Syllabus GEY 5935 (Summer C 2019)
Ethical, Legal, and Business Aspects of Geriatric Care Management

Course Overview

GEY 5935 Ethical, Legal, and Business Aspects of Geriatric Care Management provides the student with an overview of the ethical and legal issues encountered in the practice of geriatric care management including informed consent, decision-making capacity, advanced directives, and the regulation and financing of long-term care. The course addresses issues associated with starting or advancing a geriatric practice including potential marketing entities, fees, billing, demographics and related topics.

Course Objectives

1. Identify business and professional ethics associated with geriatric care management;

2. Understand the legal structure of a business and risk management issues collaborative with the provision of geriatric care;

3. Explore the types of Geriatric Care Management businesses with respect to structure, location, and method of service delivery;

4. Examine the steps in a business planning paradigm including starting a new business or adding geriatric care management services to an existing practice, agency, or facility;

5. Investigate the aspects of a business plan for a new or existing geriatric care management practice with a focus on marketing, referral opportunities, insurance concerns, etc.;

6. Procure first-hand knowledge of working and practicing care managers for insight and feedback as to the approaches of geriatric care for consideration in one’s own business opportunities.

Required Textbooks

Jones and Bartlett, 2017

Legal Aspects of Elder Care by Marshall Kapp
Jones and Bartlett, 2010
Course Organization

This Course will utilize a Cloud-based, file-sharing system for uploading and reviewing recorded PowerPoint projects and Assignments this semester.

Discussion Forums (4 Discussion Forums - 10 points each) 40 Points

The course Discussion Forum provides a venue to increase interaction and is used to replicate a traditional class (face to face) discussion. Students are expected to participate in four required Discussion Forums for which there will be an initial question(s) or topic posted on the Discussion Forum by the course instructor. Students are required to review all four Discussion Forums as they are presented. Students then should post their initial response to the forum discussion topic for the assigned week by the due date and time listed on the course website and as indicated on the course syllabus schedule (see below). Once you have posted your initial response to the opening question, you should then proceed to review the postings of your classmates and to respond to the postings of your classmates, just as you would in a traditional (face to face) class discussion. During the allotted time for each Discussion Forum topic, you should monitor the Discussion Forums in order to respond to the postings of the course instructor and of your classmates. All responses to the discussion questions among students will close on the day and time indicated on the course schedule (see below). The four Discussion Forum questions/topics are worth a maximum of 10 points per Discussion Forum for a total of 40 points.

Each Discussion Forum topic and instructions are different for each Forum so it is important to review each Discussion Forum posting instructions as there are examples and samples for some of them. We will be using the shared file system provided by the University of Florida to upload and review the larger, recorded PowerPoint projects. Please refer to the Discussion Forum homepage on the course website for more detailed information.

There is no set number of posting responses for each Discussion Forum. Both the Quality of the post and the Quantity of posts overall to the Discussion Forum will be considered in your participation score together with your initial presentation or post.

Quality: Posts should reflect thoughtful consideration of the material assigned as well as thoughtful responses to others’ postings that extend or expand on the conversation and/or a personal or professional experience that furthers the discussions in some meaningful way.

Quantity: Credit for full participation will be awarded to those who post both an initial individual response and adequately respond to others’ postings in a timely manner for every discussion forum.

For each Discussion Forum, you must post an initial response in the Discussion Forum by clicking on the Reply button and leaving a simple message. We will observe and review the work in the Discussion Forums through our Shared Files and Zoom Conferences but you still have to make an initial notation in each Discussion Forum to get credit for your work.
For the purpose of this assignment, students are required to interview two different Geriatric Care Managers within a reasonable distance of the student’s residence. It is encouraged that a face-to-face interview be conducted whenever possible. If a care manager is not within a reasonable distance, then a telephonic interview will be accepted. Instructions and guidelines for the interview are posted on the course homepage/start page. More information can be found on the course homepage under Geriatric Care Manager Interview Assignment. Due date is listed on the course website and Important Dates page.

