



SERENITY
SENIOR SERVICES

**“Signs that the time is right to start
looking for Senior Living”**

**Tom Danny
Klein**

**Co-Founders
and Partners**

**Tom Pothoff
Danny Klein**





What we do....

Senior Placement Service

for

Independent Living

Assisted Living

Memory Care



- Our Placement Service is FREE to our clients
- We are paid a referral fee from the Senior Living Community, Facility, or Adult Care Home when one of our clients chooses to move into one of these.
- We work closely with over 50 Communities/Facilities/Adult Care Homes in the Greater Tucson area, Marana, Oro Valley, Sahuarita, and Green Valley.
- We have vetted each Senior Living Community by touring them with their staff. Vetting Process: 7 pages of questions that give us an idea of how each one treats their residents and how they deal with issues that might arise.
- We also check to see if they have any enforcement actions.
Arizona Department of Health Services website:
<http://hsapps.azdhs.gov/ls/sod/SearchProv.aspx?type=AL>
- Our goal is to place our clients in the RIGHT community based on their social, physical, and mental needs.
- Our vetted communities enjoy working with us. Many tell us that they can sense we care about our clients and want what is best for them.

OVERVIEW

- A. Independent Living
- B. Levels of Assisted Living (Supervisory, Personal)
- C. Memory Care (Directed)
- D. Signs that the time is right to start looking for Senior Living
- E. Options to consider when one spouse becomes a caregiver for the other
- F. Misconceptions on Senior Living Communities
- G. Positives & Negatives of In-Home Care
- H. Budgeting/Costs associated with Senior Living
- I. How we evaluate Senior Living Communities

Independent Living

- Villas or Apartments within a community that offer recreational activities, transportation, and security. This housing option usually includes 2 meals per day. Independent Living residents can function on their own, but can opt to bring in their own home health services for needs such as caregiving, physical therapy, occupational therapy, speech therapy, etc.

Assisted Living

- Homes or larger community residences that provide help with ADL's (Activities of Daily Living) such as eating, bathing, dressing, medication management, & toileting. They usually have a variety of activities and provide residents with 3 meals per day.
- **Level 1 (Supervisory)**: Help with routine activities, meal preparation, and household chores.
- **Level 2 (Personal)**: Supervisory plus help with daily living including: support with basic hygiene and grooming, dressing, continence management, medication management, and assistance with mobility & transfers if necessary.

Memory Care

- Care homes or larger community residences that provide specialized caregiving for residents with Alzheimer's, dementia, and all memory care needs. Memory care residences are secured and can be a unit unto themselves, or can be a segregated part of a larger Assisted Living facility.

Level 3 (Directed): Specialized care for residents who are suffering from cognitive impairments such as Dementia, Alzheimer's, Parkinson's, or stroke.

Signs that the time is right to start looking for Senior Living

- Social Isolation – Outliving friends, spouse, and/or other immediate family
- Making New Friendships/Aging Together
- Choosing a more Active Lifestyle
- Balance Issues/Fall Risks
- ADA Compliant Apartments (i.e. Bathrooms with grab bars)
- Driving Difficulties
- Tired of Cooking Meals
- Avoiding Cleaning & Upkeep of Home (Inside & Outside)
- Health Concerns: Weight Loss/Gain, Dietary Restrictions (Renal/Diabetic)
- Medication Management
- Simple Budgeting: Senior Living is often all-inclusive for housing/utilities/food

Things to consider when one spouse becomes the caregiver for the other

- It is recommended by all senior living communities that a spouse remain the “loving husband/wife, but NOT the loving husband/wife + caregiver”
- There is a significant physical & emotional toll on the primary relative performing caregiving for another family member in need (i.e. spouse, sister, brother, daughter, son, etc.)
- Assisted Living caregivers go through extensive training on all levels of care and are required to maintain their licensure through continuing education.
- In certain cases with memory care, the issue of wandering can occur in an environment that is not secured. The State of Arizona defines the need for secured memory care when 1 of 2 criteria is met:
 - 1) Wandering
 - 2) Not being able to recognize danger

Misconceptions on Senior Living Communities

- Senior Living Communities are the same as Nursing Homes with sterile environments (i.e. hospital beds)
- Residents go into a Senior Living Community strictly for their final days or months
- The food is bland and unappealing
- Limited activities & lack of stimulation (boredom)
- Senior Communities can't mimic "home-like" feel

Positives & Negatives of In-Home Care

■ Positives

- You can stay in your own home
- Home caregiving can satisfy the elimination period for Long-Term Care (LTC) Insurance
- Veterans can qualify for financial assistance with In-Home caregiving through the Aid & Attendance Benefit

■ Negatives

- High hourly costs (~\$25/hour for agency caregivers which amounts to >\$17,000 for 24x7 care per month).
- Healthier spouse more inclined to assist caregivers
- Limited socialization & low activity level
- If private caregiver is hired, potential for lawsuit if hurt on the job



Budgeting/Costs Associated with Senior Living

- Ranges for Independent Living: \$1,400/mo (Studio) to \$6,000/mo (2-Bedroom)
- Ranges for Assisted Living: \$2,800/mo (Shared Room) to \$8,000/mo (Private)
- Ranges for Memory Care: \$2,800/mo (Shared Room) to \$8,000/mo (Private)

Items included in rent for Independent Living versus Assisted Living

- | | |
|----------------------------------|-------------------------------|
| ✓ 2 Meals Per Day | * 3 Meals Per Day |
| ✓ Cable TV (Most Communities) | * Cable TV (Most Communities) |
| ✓ Electricity (Most Communities) | * Electricity |
| ✓ Activities | * Activities |
| ✓ Scheduled Transportation | * Scheduled Transportation |
| ✓ Free Laundry Facilities | * Full Laundry once per week |
| ✓ Housekeeping | * Housekeeping |

Recommendations after moving into Senior Living

- Give an adequate amount of time to adjust to senior living (Up to 2 Months)
- If so inclined, get involved in groups & activities
- Take advantage of resident ambassadors to help navigate the community
- Partake in focus groups or “town hall” meetings to discuss changes to dining menus, activity schedules, and interest groups.
- If moving into Assisted Living or Memory Care, ensure that any changes in directives from Primary Care Physicians are communicated to staff (i.e. medication)



How we evaluate Senior Living Communities

- For Assisted Living Communities, we look at survey results from the Arizona Department of Health Services (<http://azdhs.gov/licensing/index.php>) to ensure that communities are in compliance with state rules & regulations
- We tour & thoroughly vet every community that we recommend for placement
- We interview Owners, Managers, and Executive Directors of Care Homes & Communities to ensure that they meet our expectations
- For Care Homes (Assisted Living/Memory Care), we want to ensure there is a 1 to 5 caregiver-to-resident ratio during the daytime



QUESTIONS?

www.serenityss.com



HOW TO CONTACT US

520-907-1991 (Company number / Tom's cell)

520-991-0151 (Danny's cell)

Email: info@serenityss.com

www.serenityss.com

Business Card

A FREE Senior Placement Service

Assisted Living, Memory Care, Independent Living



SERENITY
SENIOR SERVICES

CALL US
(520) 907-1991

Over 30 years healthcare industry experience!

info@serenityss.com • www.serenityss.com



TOM POTHOFF DANNY KLEIN