



CARING
for People Services®

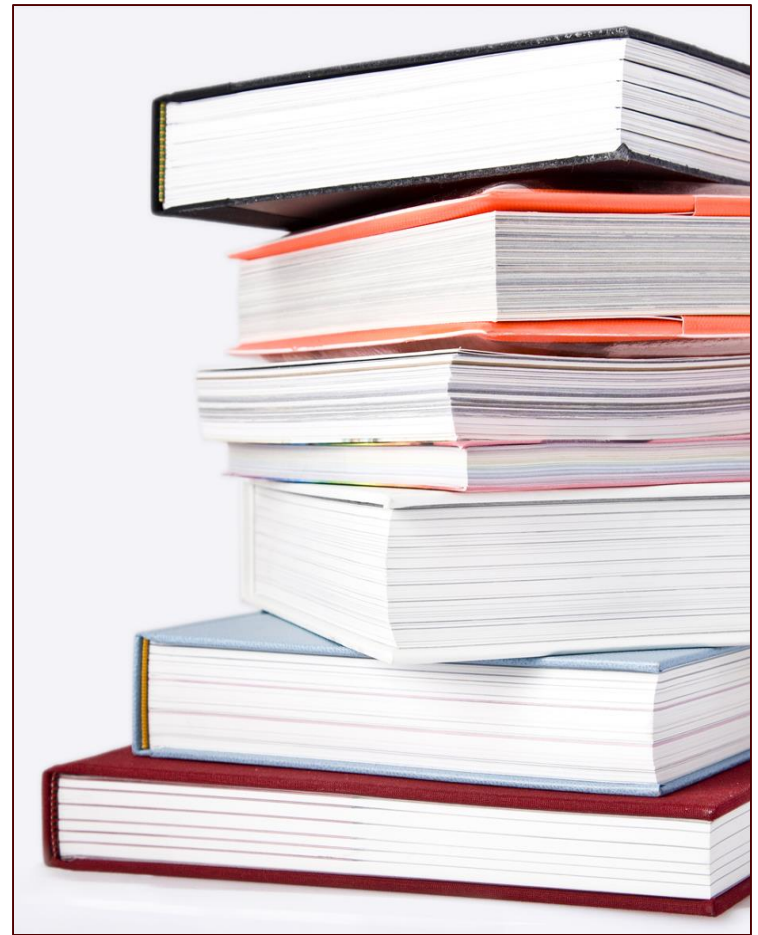
Training for Franchisees

Chapter #17



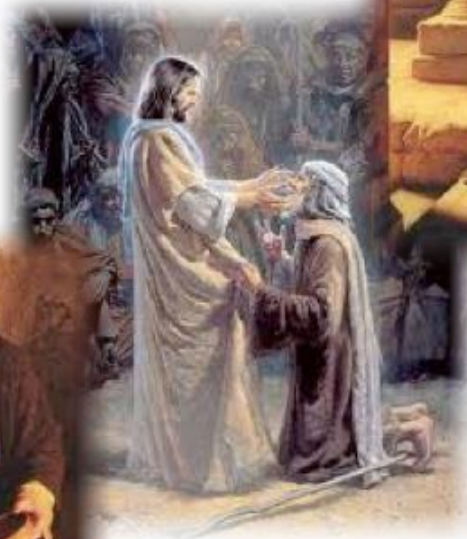
Section 1

CFPS Overview



Purpose

- Matthew 25:36-40
- Matthew 22:37-40



Job “Requirements”

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- **Compassion** / Care (motivation)
- **Competence** / Share (ability)
- **Commitment** / “We go the extra mile”

Job “Requirements”

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- **Cannot give what we do not have.**
- “To be an effective caregiver, one must have a caring heart **and** appropriate skills.”
 - What if a person doesn’t want to be friends and just wants you to do your job professionally and leave? How do you handle that?
 - With respect and competence.

Commitment Priorities

1. Our Clients
2. Our Employees
3. Our Providers



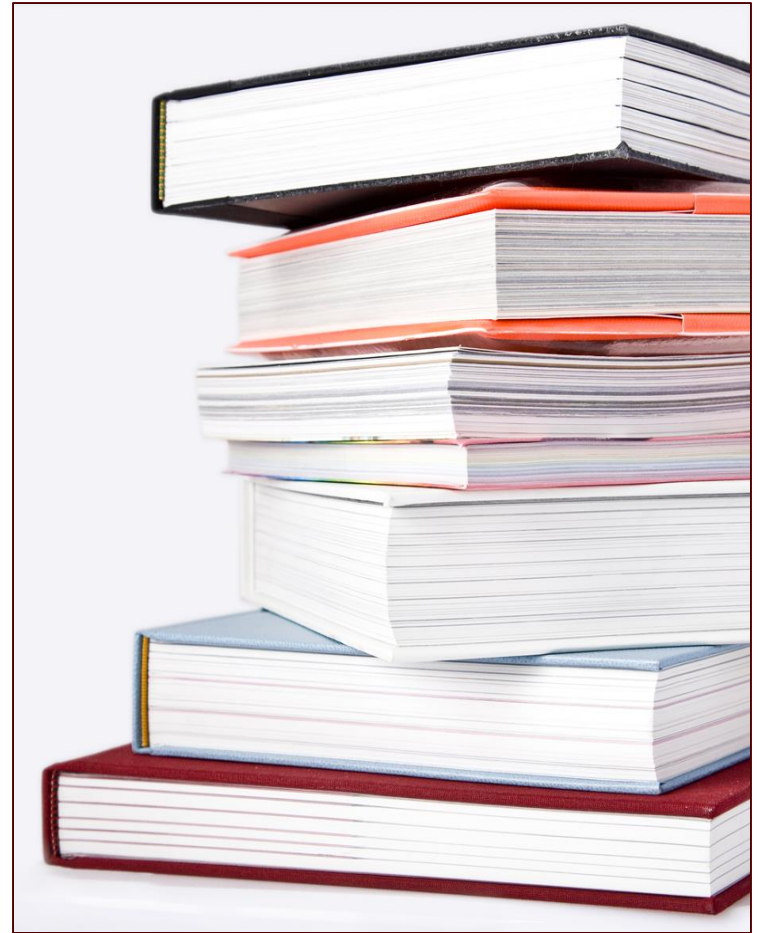
“To be first, we must put the needs of our clients first.”

