

**Future of Aging Services Conference  
25-F Overcoming Organizational Technophobia —  
Incorporating Emerging Technologies Today**



Caring for Generations

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**Incorporating Emerging  
Technologies Today**

- During this presentation I will:
  - Introduce you to Selfhelp Community Services
  - Review how we developed a technology friendly culture
  - Discuss the implementation of one emerging technology



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**Selfhelp: Celebrating Over  
70 Years of Service**

- Founded in 1936 to assist refugees from Nazi persecution build new lives
- Programs serve nearly 20,000 elderly and chronically ill in their homes and at our 26 program sites in Manhattan, Queens, Brooklyn, the Bronx, and Nassau county
- [www.selfhelp.net](http://www.selfhelp.net)



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## Selfhelp: Celebrating Over 70 Years of Service

- ❑ Provide independent housing for over 1,000 low and moderate income seniors
- ❑ On site services in housing and four large NORC communities
- ❑ Six Senior Centers – serve over 8,000 seniors; serve over 157,000 hot lunches; and delivered over 35,000 meals to clients homes
- ❑ Provide case management, case assistance (over 7,000 seniors received case management services)
- ❑ Programs for Alzheimer’s patients and their families (provide over 21,000 hours of adult day care services)
- ❑ Provide services to more than 5,300 Nazi victims
- ❑ A leading provider of home care services in the New York metropolitan area extending beyond the elderly and homebound to families with special needs



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## How Did we Create a Technology Friendly Culture

- ❑ The process started with our CEO about four years ago
- ❑ Our CEO’s vision....  
*“... for our clients there should be a comprehensive and individualized array of technology based services to help them remain in their communities and maintain their independence for as long as possible ...”*



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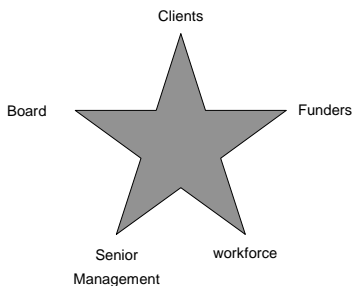
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## Get Stakeholders on Board



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## Get Stakeholders on Board

- Senior Management
  - Established target and superior organizational objectives
  - Established a Technology Task Force
  - Support CAST - silver sponsor
  - Multiple technology champions
- Board
  - Filled the technology gap in the Board's skill set
  - Created a Board level Technology Committee
  - Recently we changed our Mission Statement:  
"...Selfhelp... will lead in applying new methods and technologies to address changing needs of its community..."



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## Get Stakeholders on Board

- Funders
  - Advocate for technology \$ with local elected officials and others
- Workforce
  - If staff have positive experiences from participating on technology project teams they will become advocates and ask for more



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## Get Stakeholders on Board

- Clients
  - Is mom ok? Phone call identified a need.....
- Conducted extensive needs assessment
  - interviewed 32 pairs of clients and their family members from Housing and NORC programs
  - What did they think about behavioral monitoring sensor technology



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## Get Stakeholders on Board

*Saw benefits from behavioral monitoring sensor technology*  
 Agreed it was a benefit

<i>✓ = client and family agree</i>	Client	
Enhance your feelings of living safely and securely in your home	73%	
In general help people live independently in their homes for as long as possible	73%	
Reduce your family members stress by knowing you are managing independently	67%	✓
Reduce your family members worries about whether you are taking your medications	60%	✓
Help you to stay more closely connected to your family members	60%	✓




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## Get Stakeholders on Board

Clients also told us:

- ❑ Technology shouldn't eliminate the human touch
- ❑ Privacy and "big brother" concerns are real but can be overcome
- ❑ Liked the idea of anticipating problems before they become emergencies
- ❑ Willing to participate with us in a pilot project




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## Pilot Project - High Tech Help for High Touch Care

- ❑ A six-month pilot test
- ❑ Commercially available behavioral monitoring sensor system from Living Independently Group
- ❑ Our project team:
  - Senior Management Champions
  - 11 Social Workers
  - Building management staff
  - The product vendor - Living Independently Group
  - The researchers - Behavioral Informatics Inc. as part of their multi-site, multi-country Caring Home Study

*Partnering is essential*  
 Network with other CAST members who have done it before




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## Goals

- ❑ Demystify the technology for staff - its just another tool
- ❑ Learn to integrate system generated information with current care management processes
- ❑ Learn how to generate value added services and increase revenue
- ❑ Understand how the technology can improve relationships with clients and family members
- ❑ Assist family members and clients to make care decisions using this new previously unavailable information



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## Recruiting

- ❑ Social workers recruited clients and family members
  - 23 females, 4 males
  - Average age 85 years; ranged 66 through 95
  - Approximately 50% Selfhelp Housing 50% NORCs
  - Multiple medications
  - 3+ chronic conditions
  - Many family members accessed the web site too
- ❑ Lots of paperwork for clients to sign - releases, etc.



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## Project Startup

- ❑ Training is essential - team members quickly learned to use the technology and interpret the results
- ❑ Conducted regular team meetings and case presentations
- ❑ Assess your IT infrastructure; spam filters



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## Data Collection

- ❑ Researchers developed web based data collection tool for the Social Workers called a TAO – trigger – action - outcome
- ❑ System generated 172 alerts
- ❑ Social Workers prepared 152 TAOs (avg. of 14/Social Worker and 6/client)
- ❑ Described 213 actions (avg. of 20 /Social Worker)
- ❑ “Say good night to the sensor”



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## Actions Taken by Social Workers



Total actions taken during the study = 213



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## Interviews

### Face to face interviews with clients:

- ❑ Peace of mind and enhanced communications; happy not to wear pendants or push buttons
  - *I feel a little safer knowing in case of a fall, or something else happens, someone will be coming*

### Phone interviews with family members:

- ❑ Increased communications; new information; peace of mind
  - *It gives my mother the freedom to still be in her home...and protects her at the same time*
  - *The system helps keep us informed as to how our mother is doing, especially since she is living alone. It gives us emotional comfort*
  - *I can monitor my mother from where I am which is 60 miles away*



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## Interviews

Social workers reported:

- ❑ Information timely, useful and actionable; provided insight into clients needs
  - One of several effective care management tools. Easy to integrate as a routine

Other observations:

- ❑ Not appropriate for all clients – developed an assessment tool

*Details about the project are posted on the CAST website  
This project was mentioned in the January 2007 issue of FutureAge*



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## Case Study

- ❑ 95 year old male living alone, very active
- ❑ Daughter observed increasingly unsteady gait and periods of dizziness
- ❑ Social worker and client's daughter received alert indicating fall in the bathroom
- ❑ Daughter rushed to apartment to find father lying on the bathroom floor and unconscious
- ❑ Social worker contacted EMS, they arrived and revived father
- ❑ Decided not to hospitalize but needed to be watched closely
- ❑ Family asked Social Worker to increase home care hours to 24/7
- ❑ Since daughter had not planned to visit father until the next day without the system his life would have been at risk



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