

Conscious Health Network / CHN



Conscious Care Systems / CCS

Engineering Eldercare II



Conscious Care Systems (CCS)

(A Division of Conscious Health Network, LLC) :

CCS Programs

Dynamic Governance

CCS Opportunity “The Perfect Storm”

CCS Vision

CCS Competition

Competition

CCS Rollout

IT/Software Development

TedMed Conference

Richard Saul Wurman, RSW/CCS Book

RSW Project “19,20,21”

CCS President

CCS Management & Software Partnerships

Addendum - Mental Health Facilities



Conscious Care Programs

- *Conscious Care Delivery / LTSS Operations **
- *Wellness / Prevention / Integrative Medicine*
- *Life Enrichment / Lifestyle Optimization ***
 - Inspiration / Motivation / Spirit*
 - Personal Fulfillment / Empowerment*
 - Tiered Life-Long Learning*
 - Appealing & Lush Environs / Aesthetics / Ergonomics*
 - Upward Mobility / Incentives / Supports for All Staff*
- *Living Environment / Green Technology*

* *LTSS - Long-term Services & Supports* ** *Includes many sub-programs*



CCS Programs - *continued*

- ***“CCS Certified Homecare” / HCBS ****
Medical & Companion Homecare Agencies & Services
- ***Broad-based Intergenerational “It Takes A Village” Models & CCS Curriculum for Schools***
- ***Sociocratic “Dynamic Governance” System***
- ***Extensive Incentive-based Volunteer & Adopt-a-Neighbor/Grandchild/Grandparent/Programs***
- ***Adult Day Services / Childcare / After School***
- ***CCS Sales / Occupancy Support & Outreach***

** HCBS – Home & Community-based Services*



CCS Lifestyle Protocols, e.g.,

Many Life Enrichment programs continuously available...

Service Menu Samples:

- Extensive utilization of *common areas*
- Diverse utilization of *music*
- Expansive *personal fulfillment* programs
- Adult *productivity & lifelong learning* opportunities for all aptitudes & perspectives



Care Delivery

- Client *improvement status* represents compelling proof of the efficacy of CCS programs and services
- *Improved federal MDS/ RAI and OASIS scores*, and decelerated resident deterioration may be directly tracked in the areas of:

“Psycho-social well-being, Cognitive Patterns, Mood and Behavior, Customary Routine and Activities Pursuit Patterns, Participation in Assessment and Goal setting, Health Conditions and Functional Status, Communication/Hearing Patterns, Special Treatments and Procedures, Physical Functioning and Structural Problems, Oral/Nutritional Status, Vision problems, Medications, Discharge potential and Overall Status/Assessment Information.” ~ MDS 2.0 + 3.0



Wellness & Environment, e.g.,

*Health & Nutrition **

- *Alternative / Integrative Medicine (IM) Modalities* – in collaboration with *I-WELL* division of CHN
- *Natural Nutrition, Supplementation & Fitness Options*

Living Environment & Aesthetics

- *Montessori-like* sensory/tactile programming
- Sustainable, *green environment*-gardens, aquariums, etc.
- Mobile & stationary libraries *audio/visual/print*


* In collaboration with the Academic Consortium for Integrative Medicine & Health, representing 76 of “the world’s most recognized academic medical centers and health systems. The Academic Consortium represents thousands of scientists, educators, clinicians, and other health professionals who share an interest in the field of IM and health”. imconsortium.org



CCS Vision

- **Whole-life Protocols, Infrastructure, Certification**
 - Lifestyle protocols, green/sustainable living environments, psycho-social experience, increased market demand
 - Wellness and nutrition protocols improve resident function and reduce expenditures
 - Dynamic management system results in effective & creative management/floor staff team
 - Local community involvement reduces costs & improves health and lifestyle
 - Community business hub creates new revenue opportunities

The Nursing Home Improvement and Accountability Act of 2021 -
[congress.gov/bill/117th-congress/senate-bill/2694](https://www.congress.gov/bill/117th-congress/senate-bill/2694)



“There is a great need for this [Conscious Care] and no one’s doing it. The only people who make money in the long run – big money – are those who see a huge need and fill it before anyone else does. So, this is the biggest need out there. The baby boom generation is aging and the services to care for them are appalling and exorbitant. So here is a chance to tap into the largest market segment in the world – the baby boom generation – with a product that they (and their parents) are in great need of. Where can you find a better investment opportunity?”