Individual Conference Reports

Your Individual Conference Report is in conjunction with this Week 8 – Fourth Discussion Forum posting as you are instructed to use the same PowerPoint presentation in your Conference Report and to post in the Week 8 - Fourth Forum Discussion. Participants in the course are required to present their PowerPoint Conference Presentation of their Geriatric Care Manager Interview Assignment in a live Conference Report Session. Additional information can be found on the course Home/Course Materials under Individual Conference Reports. This Assignment requires you to choose a day for your Individual Conference Report. More information about this assignment can be found on the course homepage under Geriatric Care Manager Interview Assignment.

Topics of Interest - Open Forum Conferences (2 conferences – 5 points each) 10 Points

I wanted to take the opportunity for more live interaction and to share your thoughts on some topics or situations through verbal interactions rather than in written posts as in other Discussion Forums. There are two of them. One Open Conference Forum positioned in the middle of week three and the second Open Forum Conference is in the middle of week seven. Please refer to the link on the course Home Page called, Topics of Interest – Open Forum Conferences, to review the two topics we will cover this semester.

Open Book Quiz 20 Points

There will be one Open Book Quiz. The quiz will be all the chapter material covered through all weeks of both text books used in the course. The quiz consists of 20 multiple choice questions and 90 minutes is allotted to complete the quiz. Once your time is up, you will not be able to change any responses. You will have one opportunity to complete the quiz and you should use your text books as references and sources. The quiz date is listed in your syllabus. Please go to the Quizzes section of the course website. The quiz will be available during the time frame listed on your syllabus.

NOTE: The instructor can always be reached by the course email system. It is encouraged that this venue be used for questions specific to the student. There will be an open Q & A forum for any general questions regarding anything related to the course content, dates, assignments, etc. I encourage this format so that others might benefit by your questions and responses.
### Grading Scale

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### Course Schedule

**Week 1  June 10 - June 16**

**Topics**
- Ethical Conflicts Between the Client's Needs and the Client's Wants
- Ethical Conflicts Regarding Client Exploitation
- Conflicts Between the Client's Safety and the Client's Autonomy

**Assigned Reading**
- *Legal Aspects of Elder Care - Chapters 1 & 2*

**Additional Reading**
- Accessibility score: Low Click to improve
- *Policing Ourselves: When a Colleague Violates Professional Standards of Ethics Actions* - Amy Abrams - Inside GCM - The goal of this article is to provide some guidelines for addressing the behavior of a colleague that is in violation of a documented professional standard or ethical principle, but is not a blatantly abusive or criminal behavior or activity (which should be immediately reported to law enforcement and/or adult protective service entities). Examples might include a geriatric care manager who fails to act judiciously when sharing confidential client information, condones a family's non-payment of a caregiver’s payroll taxes, or does not fully disclose to their client a business relationship they may have with a recommended service provider.
- *On Competency and Capacity of Older Adults to Make Decisions* (Links to an external site.) - Donald Freedman, JD - Inside GCM - Maintaining personal autonomy is important for most elders. We exercise autonomy through making decisions. For decisions to have personal or legal significance, however, the individual must have the capacity to decide. This article provides guidance to geriatric care managers working with elders whose capacity for decision-making is to some extent diminished by cognitive or emotional factors, in the making of informal determinations of capacity in the course of their work. It also suggests ways to enhance the capacity of persons with diminished capacity to participate in the decision-making process.
- *How Do We Balance Autonomy and Risk for Older Adults?* (Links to an external site.) - Dan Browning - Next Avenue - The question is not, ‘What do I let her do?,’ but rather, ‘How do I
support her?" He says good things can happen when older people are allowed to live more autonomous lives, "but it takes guts." Often, it presents risks not only for care recipients, but for caregivers, who may be blamed when things go awry.

- Autonomy and Quality of Life for Elderly Patients (Links to an external site.) - Jeanne Lee, MD - AMA Journal of Ethics - How can physicians justify limiting a patient's independence in the interest of his or her "own safety," when independence and the ability to continue living at home are essential for most older patients' quality of life?

Presentations
Ethical Issues in Health Care - another look at ethical considerations from a medical perspective (Links to an external site.)

Elder Law - What Is A Loss Of Capacity? - Bridget Mackay - Attorney at Law (Links to an external site.)

Elder law attorney Bridget Mackay discusses what "loss of capacity" means to you or a loved one.

