



Family Caregiver Empowerment Program (FCEP)

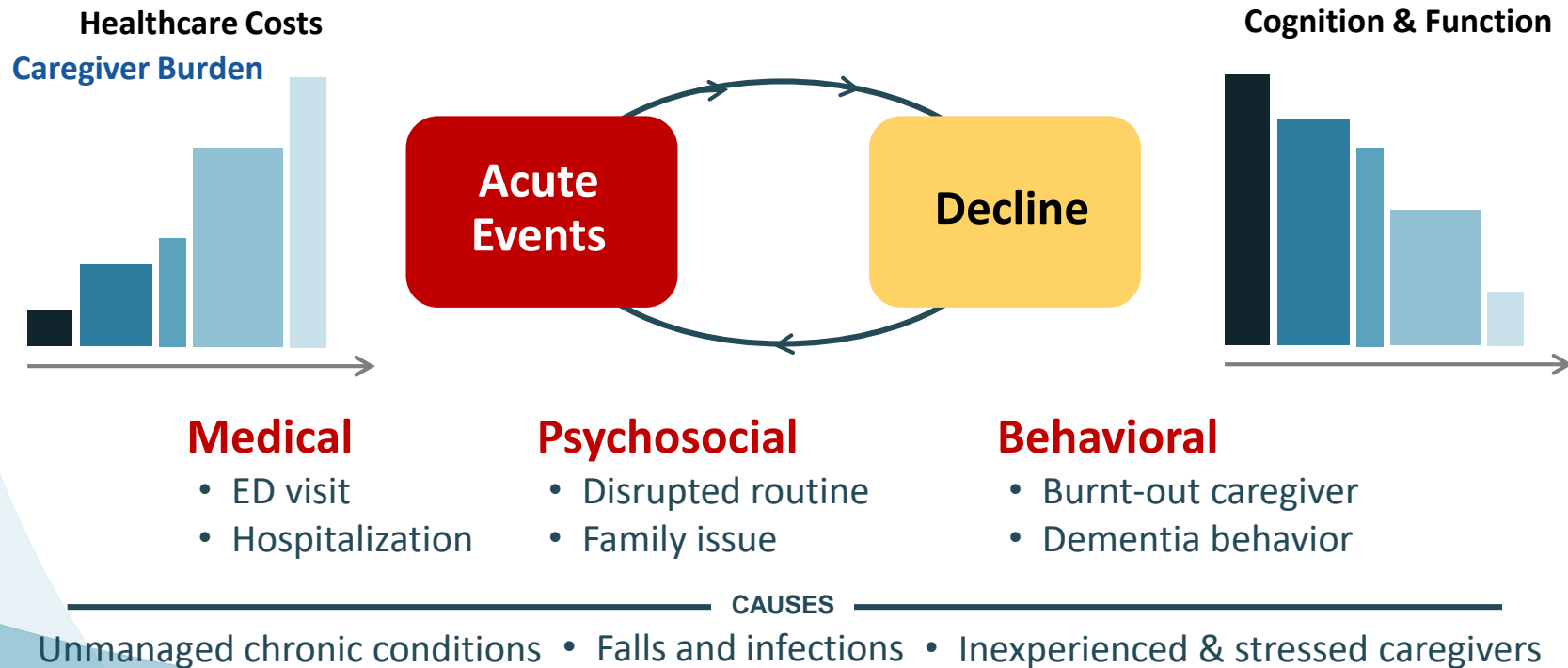
Training for Care Coordinators

January 2020

Agenda

- Introductions
 - Dirk Soenksen - CEO, Ceresti
 - Nicole McPherson - Ceresti Coach
 - Stormy Church - Partner Relations Manager, Blue Plus
- Review Program components
- Care coordinator role
- Review care coordinator resources (e.g., talking points, FAQs)
- Answer questions

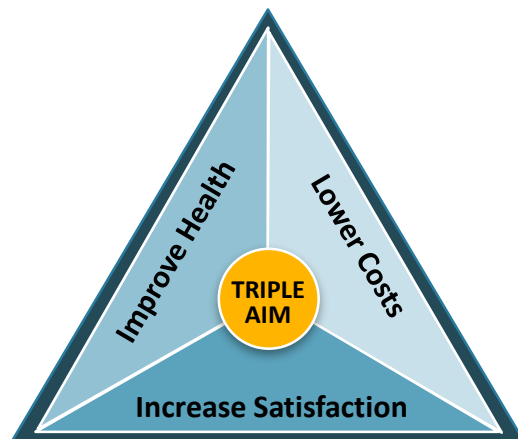
Effective Dementia Care Requires Prevention and Early Detection of Acute Events



More Knowledgeable and Confident Family Caregivers Can Achieve the Triple Aim for Members