(Financial Investment Leader - Inquire for more information)



Conscious Care Systems - Long Term Care as it *Must Be*"

Book by CCS President, Marie Eisele, to be published concurrently with company launch. It serves as a blueprint and philosophical validation for the establishment of codified and easily replicable LTC systems. CCS certifications guarantee optimum wellness and enriched/purposeful lives to residents and their caregivers, and fiscal stability for the Long-term Services & Supports / LTSS industry.



CCS Technology Solutions

- CCS to provide secure, comprehensive and affordable IT solutions for healthcare/LTSS including Ai
- CCS (& ISV* partner) to create portal and infrastructure for: information, training, marketing, distribution, finance, regulation and documentation
- All functions integrated and cross-referencing
- IT network is hub of Conscious Care Systems - all data systems filter to, and proceed from, this central brain

* *ISV - Independent Software Vendor*



Dynamic Governance

Implemented in hundreds of businesses and organizations in the Netherlands over 50 years, dynamic self-governance (DSG) is beginning to take hold around the world.

***Governance Alive* – John Buck, CEO**

Author, “We the People: Consenting to a Deeper Democracy”

*“Decisions that work - Systems that self optimize”
Profit & Productivity – Freedom & Individualism*

- * Activates organizational intelligence and creativity
- * Maximizes productivity and streamlines decision-making
- * Kindles creativity, innovation, and entrepreneurial spirit
- * Combines decision making and organizational steering
- * Increases individual engagement, productivity, and commitment
- * System Dynamics method empowers every organizational level



Dynamic / Supportive Governance Systems

- **Advanced systems for facility operations**

Dynamic Self Governance (DSG) recognizes the value and unique contributions of all participants in an organization.

(Introducing Sociocracy <https://sociocracyconsulting.com/video/>)

Successful applications to healthcare:

- *Homecare - 2000 employees Thuiszorg West-Brabant, Netherlands*
- *Modriaan for Mental Health (700 employees) & GRAPP Foundation (1000 active members), Netherlands*
(www.sociocracy.info/mondriaan-for-mental-health)
- *Living Well Care Home (LWCH), Ethan Allen & Heaton Woods Residences, Vermont - Assisted Living. LWCH demonstrating significant 19-year outcomes. Received Vermont Governor's Healthy Aging & Administrator of the Year Awards.*



