Who Comes Next?
Developing the New Generation of Aging Life Care Professionals

Introduction - Who We Are

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Introduction - What are we Talking About Today?

Shortage of Qualified Professionals
Many ALCA Members Nearing Retirement Age
Succession Planning
Good Care Managers = Business Growth!
Training & Collaboration with New Members and different Generations is Key!
Current Make-Up of the Profession

Growing Need

- Growing aging population: 2 of Americans over the age of 65 are expected to double from 50 million to nearly 100 million by 2060
- Aging solo: about 22% of baby boomers
- Childless: by 2030, 16% of women ages 80-84
- Alzheimer's is increasing: number of Americans living with AD could nearly triple to 14 million in 2050

Source: AARP & Alzheimer's Association

Current Make-Up of the Profession

Lack of Providers

- According to AARP, only 4% of social workers and 1% of physicians assistants specialize in geriatrics

Current Make-Up of the Profession

We Are Getting Older Ourselves

% of ALCA members by age of members

- 25-44:
- 45-64:
- 65+

Source: ALCA member survey
Current Make-Up of the Profession
Why Should We Care?

- Selfless

Current Make-Up of the Profession
About Me

- Serve growing client base
- Unexpected crises
- Work less
- Increase revenue
- Retire

Hiring/Building Your Business
Who are we looking for?

- A. Skills and attributes for a Successful Aging Life Care Manager
  - Compassion/empathy
  - Flexibility
  - Critical thinking
  - Passion for the aging population and their needs
  - Ability to focus and organizational skills
Hiring/Building Your Business

Who are we looking for?

- Thinking outside the box
- Energy and enthusiasm
- Honesty and integrity
- Sense of humor
- Patience
- Ability to multi-task
- Appreciation for productivity/billing

B. Professional background and experience

- Review of certification criteria in terms of hiring staff
- Create a career ladder for staff based upon skill set (Support Services Coordinator to Assistant Life Care Manager to Aging Life Care Manager)
- Evaluate your client needs and how to best serve them within your scope of practice
- Hire your own staff vs. referral to other services
Hiring/Building Your Business

Who are we looking for?

C. Entrepreneurial / Business Orientation
- Hiring staff who are supporters of the value of care management
- Hiring staff who understand the value of billing for their time
- Hiring staff who believe in customer service and commitment to client care
- Protocol for after hours on-call coverage for emergencies
- Dealing with changing needs as case loads increase and decrease

D. Ethics and Critical Thinking Skills
- Ability to prioritize
- Time management skills
- Integrity and honesty
- Detail-oriented
- Knowing what to do and how to create and follow a Care Plan

Hiring/Building Your Business
How and Where to Find New Care Managers

Recruitment
- Traditional sources: networking, placing ads
- Student internships
- Examining our own beliefs and practices about what makes a good care manager

The Interview Process
- Crisis-oriented environment
- Being on the road
- Billing
Advantages to being an Aging Life Care Professional
- Being out in the field
- Independence/self-employment
- Financial success
- Long-term client relationships
- Seeing clients in their homes
- Interacting with various professionals serving older adults

Smaller caseload compared to other settings
- Freedom to implement creative solutions
- Increasing our clients’ quality of life
- Seeing the value of a successful care plan

No quittin’ time/being on call
- Crises/complex situations that can be overwhelming
- You want to work part-time only
- Billing and documentation challenges
- Trying to work “on” the business while working “in” the business
Hiring/Building Your Business

SOLUTIONS!

- No quitting time/being on call:
  - Dedicated on call staff
  - ALCP rotation/allow for turning phone off
  - Establish protocols for clients
- Crises/complex situations:
  - Value of regular clinical supervision
  - Pay for ALCA membership, certification costs
  - Creating community/regular clinical meetings

Hiring/Building Your Business

SOLUTIONS!

- Want to work part-time:
  - Create a new system for client care, i.e. teams
  - Educate clients
- Billing and documentation:
  - Administrative support
  - Incentives
  - Software for mobile billing
- Working "on" the business while working "in" the business:
  - Talk to colleagues
  - Hiring consultants
  - Don't try to do it all yourself

A New Workforce, A New Skillset

Creativity

Utilize the "fresh set of eyes" to foster creative solutions for approaching seniors, their families, the job of an ALCP, and how you run your business.
Are you using the most efficient and convenient tools for your internal business operations to utilize your staff more effectively and encourage/increase buy-in and productivity?
A New Workforce, A New Skillset
The Needs of a New ALCP

Has *nothing* to do with what generation they are in.

Has EVERYTHING to do with being *new* to the profession and who they are as an *individual*.

Questions?
Thank you!