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Conscious Health Network, LLC

(Conscious Care Systems / CCS & Integrative Wellness & Lifestyle Systems / I-WELL)

Subject: Letter of Support for Conscious Care Systems Model

"The test of a people is how it behaves toward the old. It is easy to love children. Even tyrants and dictators make a point of being fond of children. But the affection and care for the old, the incurable, the helpless are true gold mines of a culture." – Abraham Heschel

To Whom It May Concern,

The purpose of this letter is to support and outline the importance of the Conscious Care Systems (CCS) model for long-term care. Our world is faced by a historic increase in elder and challenged people along with their concomitant care needs. This is particularly foreboding in the U.S. where a market-driven healthcare system has consistently delivered the lowest health outcomes of any rich nation. Never has there been a more urgent need to replace current infrastructure that is fragmented, unstable and financially unsupportable. The solution is the CCS model for long-term care (LTC).

The CCS model is innovative in that it integrates all essential elements of Long-term Services and Supports (LTSS) into a single, seamless, and integrated operational system of care and services. These include a holistic approach that integrates best practices in both the clinical and social models of care, along with the practical application of administrative, staffing, operational, reporting, compliance and technology systems.

In addition to delivering better *quality care* to clients, the CCS model is designed to ensure better *quality of life*, along with opportunities for caregiving staff and management. Every care community utilizing the programs, tools and resources of CCS are thus provided the means to create a culture of person-centered *and* staff-centered care, increase resident and family satisfaction, and reduce employee turnover. Of great significance to owners, operators and payors are the efficiencies embedded in the system to improve operational economics and direct labor utilization that are intended to reduce operational costs by at least 25-30%, and greater over time.

Freefall

Staffing turnover rates are poised to further devastate the essential yet unsustainable LTC system already in freefall. For this reason, CCS considers the healthcare workforce to be one of the most critical needs to address, in addition to poor quality of life and care, and looming fiscal insolvency. Considering the fact that the Centers for Medicare and Medicaid (CMS) federal regulations for Skilled Nursing Facilities (SNFs) are second only to the nuclear industry, it is confounding to witness the continued decline of care delivery despite skyrocketing expenditures. Not only is the performance of the current model now universally condemned, but its scaling costs are bringing federal and state budgets ever closer to ruin.

With U.S. skilled nursing costs now averaging \$100K annually and \$150K in the northeast and elsewhere, and with Baby Boomers soon to double the demand for care and services funded by Medicaid, we cannot afford to keep looking away. Notwithstanding, we are, in fact, already witnessing serious

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consequences from the economic and cultural costs of what is, in many respects, a warehousing strategy. The U.S. model of care does not work and needs to change significantly.

Integrated and Innovative Solutions

The CCS model represents a new approach that integrates the many fractured and disjointed products, services and approaches applied within the LTC sector. Designed to holistically address both business operations and healthcare services, the CCS Model:

- Improves cognitive and physiological status of clients
- Achieves regulatory compliance
- Improves and maintains census counts
- Achieves and maintains staffing quotas
- Reduces staff turnover, absences, injuries, and disciplinary action
- Improves employee performance, job satisfaction, and loyalty
- Eliminates expensive penalties and Medicare 5 Star Rating (and other) downgrades
- Increases family and local community involvement
- Enhances reputation and visibility
- Increases consumer satisfaction and loyalty

Further, the innovations inherent in the CCS model are designed to deliver:

- The first ever fully documented fulfillment of federal *Quality of Care* and *Life* mandates related to the Minimum Data Set (MDS) / Resident Assessment Instrument (RAI)
- 20+% savings in operational expenses and 15-20+% increases in revenue
- Wellness-oriented, preventative care including evidence-based Integrative Medicine
- Optimal physical, psychosocial and contemplative experiences at all times – regardless of mental or physical capacities
- Highest levels of autonomy, security, and sense of productivity regardless of individual mental or physical capacities
- Inspired and significantly improved caregiver experience and dedication to duty
- Extensive application of enhanced staff benefits and broad-based and meaningful incentives
- Human Development Systems e.g., "Spirit in the Workplace" programs, life coaching
- Multi-cultural awareness programming, training, services and integration
- Upward mobility pathways offered and facilitated for every employee, to include individualized and extended family supports and empowerment options

Cutting Edge Technology and Software

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A key innovation of Conscious Health Network is the incorporation and ubiquitous use of proven open-source software together with proprietary applications for a more complete solution. Combining these software platforms bypasses the fragmented systems currently in place to:

- significantly increase profitability and government reimbursement
- reduce staffing requirements and maximize effective use of personnel
- optimize client care delivery and lifestyle enrichment.