Improve Health

Avoid members cognitive and functional decline by avoiding acute events

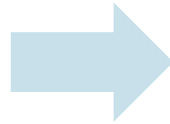
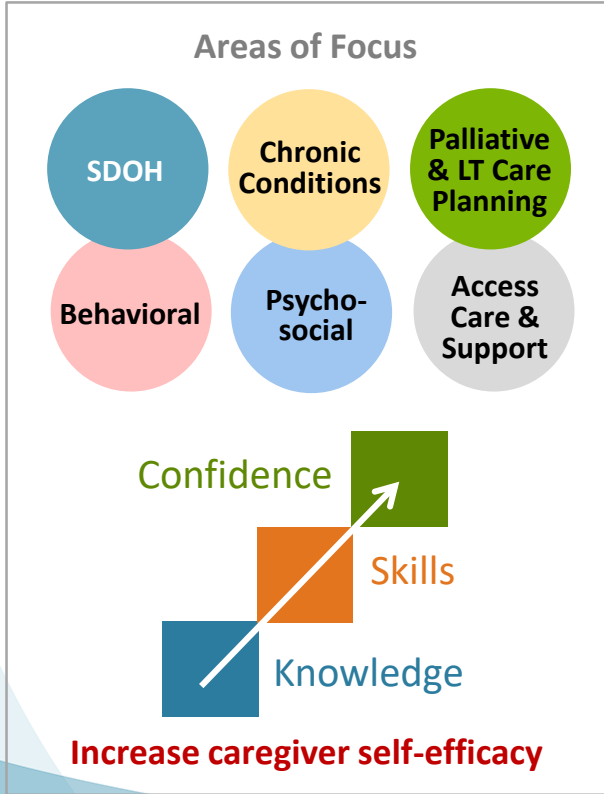


Lower Costs

- Family caregiver empowerment & support
- Daily remote monitoring to prevent avoidable utilization

Increase Satisfaction Support caregiver/member dyad with education, coaching and support

The Ceresti FCEP* is Dynamically Personalized to Maximize Engagement and Empowerment



Examples of tech-enabled capabilities



Integrate family into care team



Promote caregiver self-care



Access community-based resources



Engage members with psychosocial therapies

Sampling of Evidence-Based Content in Ceresti's Library

Medical

Managing Chronic Conditions	<ul style="list-style-type: none"> • Best practices for self-management • How to recognize signs and symptoms • How to cope with multiple conditions
Medications	<ul style="list-style-type: none"> • Understanding meds & supplements • Importance of adherence • Tips for how to manage multiple meds
Preventing Acute Events	<ul style="list-style-type: none"> • Signs & symptoms of UTIs, dehydration, constipation, etc. • Home safety / preventing falls • Importance of regular checkups, vaccinations, dental health, etc.
Biometric Monitoring	<ul style="list-style-type: none"> • How to use biometric devices • Understanding biometric measures • How to measure for someone else
Wellness & Nutrition	<ul style="list-style-type: none"> • Importance of exercise, nutrition, cognitive stimulation, managing BP, connectedness, low stress, sleep, personal hygiene, etc. • Optimal nutrition by chronic condition
Caregiving	<ul style="list-style-type: none"> • Care skills (help with ADLs, etc.) • Psychosocial challenges of caring for someone with dementia • Importance of self-care

Other Dementias

Dementia specific Challenges

Dementia

Games & Exercises

Music Therapy

Member

Assessments

Long-Term Care Planning

Financial Planning

Planning

Video-Conferencing

Family Connectedness

Tech-enabled Features

Your Providers

Your Health Coach

Gaining Self-Insight

Senior Living Options

Doctor's Visits

"Helping Hand"

Virtual Support Groups

Community Resources

Motivational Minute

Support

Technology Tutorials

Program Tutorials

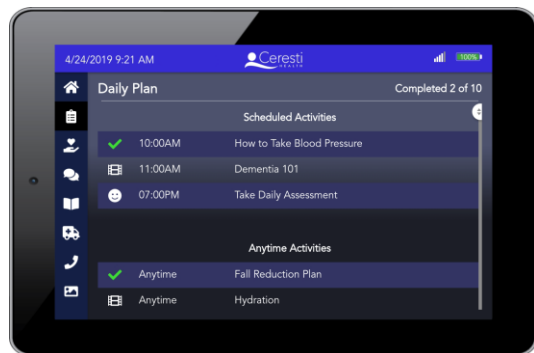
Tutorials

Decision Aids

The Ceresti Family Caregiver Empowerment Program (FCEP)

Technology, Content, Remote Coaching and Predictive Analytics

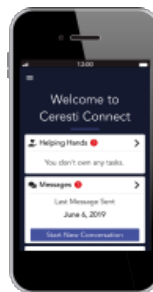
Ceresti Tablet



For Family Caregivers

- Personalized education & support
- Connect with trusted coach
- Daily assessments