Discussion Forum
Please click on Week - 1 Discussion Forum "Welcome" and provide a brief summary as to how you became interested and involved in aging and adult services.

Welcome Conference
You are invited to the Welcome and Orientation Conference - Thursday, June 13, from 7 to 8 pm ET. We will review the syllabus, course content, assignments, due dates, required participation conferences, Canvas navigation and any questions or issues regarding the course. Please click the Conferences button to the left on the day and time listed and proceed to Welcome Conference. Click on the Welcome Conference tab and follow the directions to join. This would be a good time to review your audio capabilities as you will need to present information in a live conference starting with the First Open Forum Conference in Week 3.

Online Content
- Making an Ethical Decision: A practical tool for thinking through tough choices (Links to an external site.)
- Calculating Consequences: The Utilitarian Approach to Ethics (Links to an external site.)
- Ethical Issues and the Elderly: Guidance for Eldercare Providers (Links to an external site.)
- Capacity and Competency Assessment in Older Adults: A Case Study Approach - 1:05 - Peter A. Lichtenberg, Ph.D., ABPP (Links to an external site.)
- Guardianship - Good discussion on Guardianship (Links to an external site.)
- Abuse and Exploitation - Aging Matters | NPT Reports (Links to an external site.)

It is estimated that one in ten adults over the age of 60 is a victim. But the truth is we don’t know for certain how many older adults are suffering from abuse. In the eighth edition of Aging Matters, Nashville Public Television explores the issues behind elder abuse, neglect and exploitation.
Next Week - Readings, Lectures, First Discussion Forum, Online Content

Week 2  June 17 - June 23

Topics

- Legal status of older persons
- Law and social values
- Informed consent
- Risk management implications
- Legal aspects of death and dying
- Legal interventions for incapacitated older persons
- Artificial nutrition and hydration
- Assisted Death
- Euthanasia

Assigned Reading

- Legal Aspects of Elder Care - Chapters 3 & 4

Additional Reading

- Accessibility score: Low Click to improve Do You Hear the Alarm Bells? - Jonathan D. Rubin, Esq. - Inside GCM
- Informed Consent (Links to an external site.) Links to an external site. - American Cancer Society - Pretty good overview of medical informed consent.
- The Legal Issues of Death (Links to an external site.) Links to an external site. - Thomas Rudy - Lawyer.com - Actually, it is the legal issues after death that they present and often not thought of by survivors.
- Artificial Nutrition and Hydration at the End of Life: Beneficial or Harmful? (Links to an external site.) Links to an external site. - Cheryl Arenella MD, MPH - American Hospice Foundation - This article will define and describe in a straightforward manner what each treatment is, when each treatment might be useful, when each treatment is not likely to be useful, and the known burdens, side effects and complications of each treatment.

Presentations

- Risk Management  Lecture slide notes

Legal Aspects of Incapacity - 28 mins. (Links to an external site.) Links to an external site.

First Discussion Forum

Please click Week 2 - First Discussion Forum. Read and respond to the topic or questions provided. Initial responses are due by Friday, June 21 at 11:00 pm ET. Comments to other posts continue through Sunday evening. Please refer to your Discussions Forum section in your syllabus for suggestions for appropriate responses. This is a graded Discussion Forum.

Online Content

- 2016 Florida Statutes 744.331 (Procedures to Determine Incapacity) (Links to an external site.) Links to an external site. These are the Florida statutes as they pertain to the issue of incapacity. This is some of the information I am looking for (or as summary of it) in your response for the Discussion Forum as to how the issue of incapacity is addressed in your state.
- What is Informed Consent and What does it Mean? (Links to an external site.) Links to an external site. from http://www.cancer.org/index (Links to an external site.) Links to an external site.

The Death Problem? - Alan Watts, Jason Silva (Links to an external site.) Links to an external site.