Being the best means providing the best care.



Section 2

Client Services



Expectations

- Service will be implemented immediately
- Service benefits will be presented honestly
- Terms of service will be presented clearly



Cost

- Service will be cost efficient and competitively priced
- Clients should understand different costs for different levels of service
- Clients should not be misled to expect one level of service and receive another

Satisfaction

- Clients must be satisfied with the services they are receiving
- If dissatisfied, adjustments will be made
- Clients should be pleased with both the caregiver and the quality of service

Follow-up Visits

Schedule

- First follow-up will be immediately following the first service date
- Follow-ups will then be weekly for the first month of service
- Follow-ups will be monthly thereafter to ensure that we maintain the expected service

Cultural Considerations

Clients will have diverse backgrounds, beliefs and values. Examples include:

- Religious beliefs
- Attitudes about disability
- Attitudes about work
- Importance of family
- Family involvement in decision-making
- Displaying emotion
- Making eye contact
- Importance of punctuality
- Attitudes about children
- Attitudes about seniors
- Food choices
- Political views

Cultural Considerations

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Home Care Assistant responsibilities:

- Respect
- Tolerance
- Nurturing



Personal Boundaries

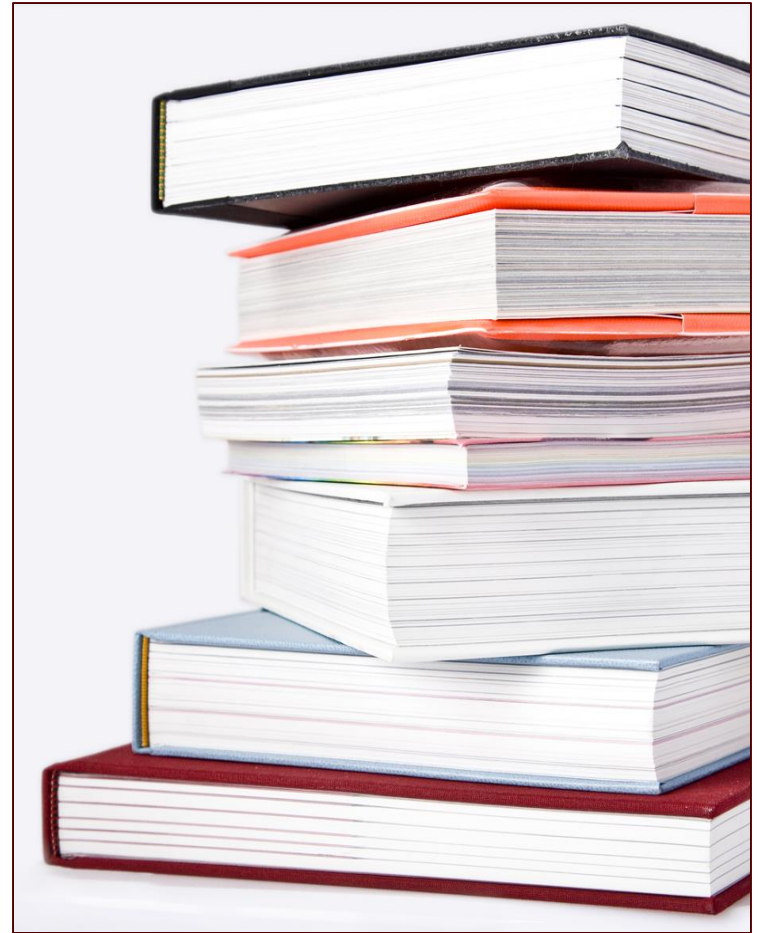
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Keep working relationships on a professional level

- Don't give clients your personal cell/home telephone number
- Don't share your personal problems/concerns with clients
- Get the client's permission before bringing a family member to work with you
- Other boundaries?

Section 3

Client's Bill of Rights



Client's Bill of Rights

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1. Communication he/she can understand
2. Be told about their rights and responsibilities by the Agency
3. Choose their preferred Home Care Assistants
4. Be treated courteously
5. Respect for their property



Client's Bill of Rights

6. Respect for their privacy
7. Safe and competent care that meets their needs
8. Participation in development of his/her care plan
9. Be informed of all HCAs delivering services
10. Be involved in scheduling of services, as appropriate

Client's Bill of Rights

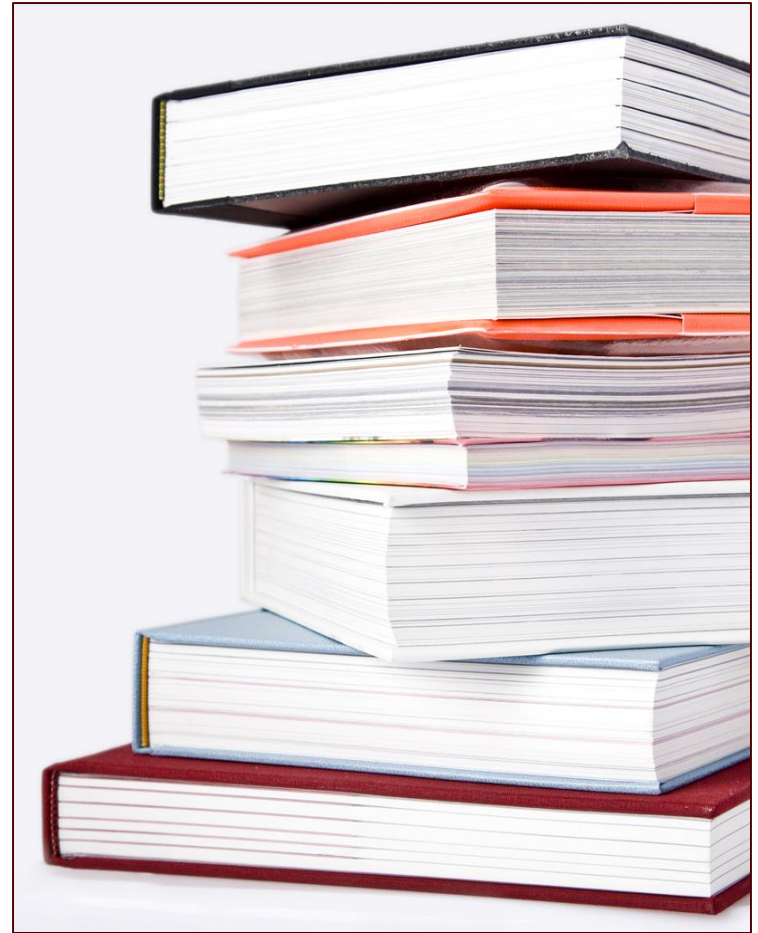
11. His/Her informed consent for any treatment, as appropriate
12. Confidentiality regarding health, social, financial circumstances
13. Expectation that information will be released only with his/her permission or as required by law
14. Be notified orally and in writing regarding financial liabilities for contracted services