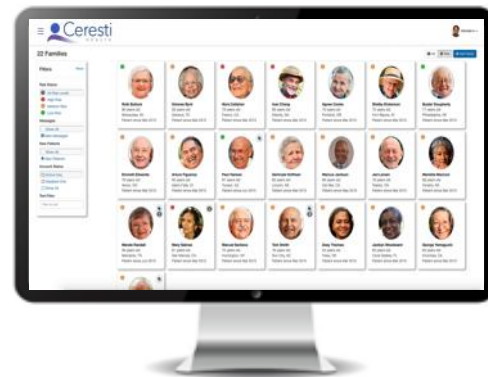
Ceresti Connect (App)



For Families

- Education
- Upload photos
- Messaging

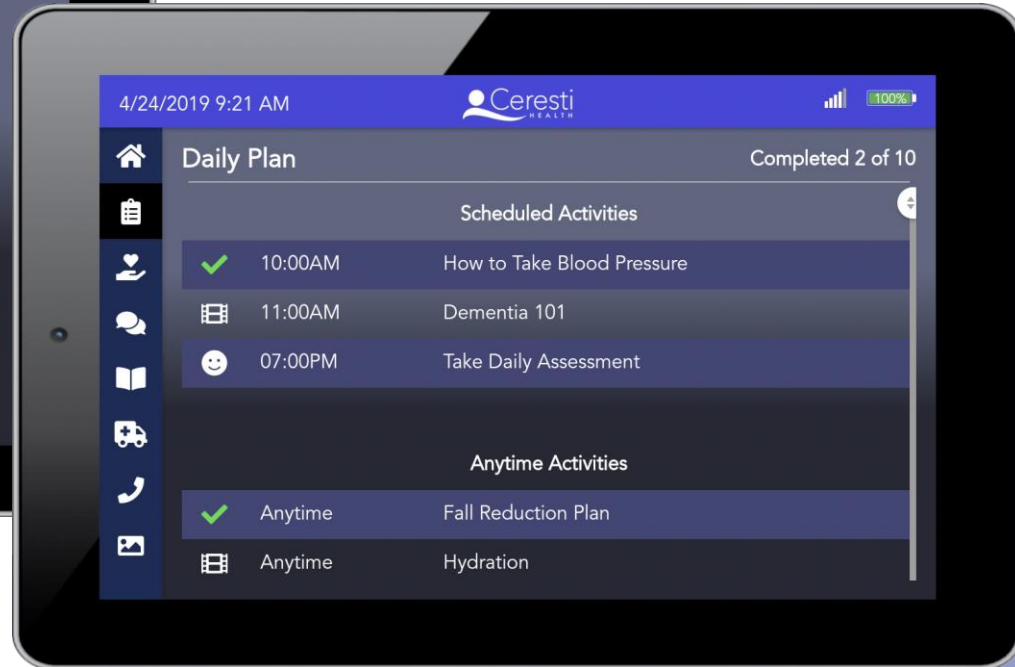
Coach portal



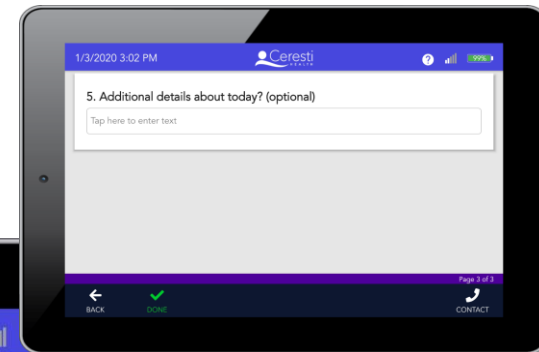
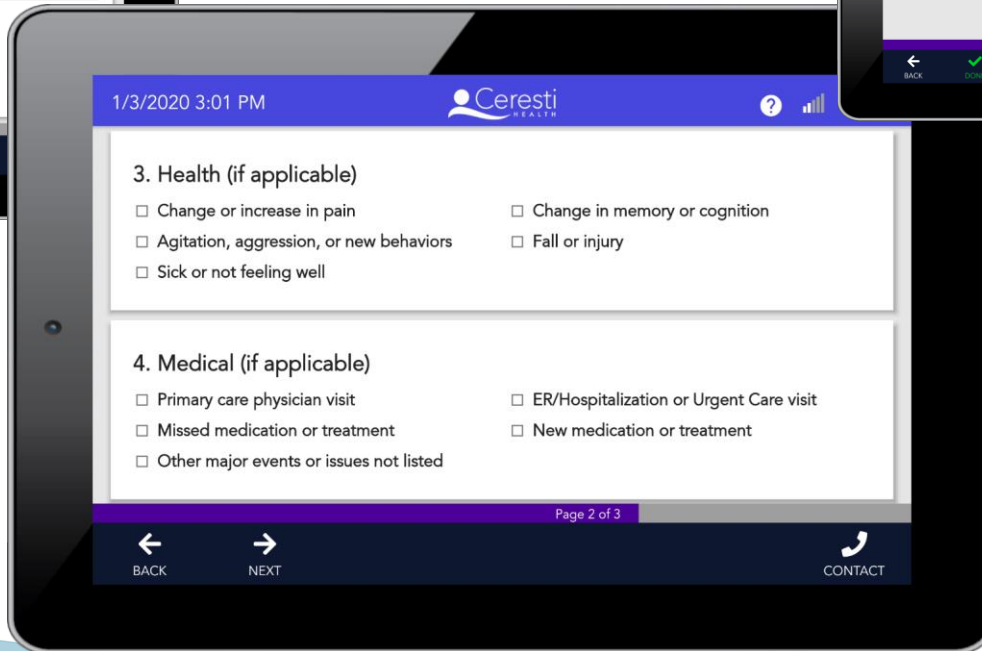
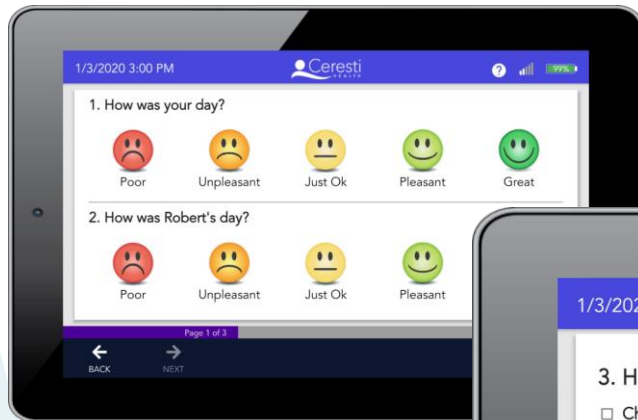
For Ceresti Coaches

- Dashboards to empower & support families
- Ad-hoc support
- Predictive analytics

Caregivers Engage ~10 Min/Day with Their Ceresti Tablets



Caregivers Complete Apprx. 3 Risk Assessments/Week to Identify Potential Acute Events



Members Alerts

- Ceresti will send “alerts” to you about the health of the member or other related member issues during the course of the program.
- “Alerts” will be emailed to you directly from the Ceresti Coach working with the member.
- Examples of alerts could include the following:
 - Member needs medical attention
 - Member is considering an urgent care or ER visit
 - Member has visited the ER or has been admitted to the hospital
 - Member has a change in their living/care situation
 - Other changes have occurred that could impact the member’s health and/or safety.