A rather unique perspective on life and death

Legal Link Eldercare Crisis Strikes (Links to an external site.) Links to an external site.
Week 3  June 24 - June 30

Topics

- Organizational principles
- State practice acts
- Reporting medical conditions
- Older individuals and the right to privacy
- Family caregiving and confidentiality
- Family caregiver legal concerns
- Family medical leave act
- Elder mistreatment
- Grandparents’ rights
- Kinship care

Assigned Reading

- Legal Aspects of Elder Care - Chapters 6 & 8

Additional Reading

- Family Care Contracts - Opportunities for Geriatric Care Managers and Our Clients - Deborah Liss Fins - Inside GCM
- How HIPAA Interferes with Caregiving for the Elderly (Links to an external site.)
  Carol Levine - Here is what the Health and Human Services’ Office of Civil Rights, responsible for monitoring HIPAA, says: “The HIPAA Privacy Rule at 45 CFR 164.510(b) specifically permits covered entities to share information that is directly relevant to the involvement of a spouse, family members, friends, or other persons identified by a patient, in the patient’s care or payment for health care.” The only exception is if the patient objects.
- Privacy Framework for Older Adults - Garg, Vaibhav & Camp, L & Connelly, Katherine & Shankar, Kalpana & Lesa, Mae & , Lorenzen-Huber. (2018). Privacy Framework for Older Adults. - The challenges of an aging population require the adoption of in-home and medical technologies to complement the traditional caregiver model. Adoption of such technology is, however, mediated by privacy concerns. (scroll down one page to get to narrative)

Presentations

These two videos might be a bit lengthy and not very exciting but I think they offer a good background to privacy law and perhaps the genesis of what might be know as HIPAA today. Take a listen and see if you find anything useful.

Information Privacy Law - 1 Origins of Privacy (Links to an external site.)
Script by Professor Randy Dryer, design by Aaron Dewald, University of Utah S.J. Quinney College (c) 2013

Information Privacy Law - 2 Reasonable Expectation of Privacy (Links to an external site.)
Script by Professor Randy Dryer, design by Aaron Dewald, University of Utah S.J. Quinney College (c) 2013

271 Elder Abuse and Domestic Violence Awareness and Prevention (Links to an external site.)

Counselor Toolbox - Dr. Dawn Ellise-Snipes

Topics of Interest - First Open Forum Conference

This is the first of two Open Forum Conferences and your participation is required as one of the course assignments for this semester. We will have two consecutive evenings, Wednesday, June 26 and Thursday, June 27 and you only need to attend and present your thoughts on one of the two days. We can add another day if needed as some may
elect to record this assignment and upload to the shared file. Click First Open Forum Conference Wednesday, June 26 & Thursday, June 27 at 7 pm ET for the topics to be discussed in the conference. Participation in this Open Forum Conference is mandatory and worth a maximum of 5 points or 5% of your total grade. There are two options for this assignment so please review your choices on the First Open Forum Conference and use the course email system for any questions or concerns related to this assignment.

Online Content

- Grandparent Rights (State by State) (Links to an external site.) American Grandparents Association
- National Center on Elder Abuse (Links to an external site.) The NCEA provides the latest information regarding research, training, best practices, news and resources on elder abuse, neglect and exploitation to professionals and the public. First established by the U.S. Administration on Aging (AoA) in 1988 as a national elder abuse resource center, the NCEA was granted a permanent home at AoA in the 1992 amendments made to Title II of the Older Americans Act.
- Grandfamilies.org (Links to an external site.) serves as a national legal resource in support of grandfamilies within and outside the child welfare system. Our goals are to:
  - educate individuals about state laws, legislation and policy in support of grandfamilies
  - assist interested policymakers, advocates, caregivers, and attorneys in exploring policy options to support relatives and the children in their care
  - provide technical assistance and training
- Family and Medical Leave Act (Links to an external site.)

An Age for Justice: Confronting Elder Abuse in America - 16 minutes (Links to an external site.)

