



Federal Mandates Fulfilled & Advanced Social Models Realized

Purpose and Profit As the world faces the existential threats of climate change and growing inequality, the healthcare industry, and especially long-term care, is similarly trending downward, as profit outweighs the interests of those in most need of care.

Freefalling Even before the detrimental impacts of COVID, long-term services and supports (LTSS) was in a freefall of descending quality with skyrocketing costs. The pandemic has hastened this collapse, publicly exposing the cruel reality that persists in LTC communities, and in the private homes of so many. With a primary focus on clinical and pharmaceutical interventions, little attention has been paid to the essential role of social programs in care delivery. In fact, activities departments and recreational therapists, charged with providing life-enrichment and engagement experiences to care recipients in all residential and adult day settings, are perceived as peripheral to care delivery – and traditionally function as such.

Conscious Health Network & Conscious Care Systems Although the umbrella organization, Conscious Health Network, llc (CHN) intends to deliver solutions and supports to healthcare systems generally through its I-WELL (Integrative Wellness & Lifestyle Systems) division, its initial focus is on implementing Conscious Care Systems (CCS) programs and services throughout the LTSS eco-system. Not only is the CCS system aimed at ensuring optimal quality of life and care to those residing in long-term care (LTC) and retirement communities, but to those who care for them as well. In addition, at an average national cost of \$100K per year for nursing home care (\$150K+ in the Northeast and elsewhere), it is also critical to our economy to resolve the many solvable issues plaguing LTSS throughout this country, and, in fact, globally.

“The 3 Bs” Within the hierarchical system of care, clinical, medical, and pharmaceutical interventions are prioritized and reimbursed. This contrasts with activities departments that are often disparaged, as are their personnel who are demeaned as the “play people” offering the “3 Bs - Bingo, Bible Study and Birthdays”. With an increasingly sophisticated generation of Boomers seeking active and tech-based lifestyles for themselves and their loved ones, never has the need been greater for those deemed responsible for life-enrichment and quality of life to be an authoritative part of integrated care team planning. Interdisciplinary Care Teams will benefit greatly from the direction, training and supports provided by CCS protocols and its QA certification standards.

A Better Way In order to counter a very broken and fiscally unsustainable system there must be a definitive and effective system in place that reconciles the medical and social models of care - which currently does not exist. This includes placing an emphasis on facilitating broad-range programs and services that ensure optimal lifestyles based on the abilities and preferences of each individual. CCS objectives and certifications are intended to offset the current realities of ineffective regulation and compliance, minimal training, trivial programming, unpleasant duties, low wages, and stagnant mobility. These, when combined with meager expenditures and derision of activities departments, are some of the drivers of the LTC system we have today. Feared and loathed by all may not be too strong a statement for this system for which there is culpability to be sure, however, this rests squarely on decision makers, and not on front-line staff. Those who work in LTC environments, almost regardless of their title or status, are not at fault for the current dysfunction that pervades LTSS.

LTSS Fails All Not only has LTC historically focused almost exclusively on clinical care with little attention, regulation, or allotment provided for positive quality of life experiences for clients, it has also failed its essential CNA caregivers and the many other entry-level staff members, such as dietary and housekeeping, who are generally quite vulnerable themselves. This is evidenced by extreme turnover rates which also account for much of the rise in LTC costs across the board. To be clear, the historical and seemingly, *ad hoc*, development of the industry has factored into the minimal importance given to life-enrichment, as has the ever-expanding need for advanced care in the population and an ever-shrinking and reticent labor pool.

Plans, Protocols, Technologies, Metrics, Certifications To ensure optimal engagement and personal fulfillment of current and future LTC consumers, CHN provides action plans and precise protocols for progressive systems and advanced technologies with a focus on certifications. Federal CMS (Centers of Medicare and Medicaid) - mandated requirements and compliance dictates are central to federal MDS and OASIS assessment and reimbursement instruments, and are specific relative to quality of life and care directives. Although LTC activities departments and recreational therapists are held responsible for providing meaningful day-to-day engagement, they are denied the education, training, and financial resources to meet CMS's codified, yet unmet standards. This is not withstanding the fact that these regulations are quite minimal and require very little formal engagement time, averaging 1 hour per week, per client. The most compromised persons are rarely provided with even this minimal engagement opportunity, with a cursory "Hello, how are you today?" all that they may often expect.

Federal Mandates Realized Peter J. Illig, JD, LLM and Marie Eisele are in accord regarding the need for activity departments to fulfill their federal mandate of F Tag 679 to enhance physical, mental, and psychosocial well-being of each resident. As CEO of the National Certification Council of Activities Professionals (NCCAP), Peter's commitment to improving the quality of life across LTC orients the organization to support regulatory excellence and professional competency through certifications. CCS looks forward to working with NCCAP to improve quality of life outcomes through advanced curriculum requirements, entertaining multi-media instruction, meaningful incentives, and real-time compliance metrics. CCS consultants work closely with activity departments and recreational therapists to implement broad-based, Phase 1 protocols which lead to "CCS Bronze-Certified" over 9 months. Peter and Marie share a unified vision to resolve endemic lifestyle and clinical care issues by suspending the narrowly defined silos that separate myriad specialties, sub-specialties, job roles and operational tasks that burden the complex and chaotic care delivery systems currently in place.

Advanced Social Models, New Revenue Streams Critical to building advanced social models of care that incorporate all department functions, including activities, is a CCS system that is comprehensive, incentive-based, technology-rich and efficient. CCS systems will significantly *reduce the costs of care delivery* while increasing revenue streams. The detailed CCS action plans and financials describe the means to achieve benchmark status in LTSS, emphasizing progressive protocols, CMS regulatory compliance, and highly incented community involvement.

Compassionate Care for All Virtually every global constituent, whether individual or group, has vested interest in better caregiving and enriched lives for recipients of services, in a much less expensive system. Conscious Care Systems provides such a system that is oriented to civic and regulatory solutions for deeply entrenched issues, and for societal upliftment.

Moral Obligation We, as parents and children of elder and challenged individuals representing many disparate cultures, have a moral obligation to lessen the pains of old age and frailty as *every* person surely desires, and CCS's core team of leaders and trailblazers are deeply committed to this objective. Deployment of the CCS system will ensure that the efforts of the Company will be acknowledged as they prove valuable to any society that embraces its community and technology-based systems.