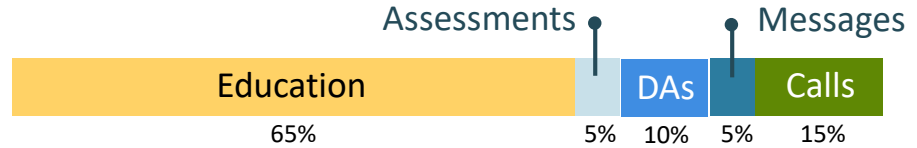
Our Pilot Study Results Support our Value Proposition

Results from three 3-6 month pilot studies covering ~150 dyads

Enrolled
70%
of referred

ENGAGEMENT
TIMES

45 min
per wk



TOUCH
FREQUENCY

50/80

> 50% of caregivers communicate with their coach every week; > 80% communicate every month

> 3
per wk
DAILY
ASSESSMENTS
(DAs)

SATISFACTION

NPS=
80

> 97%
mo/mo

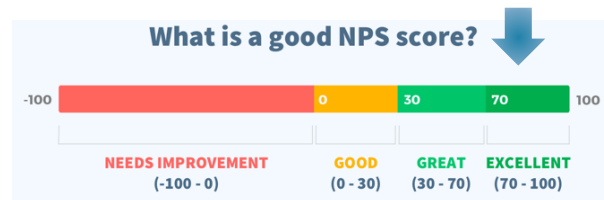
CONTINUE RATE

Results from 6 mos MSHO Pilot Study

Pilot Population

- 29% of MSHO members were identified as having an episode of dementia
- 6 care coordination agencies participated in the pilot
- 47 caregivers were referred, 32 enrolled (68%)

Caregiver Type	Member Venue			Caregiver Engagement				Satisfaction	Alerts
	Home	Facility	% of Total	Avg. Months Completed	Continue Rate	Engagement per Week	No. of Risk Assessments	Net Promoter Score	No. of Alerts
Spouse	3	2	16%	7.0	100%	50.1 min	4.2/wk	83	12
Adult Child	6	18	75%	6.6	94%	31.3 min	2.8/wk	69	17
Other	1	2	9%	5.1	100%	49.6 min	4.4/wk	67	9
Total / Avg	10	22	100%	6.5	95.6	36.4 min	3.2/wk	73	38