Client's Bill of Rights

15. Express dissatisfaction without fear of recrimination
16. Receive oral and written notice of any changes in his/her service before the changes take place
17. Be informed of any plans to terminate service a reasonable period of time before the service is ended

Section 4

Confidentiality and Privacy



Home Care Service Agencies

HCSAs should explain to clients:

- Personal information is necessary for their needs to be identified and effective care plans developed
- Only information relevant to the client's needs will be collected
- Personal information must be correct, complete and current

Privacy

This information will be kept private:

- Client records are controlled to prevent unauthorized access
- Information is not disclosed verbally to unauthorized individuals



Privacy (con't)

- Personal information must be collected by fair and lawful means
- Personal information must be protected by appropriate security safeguards
- HCSAs should disclose their policy for managing personal information to the client

Privacy (con't)

- A client should have access to his/her personal records
- A client may challenge the accuracy of the records and have them amended, as appropriate

Confidentiality

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- Confidentiality is an ethical principle and sometimes a legal obligation requiring that client information be kept undisclosed unless the client gives permission to share it
- What is seen and heard in the home should be considered private and remain private



Confidentiality (con't)

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- HCA should not read:
 - Personal papers
 - Documents
 - Mail
- HCA should not discuss client's private records with the client's family
- Confidentiality does not apply to health and safety issues



Confidentiality (con't)

Home Care Service Agencies should advise clients about the standards they can expect from the agency for maintaining confidentiality. Information provided:

- Will be used only for the purpose for which it was given
- Will not be released to others without client's permission
- Will be kept secure and private
- May be shared with others involved in client's care

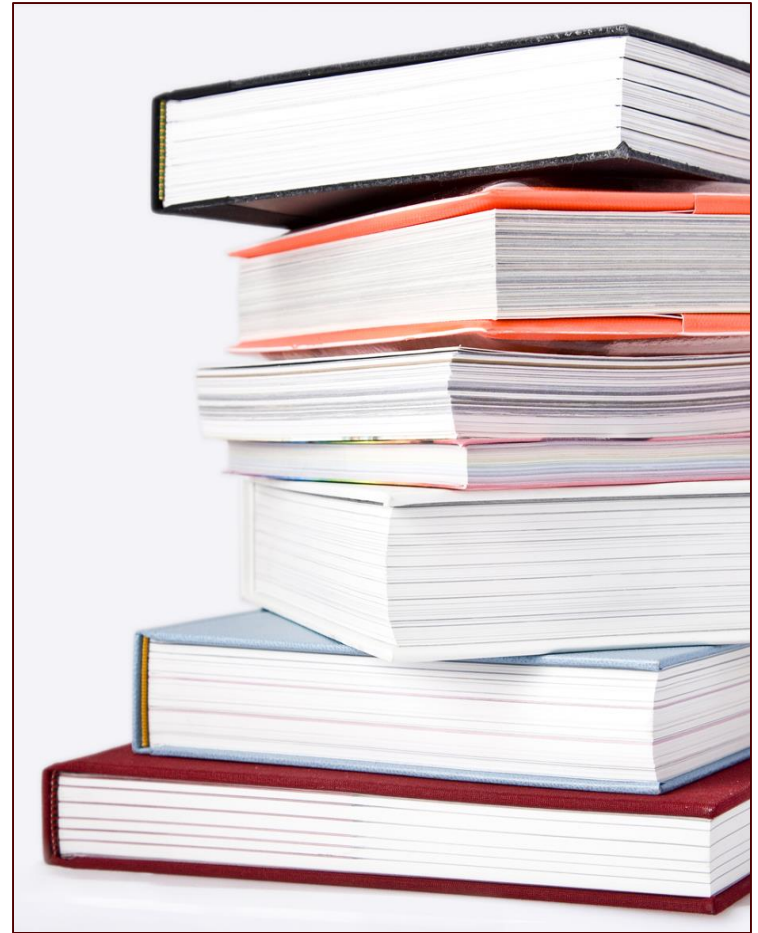
Sharing information

Reasons for sharing information outside the Care Team:

- The client has given his/her consent
- There is a legal requirement
- Failure to disclose the information would cause significant harm to the client or others
 - Example: physical abuse

Section 5

Home Care Services



Qualities Clients Want

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Clients are relatively consistent in their preferences:

- Quality care
- Variety of services
- Competent personnel



Responsibilities - HCSA

- Be competent
- Carry Liability, Workmen's Compensation and Unemployment Insurance
- Comply with Federal, State, County and Municipal legalities

Responsibilities – HCSA (con't)

- Develop contingency plans for each client
- Maintain client's confidentiality
- Maintain professionalism
- Be alert to and report signs of elder abuse

Responsibilities – Clients / Families

- Provide current information and update us on:
 - Changes in health condition
 - Potential risks (contagious illness)
 - Address / Phone changes
- Ask questions if you do not understand the care or services being given
- Follow terms and conditions of agreements
- Notify Agency of desired schedule changes in advance

Who Pays for Home Healthcare Services

- Self pay
- Public third-party payers
 - Medicaid / Medicaid waiver
 - Older Americans Act (OAA)
 - Veteran's Administration
 - Social Services Block Grant Program
 - Community organizations



Who Pays for Home Healthcare Services

- Private third-party payers
 - Commercial health insurance companies
 - Long term care insurance
 - Worker's Compensation
 - Organizations for specific diseases