Next Week - Readings, Presentations, Second Discussion Forum, Online Content

Week 4 July 1 - July 7

Topics

- Entrepreneurial risks
- Types of geriatric care management businesses
- Creating a business plan
- Procedures and Forms
- Business insurance
- Hiring staff
- Integrating a GCM business into another practice, business or agency
- Models of geriatric care management
- Marketing
- Information packet
- Professional consultants and associations
- Financing a GCM business

Assigned Reading

- Handbook for Geriatric Care Management - Chapters 13

Additional Reading

- Integrating Care Management in Corporations - Jennifer Elizabeth Voorlas - Inside GCM
- Care Manager as Guardian: Ethical Dilemmas of Duel Practitioners - Julie Gray - Inside GCM
• Who Is The Client?- Nancy Avitabile & Jennifer Voorlas - Inside GCM
• ICAA’s Guidelines for effective communication with older adults (Links to an external site.)
  International Council on Active Aging - http://www.changingthewayweage.com/ (Links to an external site.)
The association is focused on active aging—an approach to aging that helps older adults live as fully as possible within all dimensions of wellness (i.e., physical, social, environmental, vocational, intellectual, emotional and spiritual)—and provides its members with education, information, resources and tools.

Presentations
Definition of a Geriatric Care Manager (Links to an external site.)
Aging Life Care Association (Links to an external site.) Welcome to the Aging Life Care Association (ALCA) YouTube Channel provided by members of the Association. Everything you wanted to know about ALCA.

Second Discussion Forum
Please click Week 4 - Second Discussion Forum. Read and respond to the topic or questions provided. Initial responses are due by Wednesday, August 1 at 11:00 pm ET. Comments to other posts continue through Sunday evening. Please refer to your Discussions Forum section in your syllabus for suggestions for appropriate responses. This is a graded Discussion Forum.

Online Content
• What is a Geriatric Care Manager? (Links to an external site.) - Senior Magazine Online
• U.S. Small Business Administration (Links to an external site.) Welcome to the Risk Management for a Small Business training. By taking this training, you are taking an important step toward building a better business. This guide accompanies the Risk Management for a Small Business PowerPoint Presentation. Objectives. After completing this module, you will be able to:
  • Identify the common risks associated with a small business
  • Identify the external and internal factors which affect risk for a small business
  • Identify situations that may cause risk for a small business
  • Identify the common warning signs of risk for a small business
  • Implement, monitor, and evaluate a risk management plan for a small business

Risk Management Basics: What Exactly Is It? (Links to an external site.)

Next Week - Readings, Presentations, Online Content

Week 5  July 8 - July 14
Topics
• Development of fee for service in GCM
• Public not-for-profit and private settings
• Critical success factors in adding a care manager to a nonprofit
• Brief history of case management
• Financial modeling
• Fee-for-service in a not-for-profit setting
• Not-for-profit, FFS program development challenges
• Rebranding
• Combining a PDHC agency and a care management practice

Assigned Reading
• Handbook for Geriatric Care Management - Chapter 15 & 16

Additional Reading
• Creative Care Management in a Non-Profit Setting - Kate Granigan - Creative Care Management in a Non-Profit Setting -Inside GCM – Summer 2013 -
• Managing Inquires and Intakes, Where Do We Start? - Miriam Oliensis-Torres - Inside GCM - Volume 24, Number 1 – Spring 2013 - Geriatric care managers (GCMs) practice in a variety of agency settings and structures, each with its unique set of characteristics and business practices. These vary from solo practices based in the GCM’s homes or small offices, to larger care management-only practices, or integrated care management and home care agencies. They may be privately owned, programs which are one component of larger nonprofit agencies & institutions, or large privately or publicly held corporations.

Presentations
• Personal Histories: Models of Individual and Group Markets
• Starting and Expanding a Care Management Practice Lecture slide notes
Make a Timeline To Start Your Profitable Geriatric Care Management Business (Links to an external site.)Links to an external site.- Jeff Bettencourt

Online Content
What Is A Case Manager? (Links to an external site.)Links to an external site. - Case Management is a collaborative process of assessment, planning, facilitation, care coordination, evaluation and advocacy for options and services to meet an individual’s and family’s comprehensive health needs through communication and available resources to promote patient safety, quality of care, and cost effective outcomes.
Customer Development and the Business Model Canvas (Links to an external site.)Links to an external site.
Stanford University
How Geriatric Care Management Can Save You Money (Links to an external site.)Links to an external site.
Linda Fodrini-Johnson - MA, MFT, CMA
The New Idea Entrepreneurs (Links to an external site.)Links to an external site. - John Butman runs the firm Idea Platforms, based in Cambridge Massachusetts. He is the author of the new book, Breaking Out: How to Build Influence in a World of Competing Ideas (Links to an external site.)Links to an external site.