Family Caregivers Recommend the Ceresti Program

Link to 5 min Program Overview & Testimonials Video

<https://vimeo.com/ceresti/review/348657056/48b25f04b1>

Eligibility Criteria

- Current Blue Cross MSHO Member
- Member is cognitively impaired, has memory problems or other challenges managing their own care
 - In January Blue Cross will send Care Coordinators a current list of members who may be eligible for the program
- Spouse, adult child, family member, or family friend are providing some level of care for the member
- Caregiver is able to speak, read and understand English
- Member/caregiver shall be identified by a Blue Cross Care Coordinator as a “good fit” for the Ceresti program

Care Coordinator (CC) 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
- Contact eligible members/proxies/caregivers and offer the program to them. For those who express interest, support the enrollment process in one of 2 scenarios
- Email the following information to Ceresti at intakebcmn@ceresti.com (see table)



SCENARIO #1 (CC completes Intake Form)	SCENARIO #2 (Ceresti completes Intake Form)
Completed Intake Form	<ul style="list-style-type: none"> • Who should Ceresti contact first (member/proxy* or caregiver) (proxy is responsible party (has power of attorney) for member) • Member name • Caregiver name & contact number • Caregiver relationship to member (e.g., spouse, adult child) • Additional information CC wants Ceresti to have <p>* if caregiver is not the proxy, also provide proxy name & contact number</p>

Caregiver Empowerment Program Intake Form

Instructions: Please fill out this form for caregivers who are interested in participating in the Ceresti program. Send the completed forms via secure email to intakebcmn@ceresti.com.

BCBS Delegate Organization: _____

Care Coordinator Name: _____

Care Coordinator Contact Number: _____

Care Coordinator Email: _____

Ceresti Coaches will send relevant health alerts from Nicole.McPherson@ceresti.com or Ankita.Mylatore@ceresti.com.

Member Name: _____

Member DOB: _____

Member Residence (check one):

Home <input type="checkbox"/>	Assisted Living <input type="checkbox"/>	Memory Care <input type="checkbox"/>	Skilled Nursing <input type="checkbox"/>	Other <input type="checkbox"/> _____
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Member Primary Care Physician Name: _____

Member Primary Care Physician Contact Number: _____

Is Member their own decision maker? (check one): Yes No

If yes, has Member given approval for Ceresti to contact Caregiver/Proxy? (check one): Yes No

Is Caregiver Proxy/Power of Attorney? (check one):

Yes <input type="checkbox"/>	No <input type="checkbox"/> (If no, provide proxy/power of attorney information below)
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Proxy/Power of Attorney Name: _____

Proxy/Power of Attorney Contact Number: _____

Caregiver Name: _____

Caregiver Relationship to Patient (i.e. spouse, child, friend, etc.): _____

Caregiver Contact Number: _____

Caregiver Preferred Contact Time (check all that apply):

Morning <input type="checkbox"/>	Afternoon <input type="checkbox"/>	Evening <input type="checkbox"/>	Other <input type="checkbox"/> _____
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Caregiver Address: _____

Member Cognition (check one):

Normal <input type="checkbox"/>	Mild Impairment <input type="checkbox"/>	Moderate Impairment <input type="checkbox"/>	Severe Impairment <input type="checkbox"/>
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Dementia Diagnosis (if known): _____

Member Current Chronic Conditions (check all that apply):

Acute Myocardial Infarction <input type="checkbox"/>	Chronic Kidney Disease <input type="checkbox"/>	Diabetes <input type="checkbox"/>	Hypertension <input type="checkbox"/>	Severe Chronic Liver Disease (Cirrhosis, other Liver Conditions) <input type="checkbox"/>
Asthma <input type="checkbox"/>	Congestive Heart Failure <input type="checkbox"/>	Glaucoma <input type="checkbox"/>	Ischemic Heart Disease (Peripheral Vascular Disease) <input type="checkbox"/>	Severe Mental Illness (Bipolar, Schizophrenia) <input type="checkbox"/>
Atrial Fibrillation <input type="checkbox"/>	COPD <input type="checkbox"/>	Heart Failure <input type="checkbox"/>	Parkinson's <input type="checkbox"/>	Stroke/Transient Ischemic Attack (Cerebral Vascular Disease) <input type="checkbox"/>
Cancer Treatment <input type="checkbox"/>	Depression <input type="checkbox"/>	High Cholesterol <input type="checkbox"/>	Rheumatoid Arthritis/Osteoarthritis <input type="checkbox"/>	

Other Current Chronic Conditions or Relevant Notes:

Member History in the Last 12 months (check all that apply and note frequency, type, or length of stay as relevant):