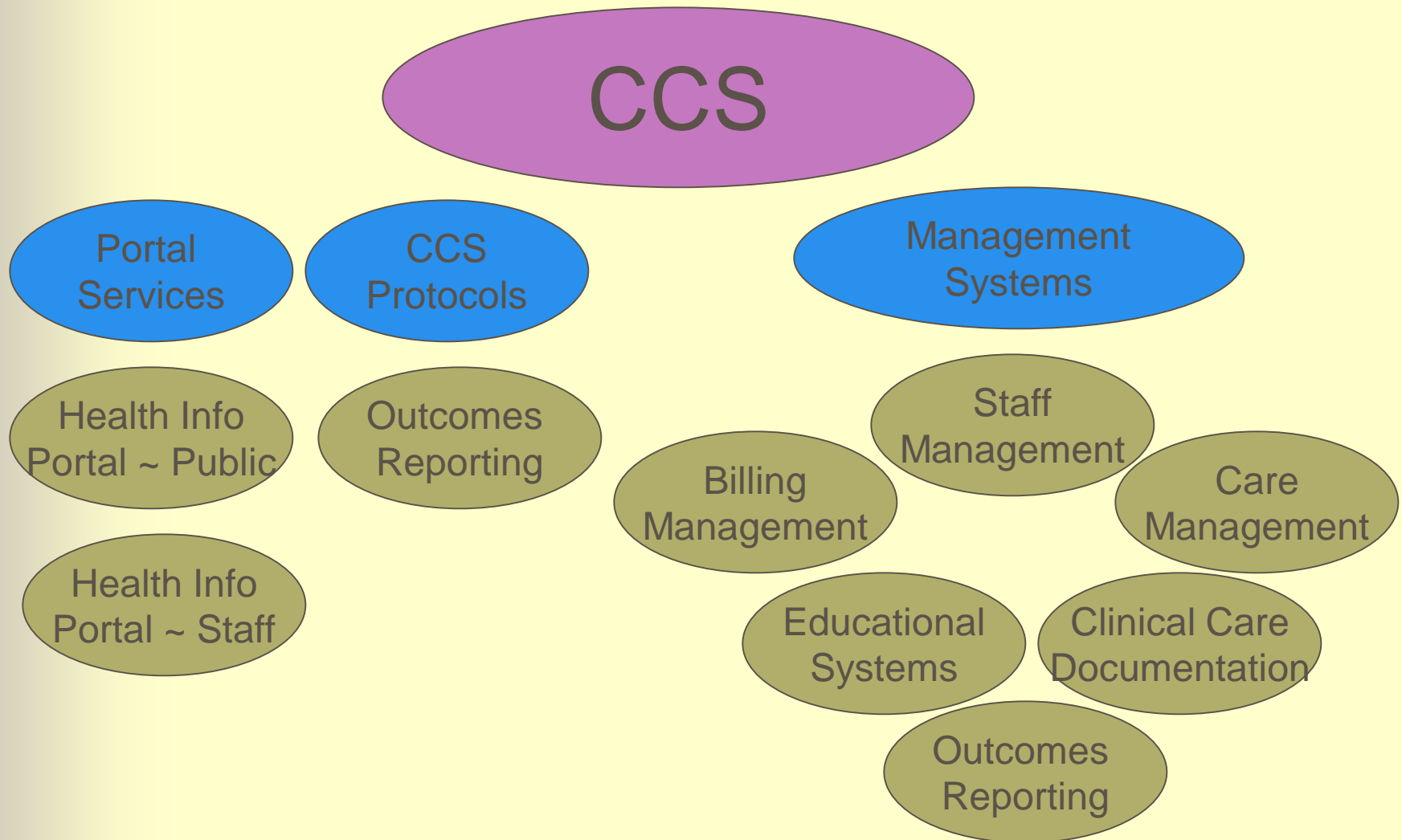
CCS IT & AI

CCS provides introductory programs to all clients to match speed of CCS Software Package roll-out

- CCS provides Supervisor, Trainer, Coordinator (STC) to each client 1 day weekly on-site (Module/Quarter 1)
- Preliminary protocols supported by CCS Webinars and regionalized training/seminars for facility personnel
- *CCS-Certified* program deployment includes full-time CCS Implementation Consultant for Quarters 2 & 3

i.e., 1 CCS IC Full-Time & 1 STC (1 day per week, per 100 beds)

IT Systems Overview





CCS Opportunity - "The Perfect Storm"

- Furor over *corporate buy-outs* of nursing homes & *reduced care*
- Demand for *legislative initiatives* due to acquisitions
(11/15/07 - *first major hearings on nursing homes since NH Reform Act 1987 – OBRA*, Patient Protection & Affordable Care Act 2010* Little action to date, 2023)
- CCS Solutions *benefit opposing interests* & garner *national attention*
- CCS to access *legislators and representatives* of corporate for-profit and NGO *LTSS owners & management* companies
- “*CCS Certified*” guarantees *optimal care delivery & resident experience*, as well as *increased revenues & reduced expenditures*
- CCS to *exploit media & government focus* & the *visibility profiles* of its of its *affiliates*

4'08 - U.S. Senate Special Committee on Aging Chairman Herb Kohl (D-WI) held a hearing to highlight the need for increased transparency and stronger enforcement of nursing home quality. ...”Under the current system, nursing homes that are not providing quality care can escape penalty from the government while they slip in and out of compliance with federal regulations.”



