

## CASE STUDY: DEMENTIA LIVE® INCREASES COMMUNITY CONNECTION AND REFERRALS FOR PAGE ROBBINS ADULT DAY



### CHALLENGE:

With an increasing number of adult day centers and alternative care options such as in-home care services and assisted living communities, adult day centers must compete for a limited pool of clients. Many centers offer similar services, making it difficult for potential clients and referral sources to discern the unique benefits of one center over another.

Building community partnerships by collaborating with local healthcare providers, community organizations, and educational institutions to host events, workshops, and seminars can enhance visibility and establish the center as a trusted resource in the community.

### PROGRAM FUNDING:

The implementation of Dementia Live at Page Robbins was made possible through the generosity of a board member who was deeply inspired by the program's potential. Recognizing the transformative impact of Dementia Live, they provided the necessary funding to bring this innovative educational tool to the center.

This investment has paid off, as Page Robbins continues to lead the way in dementia education and community engagement, creating a network of informed and compassionate partners dedicated to improving the lives of those living with dementia.

**"Dementia Live has been a great tool to educate employees, family care givers, and the community. The staff at AGE-u-cate have been wonderful to work with - very encouraging and supportive."**

Sheri Wammack, Program Director/Social Worker

### OVERVIEW:

Since becoming a Dementia Live program partner at the start of 2023, Page Robbins has made significant strides in engaging the community and forming quality partnerships through education. By training over 200 people with the Dementia Live experience, they have been able to provide an immersive understanding of the challenges faced by individuals living with dementia. This powerful tool has not only increased awareness but has also fostered empathy and a deeper connection to the cause.

Page Robbins has successfully established strong relationships with local neurologists, the VA hospital, local churches, and residential care communities. These partnerships have been instrumental in expanding the reach and impact of their services, ensuring that more individuals and families receive the support they need. The center's commitment to community education is further demonstrated by their multiple trained coaches and a dedicated nurse who is now offering Dementia Live to nursing students in the area. This initiative ensures that future healthcare professionals are well-equipped with the knowledge and sensitivity required to provide exceptional dementia care.

### PROGRAM BENEFITS:

- **Fosters Enhanced Empathy:** Develops increased empathy and understanding for individuals living with dementia and their caregivers, promoting compassionate care.
- **Engages the Community:** Attracts new visitors to Page Robbins, who then inquire about services, serving as a valuable entry point for potential clients and partners.
- **Strengthens Referral Relationships:** Establishes and maintains strong relationships with partners such as neurology offices, hospitals, and churches, resulting in regular referrals.
- **Boosts Community Visibility:** Provides an effective way to increase Page Robbins' visibility and presence within the community.
- **Comprehensive Training and Equipment:** Includes extensive training materials and all necessary equipment, ensuring effective implementation and utilization of the program.