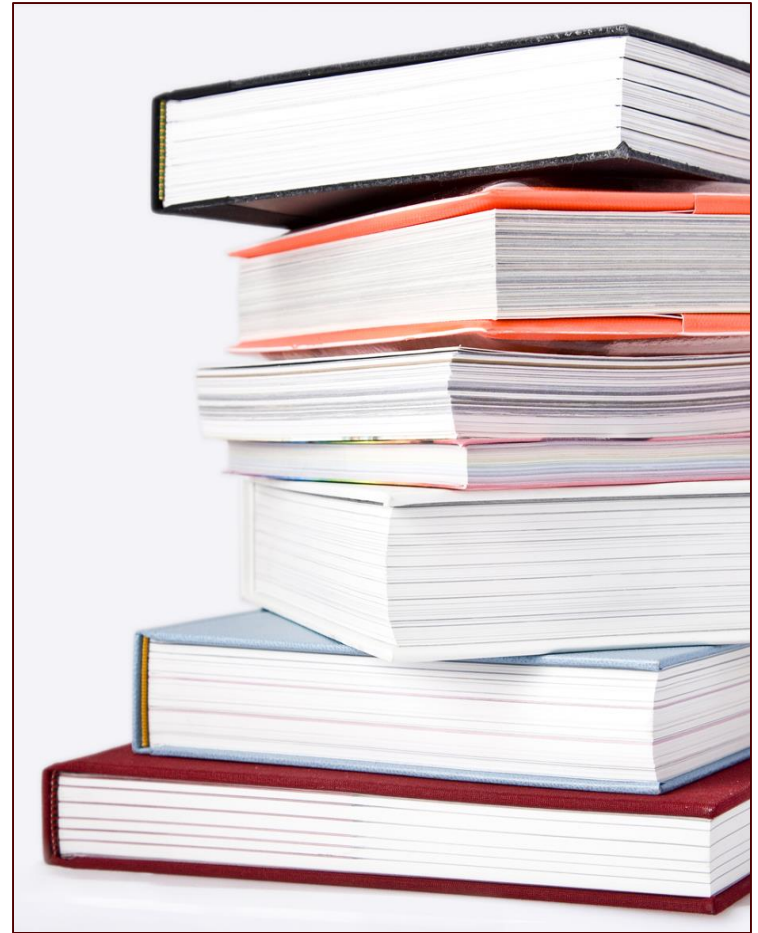
Non-Medical HCSAs

The goals of home care:

- Assisting individuals to improve and maintain health
- Promoting the individual's independence
- Enabling individuals to receive care in their own home
- Provide support to the families to help handle an individual's need for care
- Providing caregivers to enable respite for family caregivers

Section 6

Advantages/ Disadvantages of Home Care



Advantages

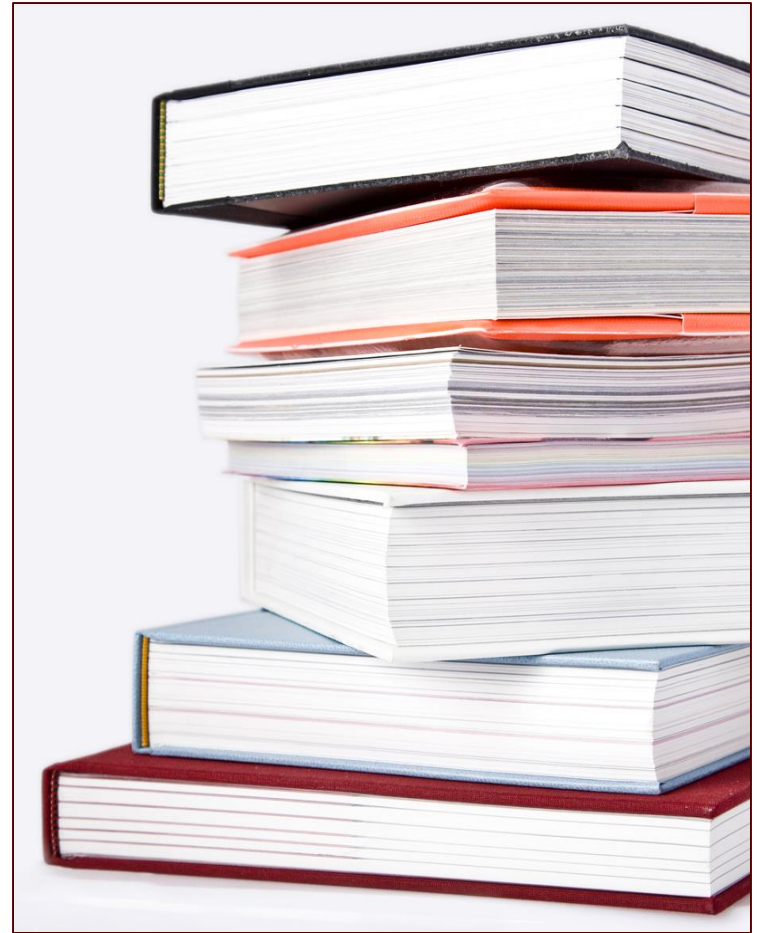
- Remain in their own homes
- More flexibility with their daily schedule
- Hospital stays may be shortened
- Better quality of care
- Terminally ill can elect to spend their days in their home
- Relief can be provided to caregivers

Disadvantages

- More than one caregiver
- Long-term expense if not eligible for funding assistance
- Additional costs with home maintenance and living expenses
- Sometimes lonely as social activities are limited

Section 7

Popular Care Services



Alzheimer's/Dementia Care Services

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We understand how hard the changes can be that go along with Dementia/Alzheimer's and we want to be there for you every step of the way.

We can help you adapt to the changes you face with your loved ones.



Alzheimer's/Dementia Certification

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CFPS offers excellent Alzheimer's and Dementia care through certification.