CHN's many pioneering applications of technologies ensure access to the highest quality of life and learning opportunities for clients and staff alike. This connectivity offers an expansive lifeline that allows residents and patients to be effortlessly linked to their families, friends and communities, as well as, to important lifestyle preferences including music, entertainment and education. Guided and supported applications can also provide substantial advantages to individual career and employment prospects and advancements. Conscious Care Systems engenders a robust use of these important technology-based tools for patients, along with the families, proxies, and advocates of residents and patients, for accessing the providers of care. This results in better diagnoses, treatment, and compliance resulting in better health outcomes. Further, this is an essential aspect of meeting requirements for recordkeeping, reporting and tracking performance and outcomes.

Another essential element of the CCS model is an expanded and multi-tiered use of telehealth which will be achieved in collaboration with an existing telehealth company. CCS is also in development of far-reaching programs related to integrating telehealth and CCS protocols with Electronic Health Records (EHR) and private big data healthcare operating system vendors, as well as, soon to be updated, open-source government operating (and funded) systems such as VistA, long championed by medical professionals.

Back to the Future Tribe

CHN's Long-term Services and Supports (LTSS) models include groundbreaking and across-the-board use of current and future technologies. From IT services that ensure caregivers and their upline are freed from onerous and often repetitive documentation tasks, to community-wide use of Artificial Intelligence (AI), Virtual Reality (VR), Robotics, multi-media entertainment and communication systems, and more; this forward-use of technologies will be instrumental in attracting and retaining employees and volunteer community members, all of whom must be highly incented to participate in a new and better way of living and thriving.

A Community-Based Solution

The CCS model for long-term care includes a long-term approach intended to influence positive change across society. With a resident/family-directed, person-centered care community as the center of a local neighborhood community, attitudes shift. Staff who are incentivized and supported to advance, valued and truly respected, will remain motivated to fulfill (or develop) that fundamental human calling to serve others.

A key element is to create community within long-term care residential settings and their neighborhoods. This is accomplished through programs that engage and connect residents, families, neighbors and volunteers, as well as, the myriad organizations, businesses and civic centers in local communities. Incentives are key to sustainable success of such and LTC personnel will enjoy a visible role

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in maximizing these connections. Further, the CCS model integrates diverse metrics to track, verify and *certify* the essential performance of each care community, and to promote its ancillary local efforts.

It is my personal and professional opinion that the CCS model represents the best opportunity to meet the needs of older adults and challenged individuals and as an alternative to the current under-performing market-driven model. CCS is designed to create a compassionate and economically viable long-term care services and supports (LTSS) system in every care community. I strongly encourage you to contact Marie Eisele, President and CEO of Conscious Care Systems, LLC for the formal prospectus that outlines all information necessary for due diligence.

Sincerely,



Peter J. Illig

Peter J. Illig, JD, LLM
BIO

Peter J. Illig leads the transformation and empowerment of mission-driven organizations. He brings three decades of experience from across the public, private and nonprofit sectors and applies a unique blend of management, legal and communication skills. He delivers strategic outcomes that ensure long-term sustainability and results. Mr. Illig is a registered consultant with the *World Health Organization* whose professional service includes the environmental health roundtable of the *National Academies of Sciences, Engineering, and Medicine*,* *Executive Director, International Society of Doctors for the Environment (ISDE)*, Member of the *Moving Forward Coalition for the National Academies of Sciences, Engineering and Medicine (NASEM)*, Committee Member of the *Maryland Regional Direct Services Collaborative*, Board Member of *Advancing Excellence in Long-Term Care Collaborative*, and member of the *National Eagle Scout Association*.

Mr. Illig served as *General Counsel and Director of External Relations for World Scouting* - the world's largest youth movement with 50 million members in over 200 countries and territories. He led the implementation of a new \$40 million peace-building initiative and established youth partnerships with the *UN*, *WHO* and other international organizations, and was responsible for governance, compliance and risk management.

Peter advocated as a *Human Rights Lawyer* with the *global ministry of the Franciscan Order*, restructured the Order's Human Rights office, *reduced overhead by 50%*, *doubled annual funding*, *increased donor base*, and created new programs related to *climate and protection of older persons*. He created and ran the foundation of *US Fortune 100 med-tech leader Stryker (Stryker Osteosynthesis)* where he resolved complex compliance matters, achieved marketing objectives, established partnerships with global healthcare institutions, and established the *Swiss office of the US medical charity Operation Smile*.

Since 2016, Mr. Illig has been *CEO and General Counsel to the National Certification Council for Activity Professionals*, the official standards and certification body of the Activity Profession. NCCAP was established in 1986 and has *educated, trained and certified over 150,000 caregivers* to meet the highest CMS standard to deliver life-enriching activity programming to enhance physical, mental and psychosocial well-being of older adults. He is committed to the codification of certification standards to improve the quality of life and care for the long-term services and supports (LTSS) sector.

Mr. Illig holds an *LLM from the University of Notre Dame London Law Program*, a *JD degree* from the State University of New York at *Buffalo School of Law* and is admitted to practice in New York State. <https://www.linkedin.com/in/peterillig/>

* *“Global Environmental Health in the 21st Century: From Governmental Regulation to Corporate Social Responsibility”* National Academies Press. <https://doi.org/10.17226/11833>