



# *Conscious Care Systems*

## *Engineering Eldercare*

### *The Engineering and Economics of Long-term Care - CCS Executive Summary*

**Conscious Care Systems (CCS)** is a revolutionary new company whose bold mission is to help catalyze a cultural paradigm shift in long-term care services and supports (LTSS) and minimize the impending fiscal disaster in healthcare of which these services are a considerable part. Cultural and economic indicators are sounding alarms nationally and globally. Healthcare costs are weakening economies worldwide, and our own system is perhaps the most broken, exorbitant, and at risk of all the developed countries. The baby boomers will soon overwhelm not only long-term care (LTC) sectors across the globe (including home and community-based services / HCBS), but also healthcare systems generally. Financial experts contend that the looming LTC catastrophe *alone* is greater than Social Security and Medicare. Certainly it is more urgent.

All CCS programs and protocols are packaged as a system to be software deployed through **CCS Management, Wellness and Lifestyle Care Libraries**, thus enabling the company to simultaneously serve many entities, interface with CMS (Centers for Medicare & Medicaid Services), and to quickly move into currently underserved market segments, i.e. beyond Skilled Nursing Facilities (SNFs). This technology infrastructure will provide end-users with: information, training, marketing, distribution, finance, security (HIPAA, EHR), quality and regulatory control features, and documentation. This **AI\_enabled** system will be integrated and cross-referencing, with all information and data filtered to, from and through this central hub. Utilization of an advanced technology infrastructure will be effective in expediting the CCS rollout and will optimize its QA Membership & Maintenance Services (QAMM) programs. CCS multi-function software libraries and systems, including Management/Wellness/Prevention and Lifestyle will be fully integrated during the six to nine month certification process led by CCS implementation and supervisory personnel in each client site.

**Jobs through CCS Growth Drivers:** CCS is committed to sustaining leading edge status through innovative and expansive business practices. These practices will be sustainable and globally responsible; will emphasize building win-win relationships; and will support/create local community initiatives—all through a business nucleus that attracts many diverse markets. CCS also anticipates strong foreign demand for its flexible and individually tailored systems, as designed for mature markets as well as under-developed regions. *Maintaining* fiscal and operational efficiencies for *CCS Certified* clients will be assured through: Member Services for Quality Assurance and delivery of Subscription Programming, i.e., (QAMM); upgrades (including Silver-Platinum Packages); and through on-going diversification that will include private, public, and government partnerships, associations, and new businesses.

It has long been imperative to fix the broken LTSS system, and much more so today. The world's citizens now face unprecedented hardships and crises that threaten the global infrastructures that have, ironically, helped create our unstable economies and a planet in peril. However, these enormous challenges also offer an unprecedented opportunity to forge a much better society for all. Surely common sense approaches to more equitable systems must accompany real solutions and the privileged few will also benefit from more egalitarian societies as their futures too have been built on a house of cards.

**Going Forward:** CCS has chosen several LTC locations to further pilot its programs and train its personnel for a regional rollout to follow. The corporate branding and promotional plans created for the CCS launch into the marketplace will also include publication of "*Conscious Care Systems - Long-Term Care As it Must Be*," by Marie Eisele.

The responsibility of delivering care to elder and challenged people must be broadly shared far beyond the bankrupt system of expenditures now born by taxpayers. The unbridled expense of long-term services & supports (LTSS) alone was poised to usher in the entitlements tsunami when it was preempted by cascading fiscal meltdowns; calamities that have further inflated an already unbalanced budget, underscored by massive Medicaid shortfalls especially at the state level. By providing alternative approaches to conscious aging and *Conscious Care*—through quality and affordable proprietary programs, services, and training—CCS is devoted to an entirely *new archetype* for LTSS in the 21<sup>st</sup> Century. CCS will not simply improve the status quo but will produce a gold standard by which LTC communities and HCBS operations will be measured.

Joy and purpose are essential to a fulfilling life, and the surest path to such a favorable existence is through compassionate service to others. This basic tenet pervades CCS and propels its trajectory. More than ever before, we are all in this together—and together we must prevail.

Marie Eisele CCS President