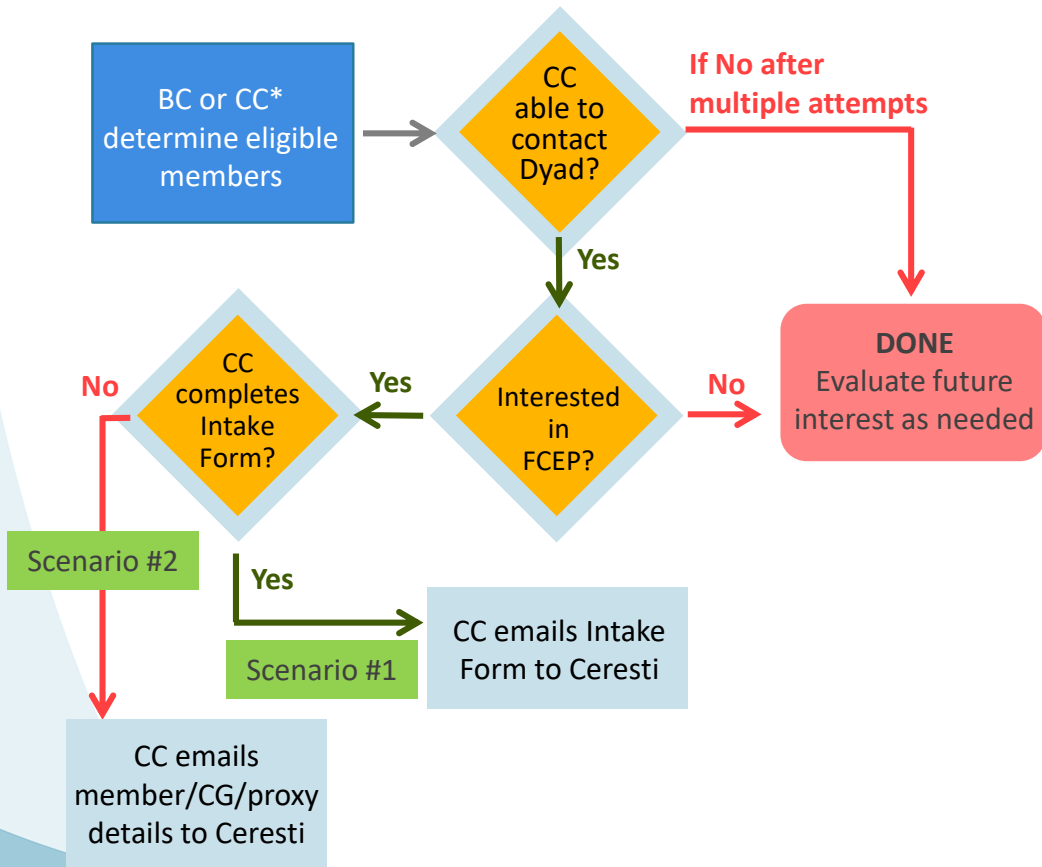
Falls, Substance Abuse, or UTIs <input type="checkbox"/>	
ED Visits, Hospitalizations, or Skilled Nursing <input type="checkbox"/>	

Identified or Known Social Determinants of Health (check all that apply and add any relevant notes):

