Agenda

• Introductions
  • Jackie Edison – Senior Project Manager, Blue Cross and Blue Shield of Minnesota
  • Kevin Liang Ph.D. – Chief Innovation Officer, Ceresti Health

• Review Program components

• Detail care coordinator role and timelines

• Review talking points

• Answer questions
The family caregiver is ideally suited to help a person living at home with cognitive and memory challenges.

The elements of cost-effective care at home are well understood and have been broadly validated:

- **Training and supporting family caregivers** has been shown to improve care and reduce costs\(^2,20\):
  - Evidence-based practices (many)
  - Access to community resources

- **Proactive support—provided by a caregiver**—can prevent emergency department visits and hospitalization by focusing on specific conditions: \(^2,8,9\)
  - Unmanaged chronic conditions
  - Urinary tract infections, fecal impaction, pneumonia, behavior, falls
  - Unchecked caregiver stress

* PLWD = Person Living with Dementia
Ceresti’s Caregiver Empowerment Solutions Leverage Technology, Content, Coaching and Personalization

**Digital Platform**
- Delivers content, workflows, assessments and messaging on a Ceresti Health Station
- Delivers actionable insights via provider dashboards

**Health Information & Tools**
- Extensive library of evidence-based **Health Information & Tools** complements and enhances existing content

**Health Coaching**
- Improve health literacy via teach-back
- Increase activation* via motivational interviewing
- Close care gaps and increase satisfaction
- Identify/report new chronic conditions and SDOH**

**Personalization**
- Continuous **Personalization** and predictive analytics maximize engagement

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* Activation = the mindset required for a family caregiver to engage in a loved one’s health
** SDOH = Social Determinants of Health
Ceresti’s Programs are adaptively personalized to empower caregivers to improve care and reduce costs for at risk seniors.

Caring for someone with cognitive impairment at home is among the most challenging “jobs”

- The needs of the patient are individual and constantly changing (increasing)
- Caregiver burden for patient’s with cognitive impairment is significant

Ceresti’s programs enable caregivers to “adapt” their inherent capabilities to maximize success in the job of caring for a loved one.
Caregiver Empowerment Program (24 Week Program)

Ramp-Up Phase: This phase starts once a caregiver receives the physical tablet and includes technology training, program and coach introductions, assessments

Program Phase: Daily care plans, personalized education curriculum (psychosocial and chronic conditions), tailored resources/support referral, coaching, alerts

Ramp-Down Phase: Caregiver’s “Graduate” the program, program/goals review with coach, transition techniques review, return tablets via pre-paid boxes.

Sustain Phase: monthly/quarterly coach check-in, paper-based education materials, some may qualify to continue to utilize the tablets based on need and success with the technology.
Case Study: Caregiver Engagement

**Patient.** 82 yrs., male, mild Frontotemporal Dementia (FTD)  
• COPD, bipolar disorder, diabetes, hypertension, sleep apnea

**Caregiver.** 80 yrs., female, EX/AM, has moderate burden (Zarit) and high anxiety  
• Strengths: Highly conscientious, good at planning, resilient  
• Weaknesses: Limited ability to change, easily frustrated with some people

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| Key skills interventions: FTD, COPD, Diabetes, Hypertension, Hydration, UTI | X | X | X | X | X

**Results**  
• 140+ tasks, 12 weeks, 10-15 min per day → 95% tasks, 100% daily check-ins  
• 25% reduction in caregiver burden  
• Understands husband’s co-morbidities and how to manage his FTD on a daily basis  
• Increase in confidence, reduction in fear and anxiety

“Ceresti has helped me so much ... I’m so much calmer, and not as stressed ... I’m not afraid anymore.”
Program Testimonials

(press play below)
Caregiver Empowerment Pilot Objectives

**Primary Objectives:** Demonstrate that the program:

i. Reduces healthcare costs

ii. Reduces caregiver burden

iii. Achieves high caregiver satisfaction

**Secondary Objectives:** Demonstrate that Ceresti’s PREVENT program:

- Increases caregiver engagement in coaching, education and support
- Increases caregiver knowledge, skills and confidence (Activation)
- Decrease caregiver loneliness
- Study the value of health alerts
Criteria for Participation

1) Current Blue Cross MSHO Member

2) Member is cognitively impaired, has memory problems or other challenges managing their own care

3) Spouse, adult child, family member, family friend or foster parents are providing some level of care for the member

4) Person providing support is able to speak, read and understand English

5) Dyad shall be identified by a Blue Cross care coordinator as a “good fit” for the program
Care Coordinator Role

Your relationship with our members is invaluable. **We are grateful for your support** in helping enroll members and their caregivers into the Ceresti program. We look to you to complete the following:

- Determine which members might be eligible for the Ceresti program
- Outreach to eligible members
  - 3 outreach attempts
- Fill out intake form for interested members (and/or caregivers) and submit to BCBSMN
- Fill out final outreach status tracker and submit to BCBSMN
Care Coordinator Role Detail

OUTREACH

- **Member roster**
  - BCBSMN will send agency contact on September 6
  - CCs should use professional judgement to determine who might be a good fit to reach out to.

- **Talking points**
  - These are key points we think might be helpful when you offer the program to members/caregivers.

- **Brochure**
  - You will have access to a program brochure to share with members/caregivers if you happen to be meeting them in-person.

- **Outreach status tracker**
  - Fill out and return tracker by October 18 to Jackie Edison at StarsCoE@bluecrossmn.com. Put Ceresti in the subject line of the email and send via secure email.
  - Ceresti will be reaching out to members who you were not able to reach via a letter.
**Intake form**

- CCs fill out for members/caregivers they contact who are interested in the program and email to Jackie Edison at StarsCoE@bluecrossmn.com on a rolling basis. Put “Ceresti” in the email subject and send securely.

