Who Are We? Understanding Ourselves and the Other People in LTC

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LTC Residents

- The majority of residents are female (72 percent).
- Most residents are between the ages of 71 and 90 (65 percent).
- Residents come to our homes with more complex health needs, including multiple chronic conditions.
- 29 percent are completely dependent on supports for activities of daily living including eating, transferring, and mobility assistance.
- More than 80 percent of our residents face challenges related to cognitive decline, with 62 percent demonstrating responsive behaviors including physical and verbal aggression, most often as a result of a dementia.
**Length of Stay**

How long have you lived at the Centre?

- 10-15 yrs: 5%
- 1-3 yrs: 43%
- < 1 year: 22%
- 15 yrs +: 1%
- 4-9 yrs: 30%

Mean 4.0

**Age Distribution**

- 85-94 yrs: 40%
- 75-79 yrs: 9%
- 70-74 yrs: 10%
- 65-69 yrs: 4%
- < 59 yrs: 3%
- 60-64 yrs: 5%
- 95 yrs +: 9%

Mean 82.6
Environmental Impacts that may Lead to Premature LTC Admission

- Social isolation/social frailty/social exclusion
- Mobility 🥺 friendly communities
- Diet – Food Insecurity
- Air Quality
- Unsuitable housing/accessibility

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<td>8.1</td>
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Multiple Conditions

The Family

- Customer
- Advocate
- Member of the Care Team
- Decision Maker

Consider

- There are 7.6 million family caregivers in Canada...2.1 million in Ontario. There will be 2 million new FC’s this year! 66% or two thirds are women.

- A woman giving birth today will care longer for her parents than for her child.

- The average family caregiver is a woman, 48 years old, looking after a 72 year old parent.
Consider...these women

- Are responsible for 80% of the consumer purchases in Canada
- 62% of new cars
- 51% of all financial services
- 90% of food
- 93% of OTC pharmaceuticals
- 55% of consumer electronics

What’s Changing?

- Family Caregivers are now being recognized and integrated into the health care team.

- What will they bring to change the way we think about LTC?
They’re changing NOW!

- 80% of women manage family health.
- Due to sheer size, they not only have the capacity to make changes, they ARE redefining the future.
- They are not a homogenous group but have many different segments
- They are information seekers and prefer to find out about products/services with self discovery, including word-of-mouth

Changes...

- They show a higher concern than younger generations about political issues.
- They want to remain relevant and therefore defy “getting old”.
- They are focused on security, freedom and care for family and friends.
- Optimistic, have a live now pay later attitude.
Changes...

- Have strong brand loyalty generally, this changes however when they become a family caregiver.
- Early adopters, more willing to try new things, technology, etc.
- Highly involved in self care and often search for self care methods to prolong their health and vitality.

- They prefer messages that capture the flavour of them as women and understand their uniqueness.
- A large majority prefer to deal with socially and environmentally conscious companies.
- They are active in social media and prefer to find out about products on their own, rather than traditional advertising.
Role Confusion Related to Care Decisions

Consent and Capacity
The Role of Substitute Decision Makers
Strained Relationships and Communications Between Staff and Family Members
Admission as Measure of Appropriateness of Transfer
Team Dynamics

Study completed at WOHC, 2012

Ontario’s Long Term Care Homes
Local Health Integration Networks

Prioritizing and planning local solutions for the delivery of health care that most effectively addresses needs and capitalizes on the skills, expertise and partnership of provider organizations.

Hospital Owned LTC

- Co-location
- Labour Relations & Collective agreements
- Governance priorities
Charitable Organizations

- Cultural focus
- CCAC priority criteria for placement
- Support for charities – dropping
- Value doesn’t transfer to financing
- Small single operator attempts to meet complex regulatory requirements

Private Operators

- Real Estate Investment Trusts
- Business Philosophy / Return on Investment
- Public Perception
- Old Infrastructure
- Many small family run businesses with no succession plan
Municipal LTC Homes

- Municipalities have numerous accountabilities for the senior population
- Transparency of governance and layering of accountabilities
- Provincially controlled cost drivers:
  - Pay equity
  - Arbitration process
  - Legislated benefits
- Competing demands on tax-based funding

Caregiver Team

- Medical and Nursing Care
- Pharma – therapeutics
- Nutrition
- Personal Care for daily needs
- Laundry, building and housekeeping services
- Therapeutics (PT, OT)
- Life enrichment programs
- Paramedical (e.g. dental care)
Health Human Resource Considerations

- Recruitment
- Aging Workers
- Part-time workforce
- Interdisciplinary collaboration
- Change Management

WII FM
Our Partnership in Resident Centered Care

Human Attribution Error

- Tend to ascribe our behaviour to circumstances
- Tend to ascribe behaviour of others to their character
Find a Solution

- Offer choices whenever possible.

We are all in this together