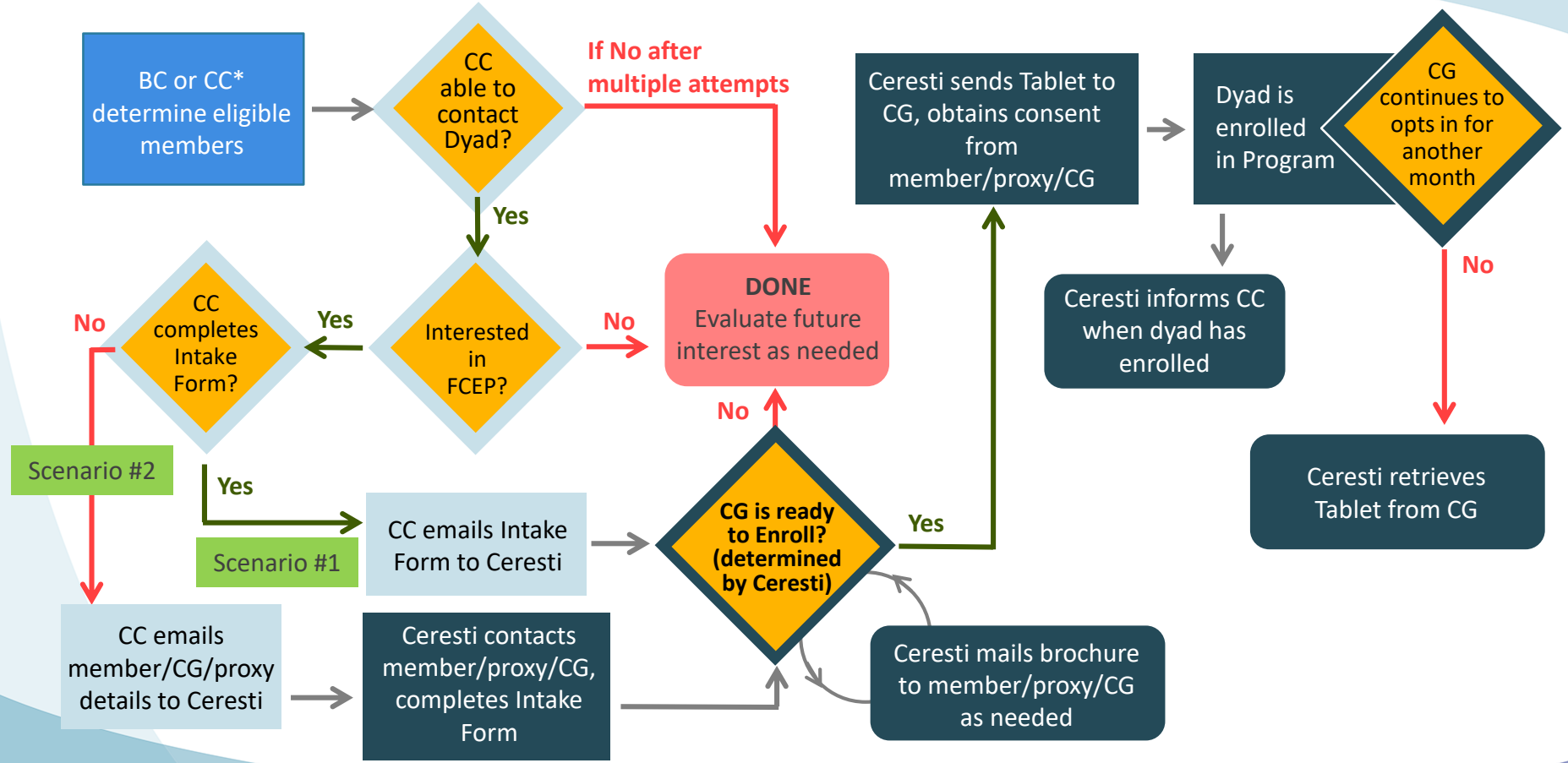
Food <input type="checkbox"/>	
Housing <input type="checkbox"/>	
Transportation <input type="checkbox"/>	
Other <input type="checkbox"/>	

Other Notes (i.e. under hospice care, living situation, current resources referred, or care gaps):

Flow Diagram of Outreach & Enrollment Process – Care Coordinator Role



Flow Diagram of Outreach & Enrollment Process – Scenario’s #1 and #2



Key: **Dyad** = caregiver/member **CC** = care coordinator **CG** = caregiver

Care Coordinator Resources

Resource	Slide#	Comments
Ceresti Coaches – for Consultation	n/a	Please feel free to speak to the Ceresti coaches to answer any questions about the program (call 760-453-0997)
Alerts	10	Examples of alerts that you may receive from Ceresti coaches
Program Brochure - Approved	20-21	You will have access to a program brochure to share with members/caregivers if you happen to be meeting them in-person. Upon approval, Ceresti will send the new brochure and the “Meet the Coaches Card” to members/caregivers as needed.
New Program Brochure – To be Approved	22-23	
Meet the Coaches Card – To be Approved	24	
Program Overview and Caregiver Testimonials Videos	25	Multiple videos are provided that (i) describes how the Ceresti program works and (ii) highlight testimonials from family caregivers
Talking Points	26-29	Talking points are provided for conversations with members or caregivers
FAQs	30-31	Examples of frequently asked questions
Quarterly Newsletter	n/a	Ceresti will publish a quarterly newsletter detailing results and progress with members in the Blue Cross population



Back

FAMILY CAREGIVERS RECOMMEND CERESTI



"I'm so much calmer, not as stressed. I'm not afraid of the unknown, and that's a big part of it."



"I feel like I've been on a journey with this program, and I hate to see the journey end... I have learned a lot."



"Thank you for sticking with us and for your understanding of my ups and downs."

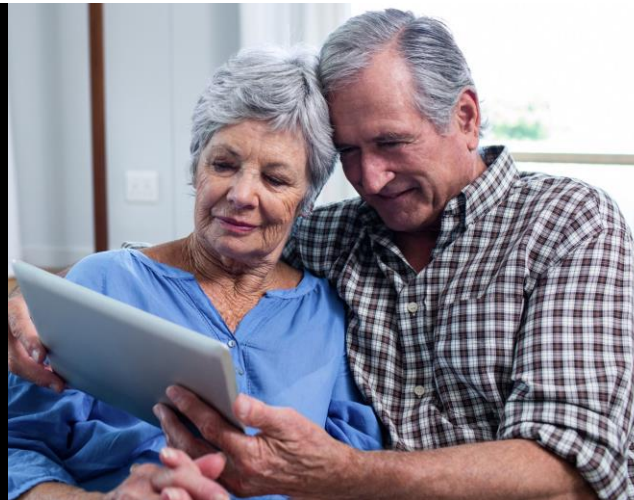


"There is warmth and love in your program, as well...not just cold hard facts."