- CCs DO NOT need to complete additional assessments, but may need to reference the member’s file to gather some basic information.

- CCs may opt in via the intake form to receive Ceresti alerts for their members who enroll.

- Information on the form will be shared with Ceresti and used to tailor the program to specific member/caregiver needs.

**Primary role of CC is complete after the intake form and outreach status tracker are submitted**
Member Alerts

- If you would like Ceresti to send you “alerts” of health related changes for the member during the course of the program, please indicate this preference on the intake form.

- “Alerts” will be emailed to you directly from the Ceresti Coach working with the member.

- Examples of alerts available:
  1. Member needs medical attention
  2. Member is considering an urgent care or ER visit
  3. Member has been admitted to the ER or hospital
  4. Member has a change in their living/care situation
  5. Caregiver or environment related changed that could impact the member’s health and/or safety
BCBSMN/Ceresti Role

ENROLLMENT

- BCBSMN shares intake information with Ceresti
- Ceresti verifies interest and eligibility via a phone call to the caregiver [anticipated to be within 1 week from when CC submits intake form]
- Ceresti sends caregiver a tablet and enrolls them in the program
  - Ceresti gathers consent from the caregiver and the member via an electronic consent process on the tablet
- BCBSMN will let CC know if their member/caregiver enrolled in the program
Timeline

Thursday, September 6
Receive Materials and Begin Outreach
Receive member roster, outreach tracker and intake form

Thursday, September 6 — Wednesday, October 17
Submit Intake Forms (rolling basis) via secure email

Thursday, October 18
Finish Outreach
Submit outstanding intake forms and outreach status tracker
Talking Points (Introduction): For Member

- BCBSMN would like to offer you and your family an opportunity to enroll in a personalized caregiver support program.

- BCBSMN has partnered with a company named Ceresti to provide this program to families where someone has stepped in to provide care for a loved one.

- The goal of this program is to help you and your caregiver [insert name] get the support you need.

- They will receive training and support based on your specific needs.

- Caregivers who have graduated from this program feel more prepared in their role and journey as an integral care partner to their loved one.

- Ceresti’s program is provided at NO COST and does not impact your BCBSMN benefits.

- Would it be OK for me to speak with your caregiver to introduce the program?
Talking Points (Introduction): For Caregiver

- BCBSMN would like to offer you an opportunity to enroll in a personalized caregiver support program.

- BCBSMN has partnered with a company named Ceresti to provide this program to family caregivers like you.

- The goal of this program is to help you become more skilled and knowledgeable as a caregiver for [member name], and improve the health and quality of life of your loved one.

- You will receive training and support based on [member name] specific needs.

- Caregivers who have graduated from this program feel more prepared in their role and journey as an integral care partner to their loved one.

- Ceresti’s program is provided at NO COST and does not impact your BCBSMN benefits.
Talking Points (Program Highlights): For Caregiver

• Ceresti will assign you to a dedicated Caregiver Coach to guide and support you through the entire program

• You will receive an easy-to-use tablet (touch-screen device, similar to an iPad) that contains a 24-week program

• The program is tailored to yours and [member name ] needs and includes videos, readings, tutorials, information to community resources with the goal of giving you the knowledge, skills, and confidence to be a successful caregiver

• Your coach will check in with you regularly through tablet messaging and phone calls. Your coach is there to ensure you receive the best support and resources possible as a caregiver

• You will also receive pictures and messages directly on your tablet from family members that use Ceresti’s smartphone app

• At the end of the 24-week program, you will graduate from the program and receive a Certificate of Completion.
Talking Points (How to Enroll and Next Steps):

• If you are interested in enrolling in this program, you don’t have to do anything else!

• I will provide your telephone number to one of Ceresti’s Coaches who will contact you to provide more information, answer any questions, and mail you the tablet to get started!

• You can expect the Ceresti Coach to reach out within approximately 1 week.
Talking Points (FAQs):

1. **How long is the program?** It is about 24 weeks long.

2. **How much time does the program take each day?** On average, caregivers spend about 5-15 minutes using their tablet each day. Communication with your Caregiver Coach can range anywhere from a brief check in to a more in depth conversation based on your needs and wants.

3. **What does the program cost?** There is no cost to you for participation in the program.

4. **I don’t know how to use a tablet or technology; can I still be a part of the program?** You do not need to be a technology expert to use the tablet. Ceresti has made it easy to use the tablet and will help you. The first week is spent making sure you are comfortable with using your tablet. Other caregivers have commented that the tablet is easy to navigate and caregivers with all different technology skills have become efficient users of the program.

5. **What happens if I don’t like the program?** You can drop out at any time and Ceresti will arrange for you to return the tablet; however, your coach’s job is to modify the program to make sure that’s it’s helpful to you.

6. **What is the point of this caregiver program?** Loved ones unable to care for themselves benefit tremendously from skilled and knowledgeable caregivers. Ceresti’s caregiver program accelerates your learning curve when faced with the overwhelming challenges of being a family caregiver.
Materials & Contacts

You will receive the following documents on Thursday, 9/6. All documents will be posted on the Care Coordinator Portal:

- Member roster [this will be sent to one primary contact at the CC agency]
- Talking points
- Ceresti brochure [may also request printed copies]
- Outreach status tracker
- Intake form
- Training slides from today
- Training recording

Pilot Contact—Please send all questions and feedback to:
Jackie Edison
Email: StarsCoE@bluecrossmn.com
Email subject: Ceresti
Office: 651-662-3183