- Caregivers are certified through the Alzheimer's Association
- Caregivers are certified in Dementia Advance Care

alzheimer's  association®

Alzheimer's/Dementia Selection Process

CFPS hand-picks caregivers using the following criteria:

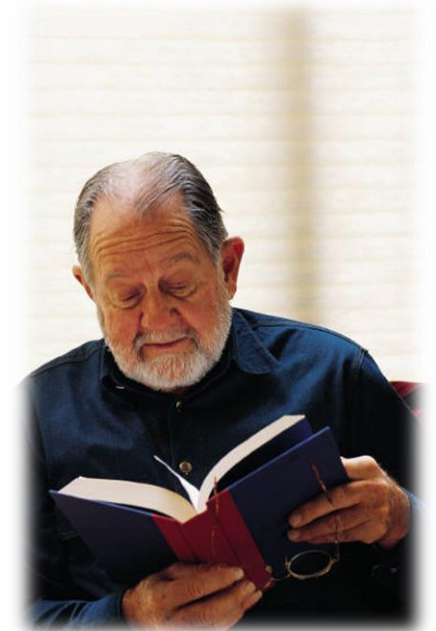
- Individuals who meet the certification requirements
- Individuals matched to care for our Dementia/Alzheimer's clients' needs
- Individuals who have had Dementia/Alzheimer's personally touch their lives

Alzheimer's/Dementia Memory Books

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CFPS provides a custom service specifically for our Alzheimer's and Dementia clients called a Memory Book.

Caregivers work with our clients to create a memory book which helps reinforce the past.



Caregiver Respite Services

- Caregiver respite

Overnight Services

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- Overnight services...

Personal Care Services

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- Grooming
- Hair care
- Shaving
- Oral Hygiene
- Bathing
- Skin and nail care
- Dressing and undressing
- Bowel care



Personal Assistance Services

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- Errands
- Shopping
- Doctor appointments
- Transportation



Home Care Services

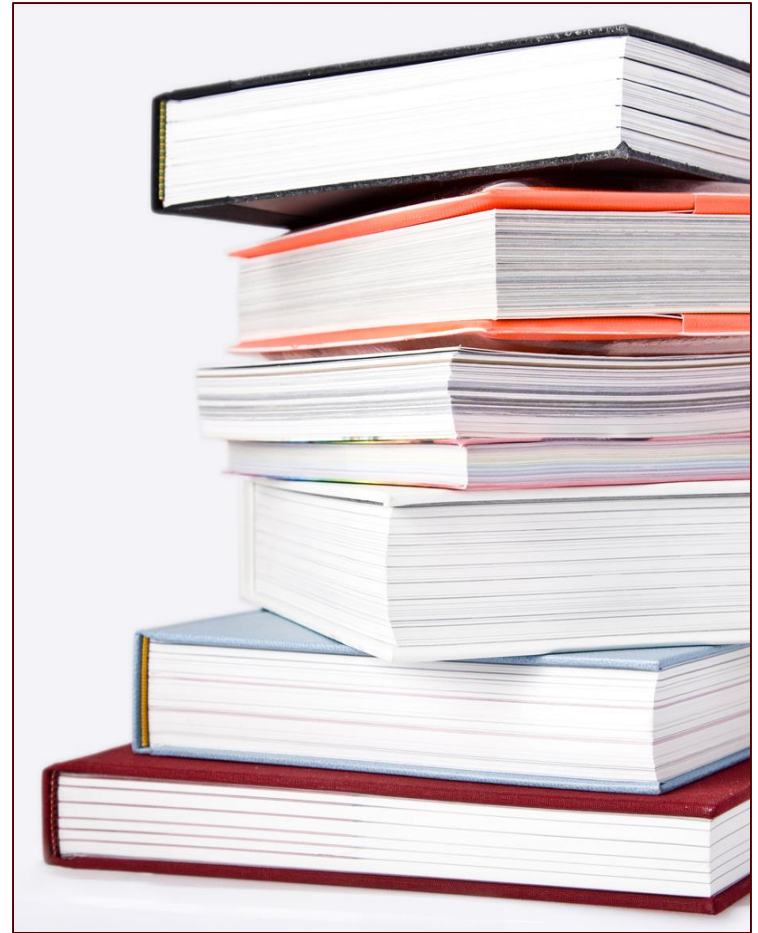
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- Meal preparation/delivery
- House cleaning
- Laundry
- Companionship



Section 8

Home Care Assistants



Professional Appearance

Presenting a professional appearance

- HCAs should dress appropriately and wear clothing in good condition
- Some wear a uniform when working in a client's home, others wear suitable casual clothing
- Each agency determines it's own dress protocol

Appearance Guidelines

Guidelines for presenting a professional appearance

- Uniforms or clothing should:

- Fit well
- Be clean and pressed
- Be changed daily

- Underclothing should not show through uniform or clothing



Appearance Guidelines

Guidelines for presenting a professional appearance

- Shoes should:
 - Be comfortable
 - Provide adequate support
 - Be clean
- Personal hygiene basics should be practiced daily

Teamwork

- Home care teamwork involves two or more people working together to meet the various needs of a client
- By uniting professionals together you can provide more effective care together than anyone can individually

Job Description

The job description of a Home Care Assistant:

- Help people who are unable to care for themselves or their families due to sickness, disability or old age
- Work in private homes and in community facilities
- May be required to work evenings, weekends and public holidays

Knowledge

- Knowledge of process for providing services
 - General needs assessment
 - Personal needs assessment
 - Evaluation
- Knowledge and ability to diagnose and treat injuries, including First Aid and CPR