Next Week - Readings, Lectures, Third Discussion Forum, Geriatric Care Manager Interview Assignment, Online Content

Week 6 July 15 - July 21
Topics
• Strategic planning
• Defining your niche
• Marketing to the geriatric population
• Creating a marketing strategy
• Developing a strategic marketing plan
• Brand development
• Target audiences
• Sales and marketing objectives
• Positioning strategy
• Selling and lead generation tactics
• Communication strategy
• Marketing goals
• Setting yourself apart from competition

Assigned Reading
• *Handbook for Geriatric Care Management - Chapters 14 & 17*

Additional Reading
• Who, what, why, and where? Your target audience definition (Links to an external site.)
• Managing Your Business with Technology - Lisa Moody - Journal of GCM
• Care Coordination Under the Affordable Care Act Opportunities and Challenges for Geriatric Care Managers - Susan Emmer, Esq. - Journal of GCM
• Niche Marketing (Links to an external site.)

Presentations
Formally, National Association of Professional Geriatric Care Managers - now Aging Life Care Association™ (Links to an external site.)

Third Discussion Forum
Please click Week 6 - Third Discussion Forum. Read and respond to the topic or questions provided. Initial responses are due by Friday, July 19 at 11:00 pm ET. Comments to other posts continue through Sunday evening. Please refer to your Discussions Forum section in your syllabus for suggestions for appropriate responses. This is a graded Discussion Forum. Immediately after you upload your presentation, please go to the Week 6 Discussion Forum and post a simple note stating your presentation is ready for us to review. This post ensures that your presentation has been recorded as “on time” in the Grade Book.

Geriatric Care Manager Interview Assignment
Instructions: Please click on Inbox to go to the Canvas email system. Start a new email to the instructor and attach your written GCM Interview Assignment to the email. Should there be any issues, please inform your instructor.

This assignment is due by Sunday, July 21 by 12:00 pm ET (noon).

Online Content
• Marketing Plan Goals & Objectives for Small Businesses (Links to an external site.)
• Emily Weisberg - When planning a road trip, what’s the first thing you do? You consult a map. Similarly, before embarking any marketing initiative, you should create a marketing plan—your virtual “road map.” But how does a small business create a marketing plan, and is having one really all that important?
• GCM: Business Customer Relationship Management - Marlene Dube - Inside GCM
• Working Cooperatively: Geriatric Care Managers and Elder Law Attorneys - Shannon Martin
More start-ups are targeting baby boomers (Links to an external site.)

Startup Business Plan - Marketing Strategy Section - Kathy VerEecke (Links to an external site.)

Branding Your Business - Panel Discussion - Connect to Buy (Links to an external site.)

A bit dry but some good points - 41 minutes

Next Week - Readings, Lectures, Second Open Forum Conference - Business Panel Discussion, Online Content

Week 7 - July 22 - July 28

Topics

- Private revenue sources for the fee-based care manager
- Need versus demand in the private elder-care market
- Is the demand for eldercare large enough to support fee-based eldercare professionals?
- Basing a private eldercare business model on demographics: The reality of a need vs. demand-based revenue model
- Funding sources for long-term care
- Targeting specific groups and resources to grow a professional practice

Assigned Reading

- Handbook for Geriatric Care Management - Chapter 18

Additional Reading

- Using a Person-Centered Approach to Improve Care Coordination Opportunities Emerging from the Affordable Care Act - Kathryn G. Kietzman, PhD, MSW - Journal of GCM - Journal of GCM - Fall 2012.
- Giving Time Away & Marketing Your Practice - Carol S. Heape - MSW, CMC, practices care management in Placerville, CA. - If you were asked what you want for your care management practice or agency, I would bet everyone would say financial success and acceptance in the community where you are a care manager. When I began Elder Options almost 18 years ago, those were my initial goals; and years later, they continue to be at the top of the list.
- GCM: Business Current Trends - By Jennifer Elizabeth Voorlas - Jennifer Voorlas, MSG is a geriatric care manager in the Southern California area working for Geriatric Care Management Solutions Inc, and the Brain Longevity Center. - A beginning trend is now happening in the workplace that could help make a huge difference in the lives of senior citizens and those who care for them. As provocative an issue as child-care in corporations, elder care is now taking lead. Employers are utilizing the expertise of Geriatric Care Managers to assist their employees with elder care issues. Corporate productivity may depend upon it. Businesses are paying attention to the kinds of issues their employees face, and how this detracts from work performance, affecting overall corporate efficiency.
- Technology Managing Your Business? - By Lisa Moody - Lisa Moody is the Founder and President of JewelCode Corporation, which is a provider of professional care management software and associated technology services to members of NAPGCM.