CCS Competition

- CCS has virtually *no competitors*. The market is wide-open and the first to market with the best and most profitable system will be the premier *Quality of Care* and *Quality of Life* service provider.
- Whereas the *Eden Alternative* promotes plants, animals, intergenerational activities, and a team-oriented approach to care delivery, CCS offers these through a broad range of menu options and *comprehensive, industry-wide solutions that ensure fiscal stability and affordability*.
- The Eden-based GreenHouse project supports small intentional communities created as model “*habitable social settings*” supported by grants such as \$10M from RWJ Foundation. (CCS offers ideal *enriched environments in “every” care setting* and at home, which are economically viable and *profitable for all* potential clients.)
- While *Eden* has enjoyed some popular success, it is widely perceived as *costly, disruptive and minimally effective*. Eden has not achieved the culture change in LTC that is explicit in the CCS directives.



TEDMED Conferences

“**TEDMED** ... an intimate, in-depth look at the frontiers of healthcare and medical technology” Founders: **Richard Saul Wurman / Marc Hodosh**
www.TEDMED.com

High profile of TEDMED to CCS advantage

- Expanded TEDMED goals to include broad CCS mandate
- CCS mainstream (vs. LTC industry) roll-out in ideal venue w/:
 - Movie quality documentary w/ story of CCS
 - “CCS Certified” prototypes set-up at conference
 - Well known and culturally diverse entertainment
- CCS to build on past success of forum
- Educational forum for public, and healthcare industry
- Advocacy “bully pulpit” for LTC/Healthcare and beyond
- Prominent TEDMED participants recognize and benefit CCS
(e.g. Healthcare, Government, Technology)



TED Founder: Richard Saul Wurman (RSW)
- author “Understanding Healthcare”

“A Day in the Life”

Proposed book collaboration – RSW/CCS

- Depicts contrasting perspectives of caregivers/clients
- Alternating pages represent daily experiences of caregivers/clients
- CCS protocols for optimizing care delivery & experience of caregivers and clients



RSW – “19,20,21” Project

19,20,21 findings affect CCS trajectory –

Intergenerational Villages (example):

- Land use, economies of scale, sustainability, model lifestyles
- Communities support healthy aging, self-reliance, physical/mental competence
- Purpose driven lives possible throughout all life stages

** CCS community orientation and programs (e.g. It Takes A Village, Community Outreach, Adopt-a-Neighbor) engender extensive participation of citizens in each locale*

** CCS programs designed for diverse cultures (in US and abroad) support and improve community life, avoiding unsustainable Western models*

brownpoliticalreview.org/2012/09/interview-ted-talk-founder-richard-saul-wurman/



CCS President

Marie Eisele (President and Chairman) is an energetic advocate and reformer in the long-term care industry and the guiding force behind CCS. Devoted to transforming the Western paradigm of aging and care delivery, Ms. Eisele founded Conscious Care Systems to be an instrument of change. As a consultant in the LTC and In-Home health markets, Marie has implemented and refined her program models in varied settings, tailoring protocols to the needs and abilities of individuals at all levels; while improving cultural and logistical components of human resource management. Ms. Eisele maintains the conviction that long term care may be vastly improved and her book, “*Conscious Care Systems – Long Term Care as it Must Be*” offers a compelling vision of *life enrichment* and *conscious care* for all.

(Please inquire for Conscious Health Network team information.)



Addendum - Mental Health Facilities

US Statistics on number and use of group homes for the poor and mentally ill are inconsistent, however, the following Texas and NY anecdotes reflect the severity of the issue.

- Mental health advocates say the number of cheap and usually illegal group homes for the poor and mentally ill are on the rise in Texas. There's no clear figure on how many unlicensed group homes exist in the state or how many people live in them because no single agency oversees those types of homes, a Texas newspaper reported. Some experts have estimated there are at least 4,000 such unlicensed homes with as many as 60,000 residents.
- Westchester, NY Town Councilman: "You've got bigger problems than you had before. You now have someone who's crazy enough to set a house on fire." In New York State, more people now live in group homes and supervised apartments (13,575) than in mental hospitals (9,075). The reason is as much financial as anything else. The yearly cost of keeping a patient in a group home is about \$35,000, compared with \$120,000 for hospitalization or \$100,000+ for LTC.