

An Online Resource for People with Dementia and Their Caregivers

BACKGROUND

According to the Centers for Medicare & Medicaid Services, 87 percent of all dementia patients are cared for by family and friends. Too often family and friends lack the time, knowledge and resources to address the many aspects of this disease. There are a variety of resources available but the information is not presented in an easy-to-understand format – it's often written for health care professionals and is full of jargon, acronyms and high-level technical language.

Compounding the problem is the number of people with Alzheimer's, the most common type of dementia, continues to grow in the United States. More than 5 million Americans have Alzheimer's, and by 2025, it's estimated that 7 million Americans will have the disease¹. In 2013, Alzheimer's cost the nation \$203 billion. This number is expected to rise to \$1.2 trillion by 2050².

STRATEGY

MPRO convened a diverse panel of experts from across the state of Michigan to develop an online resource center that served as a hub of information for caregivers and people with dementia.

The dementia care advisory panel included experts from:

- Alzheimers Association, Greater Michigan Chapter
- Alzheimer's Disease Research Center, University of Michigan
- Area Agency on Aging 1-B
- Area Agency on Aging Northwest Michigan
- Dorothy & Peter Brown Jewish Community Adult Day Care Program
- Elder care attorneys
- Evangelical Homes of Michigan
- Geriatric care services
- Hartford Academic Center of Excellence in Geriatric Social Work, University of Michigan
- Institute of Gerontology, Wayne State University
- Mental Health & Aging Project, Lansing Community College
- Michigan Alliance for Person-Centered Communities
- Pomeroy Living
- School of Public, Nonprofit & Health Administration, College of Community & Public Service, Grand Valley State University

¹ Alzheimer's Association
² Alzheimer's Association, 2014



5,000,000+

Americans currently have
ALZHEIMER'S



87%

of dementia patients are
**CARED FOR BY
FAMILY & FRIENDS**



Dementia is considered an "umbrella" term, as many mistake different memory loss diagnoses for dementia.

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Living Well with Memory Loss Online Resource Center



Visit www.memorylosslivingwell.org to find out

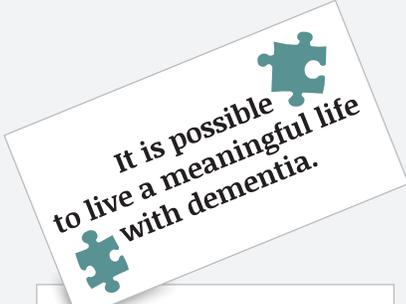
WEBSITE STATISTICS

2,420
page views

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5:49
AVERAGE MINUTES
spent on website

OCTOBER 2013 - MAY 2014



Find the tools to do so at
memorylosslivingwell.org
Living Well with Memory Loss

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Quality Improvement Organizations
Sharing Knowledge. Improving Health Care.
CENTERS FOR MEDICARE & MEDICAID SERVICES

Promotional cards were included in outreach efforts such as the promotional toolkit for distribution throughout the community.

The panel oversaw every aspect of the project, including the theme of the online resource center and categories of information that were included. The resources selected were chosen based on their ability to be easily understood and the quality of their content.

The online resource center, www.memorylosslivingwell.org, launched on Oct. 31, 2013 and was titled “Living Well with Memory Loss.” By the summer of 2014, the online resource center included over 50 resource offerings that covered a variety of topics including caregiving, the stages of Alzheimer’s, activities for patients with dementia, financial planning and how to live well with dementia.

To help expand provider and consumer engagement, a promotional toolkit and emails were sent to partners of the project and nursing homes across Michigan. The toolkit included marketing materials such as a suggested newsletter article and social media posts.

HOW THIS MADE A DIFFERENCE IN HEALTH CARE IN MICHIGAN

Given the broad and seemingly endless volume of resources that are available for people with dementia and their caregivers, identifying and locating useful resources can sometimes be difficult and frustrating. The development of www.memorylosslivingwell.org helped change that. The easy-to-use online resource center helped promote better care for those with dementia. In addition, MPRO was able to increase communication and networking among various organizations offering dementia related resources and began the process of coordinating all dementia efforts in the state of Michigan.