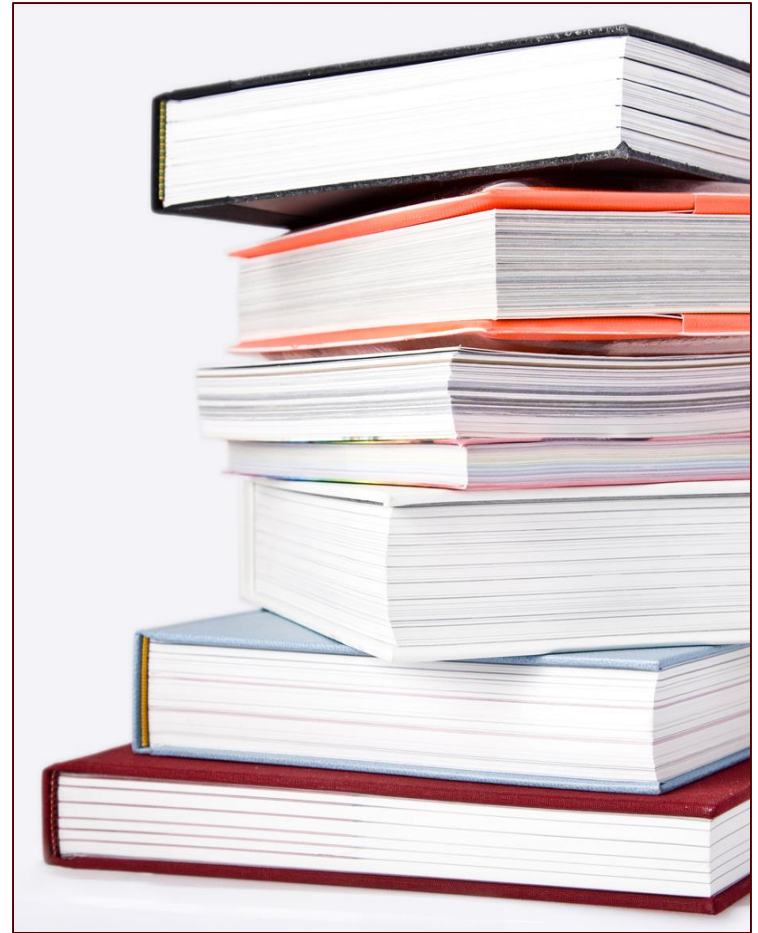
Physical and Mental Demands

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- Must be in good physical and mental health
- Strength and stamina required for transferring, turning, and lifting clients
- Ability to handle stress

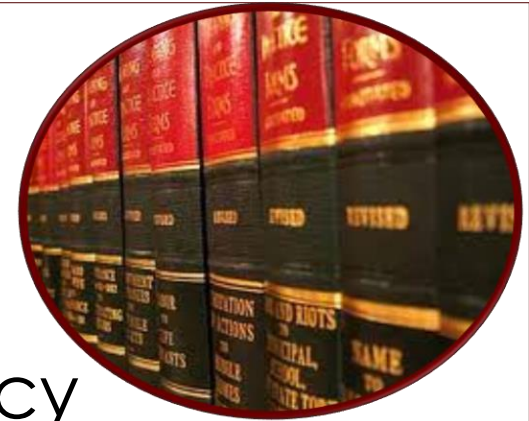
Section 9

Legalities and Ethics



Rules of Conduct for HCAs

- Put client's needs first
- Maintain confidentiality
- Respect the client's right to privacy
- Act responsibly at all times
- Know and adhere to all personal knowledge and skill limitations



Rules of Conduct for HCAs

- Respect the client as an individual
- Show loyalty to clients, employer and colleagues
- Stay within the legal limits of your role
- Do not perform any unfamiliar functions
- Avoid abusing substances

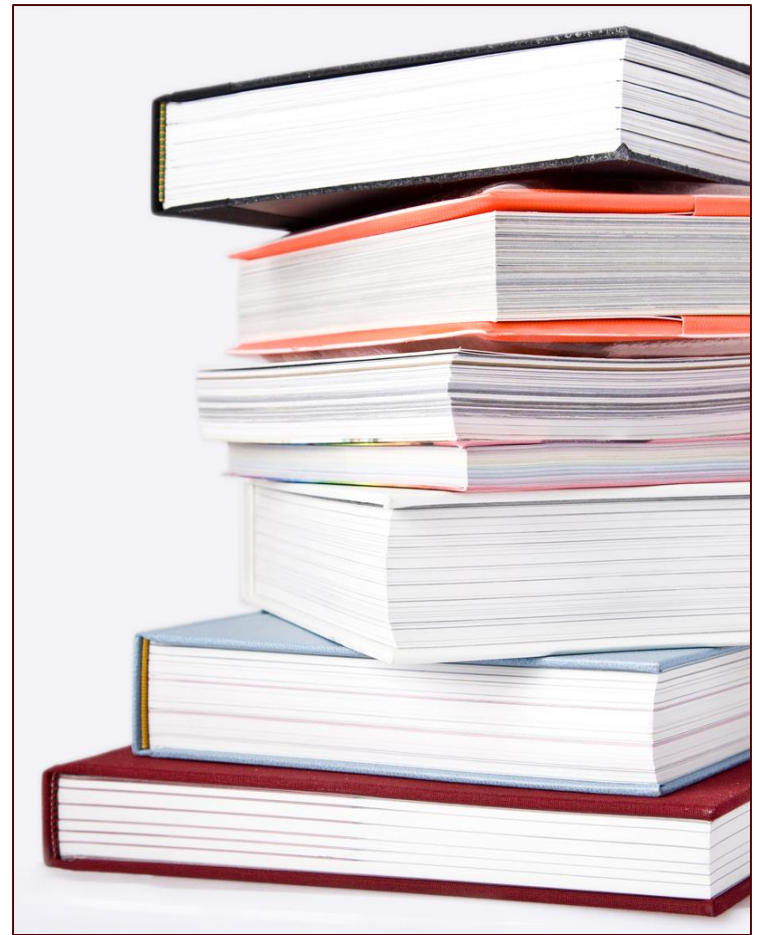
Conduct Reflecting Work Ethic

Conduct that reflects work ethic

- Appearance
- Speech
- Behavior
- Treatment of others
- Working with others

Section 10

Elder Abuse



Types of Elder Abuse

- Physical Abuse
 - The willful infliction of physical pain
 - The failure to provide for basic needs
- Verbal abuse
- Financial abuse
- Emotional/psychological abuse
- Sexual abuse
- Neglect

Signs and Symptoms of Elder Abuse

- Unexplained physical injuries
- Poor hygiene or urine/bed sores
- Abrupt changes in will or trust
- Living situation not reflective of elder's expenditures

Signs and Symptoms of Elder Abuse (con't)

