1. Call is made to 1-800-272-3900
2. Call picked up by Chapter if available
3. Otherwise, call picked up by Contact Center
Call answered at Helpline

If call is answered at Contact Center…

- Information and Assistance agent provides basic information; note made for Chapter indicating if follow-up is required
- If agent determines care consultation is needed, call is transferred to a Care Consultant

Information and Assistance Agents

- Assist callers in navigating their decisions
- Provide basic disease education, information and referral support
- Topics include donations, registrations, Alzheimer’s disease or dementia basics, legal, care and housing options, and local resources referrals
Care Consultants

- Confidential care consultation provided by Master's level clinicians who help with decision-making support, crisis assistance and education on issues families face every day.
- Provide emotional support, assist with planning and problem solving, and conduct safety assessments.
- If necessary, a report is made to Adult Protective Services and/or local first responders are contacted.

Community Resource Finder

Get easy access to a comprehensive listing of Alzheimer's and dementia resources, community programs and services.
Local Services

- Local follow-up to 24/7 Helpline
  - Trained staff and/or volunteers
  - Link to local services and support
  - Build rapport with client for long-term support

- Care Consultation
  - Scheduled appointments
  - By phone or in-person
  - Trained dementia specialist
  - Individualized support
  - PWD may participate
  - Creation of an action plan
Local Services

- Education programs for Consumers
  - On-line (e-learning) or Community based
    - Know the 10 Signs
    - The Basics
    - Healthy Living for your Brain and Body
    - Living with Alzheimer’s series
    - Legal and Financial
    - Effective Communication Strategies
    - Understanding and Responding to Dementia Related Behavior

- Education programs for Professionals
Local Services

• Support Groups
  – Caregivers
  – Individuals with dementia
  – On-line and phone based

• Safety Services
  – MedicAlert+Safe Return
  – Driving and Dementia
  – Emergency Preparedness

Early Stage Support

• I-Have-Alzheimer’s Disease
Early stage Support

- 24/7 Helpline
- Education
- Care Consultations
- Support Groups
- Social Engagement Programs

Questions?

Mariam: mschrage@alz.org
Cheryl: ckinney@alz.org