Presentations

Future of Care Management - Lecture slide notes

Market Size and Competition - Key Aspects of a Business Plan - docstock TV (Links to an external site.)
Topics of Interest - Second Open Forum Conference

This is the second of two Open Forum Conferences and participation is required as one of the course assignments for this semester. Please review the instructions for this Open Forum Conference by clicking Second Open Forum Conference Thursday, July 25 at 7 pm ET. Participation in this Open Forum Conference and following Quiz is mandatory and worth a maximum of 5 points or 5% of your total grade.

Online Content

Geriatric Care Management: 10 Points to Consider - After Fifty Living (Links to an external site.). How to Start a Non-Medical Home Care Business (Links to an external site.) - Antony Cirillo - VeryWell Health - With an increased desire to age in place (Links to an external site.), more and more services are being delivered straight to the home. One of the fastest growing businesses is non-medical home care. Learn the basics of how to start a non-medical home care business.

Is it worth paying an expert to help you navigate the health-care system? (Links to an external site.) - Joseph F. Coughlin, PhD - Published: Aug 12, 2016 2:59 p.m. ET - MarketWatch, Inc.

Starting A Profitable GCM Business - Cathy Cress (Links to an external site.) - Cathy has a number of videos on YouTube regarding the business of Geriatric Care Management. Cathy Cress (Links to an external site.).

Next Week - Readings, Presentations, Conference Reports Begin, Online Content

Week 8 July 29 - August 4

Topics

- The regulatory landscape
- What is the relevance of a person's age?
- Age discrimination in employment
- Disability discrimination
- Housing
- Health care rationing
- Voting
- Discrimination in favor of older persons
- Motivation for Care Management Credentialing
- What is Credentialing?
- History of Care Management Certification

Assigned Reading

Legal Aspects of Elder Care - Chapters 9 & 10

Handbook for Geriatric Care Management - Chapter 19

Additional Reading

- What Does the GCM Do When Payment Becomes an Issue Without Abrogating Responsibilities to the Client? - Dorothy Fried - Inside GCM
- Termination Viewed Through an Ethical Lens - Stephanie Swerdlow - Stephanie Swerdlow has her Masters degree in Social Work and is a Fellow Certified Care Manager.
- Care Management: Implications for Medical Practice, Health Policy, and Health Services Research (Links to an external site.) - Timothy W. Farrell, MD; Andrada Tomoaia-Cotisel, MPH, MHA; Debra L. Scammon, PhD; Julie Day, MD Rachel L. Day, BA; and Michael K. Magill, MD. - Care management is a promising team-based, patient-centered approach “designed to assist patients and their support systems in
managing medical conditions more effectively.” It also encompasses those care coordination activities needed to help manage chronic illness.

Presentations
What healthcare will look like in the year 2020 - Stephen Klesko - TEDx [Links to an external site.]Links to an external site.

Healthcare Rationing: Horror or Hope? - Emily Friedman [Links to an external site.]Links to an external site.

Fourth Discussion Forum
Please click Week 8 - Fourth Discussion Forum. Please note the presentation instructions and the initial posting times and requirements for this Discussion Forum as they are different from past Discussion Forums. Comments to other posts continue through Friday of Week 9. Please refer to your Discussions Forum section in your syllabus for suggestions for appropriate responses. This is a graded Discussion Forum. Immediately after you complete your Individual Conference Report, please go to the Week 8 Discussion Forum and post a simple note stating your presentation is ready for us to review. This post ensures that your presentation has been recorded as “on time” in the Grade Book.