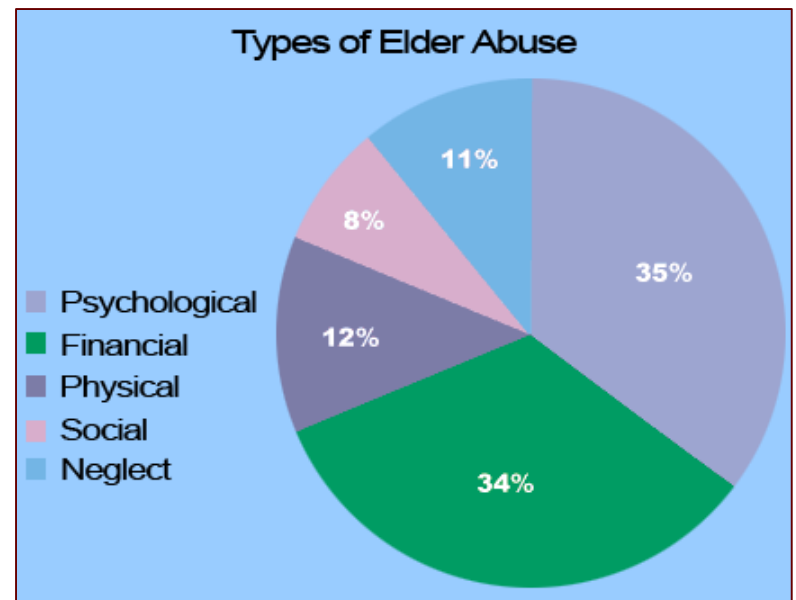
- Unsanitary living quarters
- Third party is always present during conversations
- Old and new bruises are visible
- The client is restrained or kept in isolation for long periods of time

Reporting Elder Abuse

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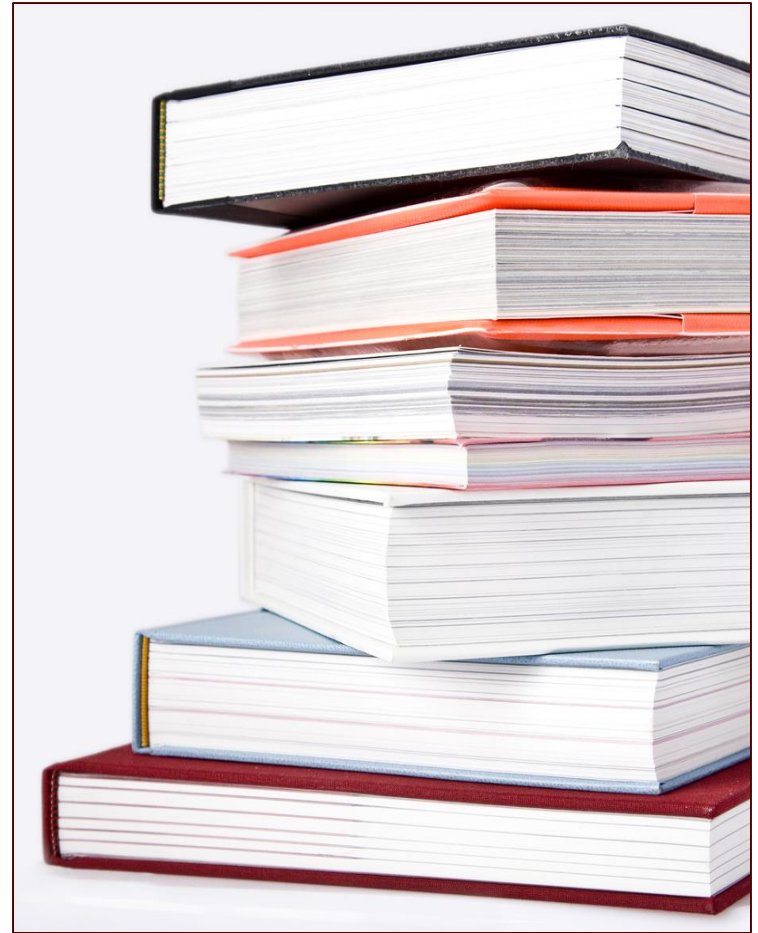
HCAAs are mandatory reporters. They are legally required to report observed or expected elder abuse to the

Adult Protective Services in their area.



Section 11

Office Expectations



Determine Labor Requirements

Contact the governmental agency responsible for establishing the Employment Standards for your state.

Typical Standards

- Hiring of employees
- Payment of wages
- Overtime
- Statutory holidays
- Annual vacation
- Termination of employment

Labor Agencies

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Be sure to familiarize yourself with the legal requirements in your state to ensure you do not break any laws.



Additionally, since the Occupational, Safety & Health Administration (OSHA) regulations require compliance, it is important that you check their website.



Human Rights

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Most states have human rights regulations in place to help an employer ensure there is no discrimination or harassment on the job site.



Discrimination

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- Race
- Color
- Ancestry
- Place of origin
- Political belief
- Religion
- Marital or family status
- Physical or mental disability
- Criminal conviction
- Sexual orientation
- Sex
- Age



Harassment

Common forms of harassment:

- Sexual
- Personal (commonly resulting from discrimination)
- Bullying
- Abuse of authority

Interviewing

Interviewing potential employees:

- Provides an opportunity to assess the candidates suitability for the position
- Provides the potential employee an opportunity to learn about the business



Pre-employment Screening

Ensures that a candidate's qualifications and background are verifiable and acceptable so:

- Business owners can be held liable for the actions of their employees
- Business owners are obligated to protect the safety and welfare of their clients
- Costly hiring mistakes can be avoided

Candidates must give business owners permission to perform a background check by signing a release form.



Reference Checks

Ask the candidate for at least three related references. This way, if there is a discrepancy between two of the references, the third one should support one of the first two.

Always discover the relationship between the candidate and the reference giver and how long they have known each other.

Wages and Benefits

Employee Standards for wages and benefits vary depending on the state in which one does business. Minimum wages and regular and overtime work may be regulated, and employers must comply with whatever is relevant to the area in which they do business.



Criteria Influencing Wages Paid

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When determining what wage to pay, a business owner is obligated to at least meet the minimum wage requirements.

A graphic featuring the text "Minimum Wage" in a bold, white, sans-serif font. The text is overlaid on a collage of US currency, including a one-dollar bill, a quarter coin, and a portion of a Lincoln penny. The background is dark and slightly blurred.

**Minimum
Wage**

You might pay different rates to different employees based on a variety of criteria.

Types of Services Being Performed

It is advisable to set different payments for the different types of services being provided. Sample pay scale:

- Alzheimer's / Dementia Care \$18-22/hr
- Caregiver Respite \$18-22/hr
- Personal Care \$18-22/hr
- Personal Assistance Care \$17-19/hr
- Home Care \$17-20/hr
- Overnight attendant \$13-15/hr

Employer and Employee Agreements

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Conditions of employment may vary according to:

- Location
- Job description
- Legislation
- Client wants and needs
- Services provided
- Any number of other variables ... each agreement will be individualized.