Individual Conference Reports
The intention for this assignment is for the student to present their PowerPoint interviews in an interactive, conference-style format. These informal presentations serve as an exercise in expressing your thoughts and ideas to friends and colleagues within an interactive and dynamic conference setting. The assignment is to review with the class your PowerPoint summary of your Geriatric Care Manager interviews on the evening you chose.

Individual Conference Reports begin on Wednesday, July 31 and continue on Thursday, August 1, and Friday, August 2 (All Conference evenings start at 7 pm ET). To join, click on Conferences tab to the left and click on the corresponding evening.

Please refer to Week 8 - Fourth Discussion Forum for additional information about posting and responding to your presentations. Remember that the Fourth Discussion Forum starts on August 2.

Contact your instructor should you have questions or concerns regarding this assignment.

Online Content
- International Commission on Health Care Certification (ICHCC) [Links to an external site.]Links to an external site.
- National Academy of Certified Care Managers (NACCM) [Links to an external site.]Links to an external site.
- Aging Life Care Association (ALCA) [Links to an external site.]Links to an external site.
- This is Not Your Parents’ Aging Experience How Geriatric Care Managers Can Leverage Their Knowledge and Know-How and Network to Respond to Baby Boomer Trends - Claudia Cook Journal of GCM Fall 2012
- With certification, Geriatric Care Managers hold a credential aimed at evoking confidence, confirming competence [Links to an external site.]Links to an external site. - June Saunders - SeniorsMatter.com

Next Week - Conference Reports, Forth Discussion Forum continues, Open Books Quiz, Online Content

Week 9 August 5 - August 9
Fourth Discussion Forum Continues
We will continue to respond and comment in the Week 8 - Fourth Discussion Forum. Make note of the short week for this Discussion Forum and regular and usual response posting criteria applies to this Discussion Forum the same as previous forums. Comments to other posts continue through Friday evening. Please refer to your Discussions Forum section in your syllabus for suggestions for appropriate responses. This is a graded Discussion Forum.

Open Books Quiz
Quiz will be available starting Monday, August 5 and conclude on Friday, August 9 at midnight. You will have 90 minutes to answer 20 multiple choice and true/false questions. Click on the Quizzes button on the left or use Open Books Quiz to access the quiz.
Semester Wrap-up Conference

Everyone is invited to the last Wrap-up Conference to review course content and materials covered, ease of use and quality of information, and any other aspect to the course you wish to share. All suggestions are welcome and attendance in this Conference is not mandatory and does not count in your overall grade but I do hope you get a chance to stop in. Conference will be held on Thursday, August 8, from 7 to 8 pm ET. Click on the Conferences button on the left to join the Wrap-up Conference.

Online Content

- Eight Predictions on the Future of Senior Care (Links to an external site.)
- Geriatric Care Manager Job Description (Links to an external site.)
- Reimagining Elder Care in the United States (Links to an external site.)

The Aspen Institute - The US is aging – between 2012 and 2050, the number of adults over age 60 will jump from 43 to 84 million, representing about 20 percent of the population. Meanwhile, smaller and more scattered families will mean greater numbers of people growing old alone. Fostering the social connections and cross-generational interactions that are so essential to healthy aging has become a national struggle.

Steve Jobs Explains the Rules for Success (Links to an external site.)


Recommended Readings:

- Kraus A. Before you leap: A start-up guide for the beginner. Part I: Do you have the soul of an entrepreneur? GCMJ. 1993; 3, 2-10.
- Brostoff, P and Stewart H. Basic components of private geriatric care management, Part II. Presented at: The National Association of Professional Geriatric Care Managers; October 14-17; Tucson, AZ.
- Zoss, M. Data Management & Security

Academic Integrity

Please review the University's honor code at the following website:
http://www.dso.ufl.edu/judicial/honorcode.php
Copyright Information

Please also review the use of copyrighted materials, which can be found on the Health Science Center Library’s web page:
http://www.library.health.ufl.edu/services/copyright.htm

Make-up Exams or Other Work Policy

Students are expected to submit a written request to the instructor for any work not completed.

Accommodation Policy

Students requesting classroom accommodation must first register with the Dean of Students’ office, 202 Peabody Hall, 392-1261. The DSO will provide documentation to the student who must then provide this documentation to the instructor.