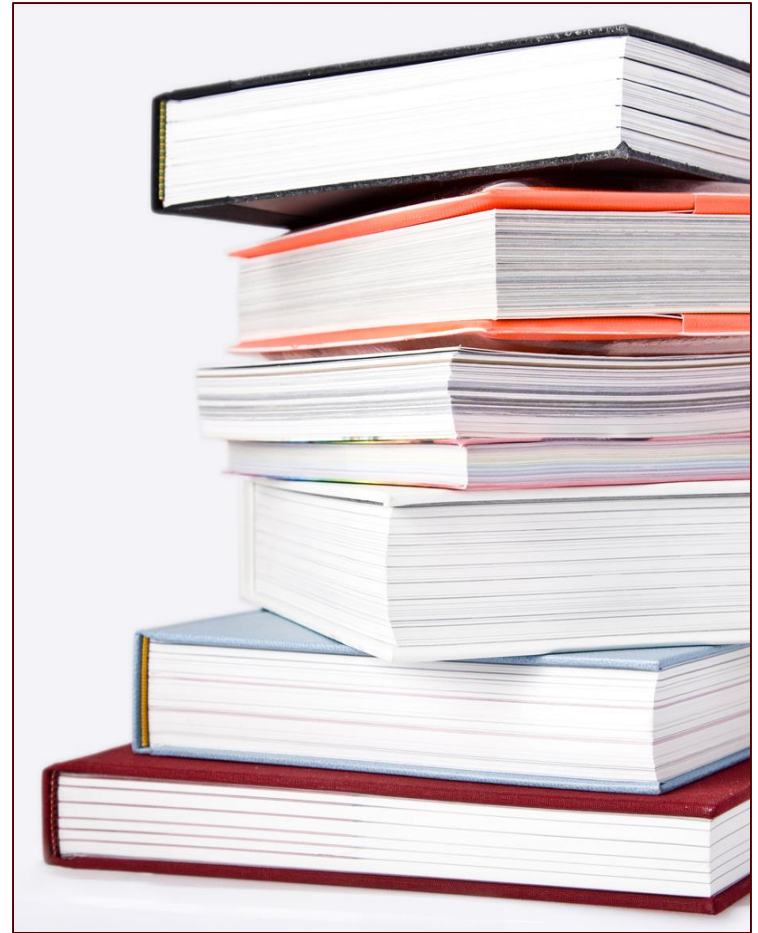
Telephone Conversations

- Have an outline prepared
- Show a genuine interest
- Ask questions:
 - What is their present situation?
 - Present difficulties?
 - What help are they seeking?
- Relate any success stories of customers with similar circumstances
- Suggest how your services can help



Section 12

Case Management



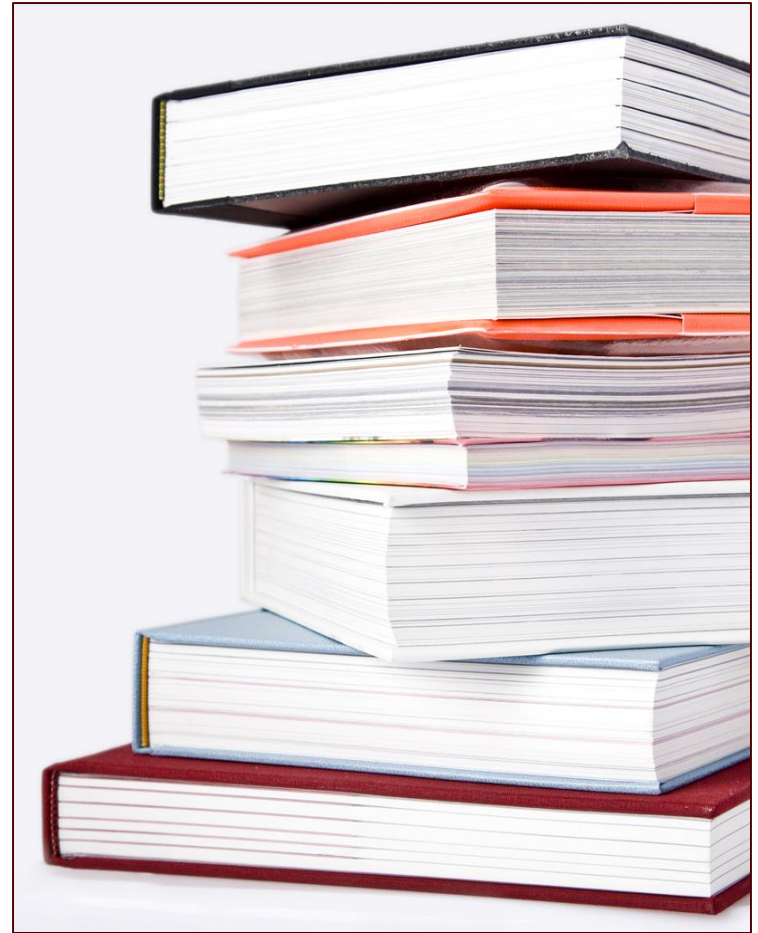
Case by Case

Steps in case management:

- Step 1: Receive request for service
- Step 2: Identify the concern(s)
- Step 3: Conduct a needs assessment
- Step 4: Develop a care plan
- Step 5: Implement the care plan and make referrals
- Step 6: Follow-up and monitor the care plan
- Step 7: Make changes as required

Section 13

Toward
Success...



Ensure the success of your new venture

85

- Take the time to build effective relationships with customers
- Be helpful and honest
- Be aware of relationship building opportunities
 - Allow the client to get to know you
 - Share with them why you started the business
 - Share why you believe in your business

Examples: Keep your word, follow-up as promised and deliver services on time.

Ensure the success of your new venture

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- *Always go the extra mile!*
- Constantly work at developing and maintaining a superior business
- Demand a lot from yourself
- Pay attention to details
- Do marketing on a regular basis



Ensure the success of your new venture

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- Monitor short and long term projects on a daily basis
- Prioritize your projects
- Avoid procrastination
- “Walk the talk”
- Continue to improve your knowledge and skills