"Thank you for all the wonderful work you are all doing. You are providing more hope for the future."

For additional information, please contact your Care Coordinator.



PROVIDE THE BEST POSSIBLE CARE FOR A LOVED ONE WHO RELIES ON YOU

Ceresti's caregiver empowerment program makes it easier to navigate the challenges of being a family caregiver

Front

Brochure – Approved

Inside
Left

BENEFITS FOR YOU

Being a caregiver can be overwhelming.

This is particularly true if your loved one suffers from chronic conditions and has problems with memory, hearing, vision, or mobility.

The Ceresti care coaching, education, and support program is specifically designed to support spouses, adult children, other family members, and friends to provide the best possible care for their loved one.

ACCELERATE YOUR LEARNING

This program is personalized to support you in developing the knowledge, skills and confidence required to achieve your caregiving goals.

Examples include:

- Improving care for your loved one
- Enabling your loved one to age in place with safety and dignity
- Reducing your caregiving burden
- Increasing family connectedness
- Reducing out-of-pocket costs

This program is offered to you by Blue Cross at no additional cost.

HOW IT WORKS

PERSONALIZED PROGRAM

We work with you to understand your unique caregiving challenges and develop a program that is tailored to your needs.

Your program includes:

- Videos & tutorials
- Coaching support
- Tools for engaging your loved one
- Daily reminders



YOUR CERESTI HEALTH STATION

Access your program on an easy-to-use tablet computer that we send to your home. If you prefer, we can configure your mobile phone, tablet, or computer's web browser as a health station.



COACHING SUPPORT

We match you with a dedicated coach to guide your progress remotely. Your Ceresti coach empowers you to provide the best possible care for your loved one by offering ongoing support and resources.

Inside
Right


New Brochure – To be Approved




Back

Front

FAMILY CAREGIVERS RECOMMEND CERESTI

 “Your caregivers program is a wonderful support system, which is a great help to anyone caring for a loved one. The Ceresti program is designed to be very easy to understand and work with. Dementia is a very difficult illness to understand. I have and will continue to encourage anyone in a situation like mine to contact you and look into joining your program.”

 “I want to thank Ceresti Health for all the help and knowledge they have given me to take better care of my husband. It has been a wonderful learning experience...our coach was always concerned with his and my health. It was a pleasure working with her.”

For additional information, please contact your Care Coordinator.



HELP PROVIDE THE BEST POSSIBLE CARE FOR A LOVED ONE WHO RELIES ON YOU

Ceresti’s caregiver empowerment program makes it easier to navigate the challenges of being a family caregiver

Blue Cross® and Blue Shield® of Minnesota and Blue Plus® are nonprofit independent licensees of the Blue Cross and Blue Shield Association.
Ceresti Health is an independent company providing caregiver support services.

This supplemental benefit is offered to you by Blue Cross in partnership with Ceresti at no additional cost.

New Brochure – To be Approved

Inside
Left

BENEFITS FOR YOU

Being a caregiver can be overwhelming.

Ceresti is here to support you whether your loved one is living at home or in a care facility.

The Ceresti education, coaching and support program is specifically designed to support spouses, adult children, other family members, and friends to assist in providing the best possible care for their loved one.

ACCELERATE YOUR LEARNING

Your personalized program empowers you to develop knowledge, skills, and confidence required to achieve your caregiving goals.

Examples include:

- Improving care for your loved one
- Engage your loved one with tablet-based reminiscence and music therapies
- Reducing your caregiving burden
- Increasing family connectedness
- Reducing out-of-pocket costs

This program is offered to you by Blue Cross at no additional cost.

HOW IT WORKS

PERSONALIZED PROGRAM

We work with you to understand your unique caregiving challenges and develop a program that is tailored to your needs.

YOUR CERESTI HEALTH STATION

Access your program on an easy-to-use tablet computer that we send to your home. Your coach will personally assist you with start-up.



Your program includes:

- Videos and tutorials
- Tools for engaging your loved one
- Support by your coach
- Daily reminders



COACHING SUPPORT

We match you with a dedicated coach to guide your progress remotely. Your Ceresti coach uses various resources to assist you in your caregiving journey.

Inside
Right

Introducing Your Ceresti Coaches



Ankita & Nicole

You are not alone! We are here to support you in becoming a more prepared and confident caregiver. Ceresti coaches are honored to walk with you on your caregiving journey.

What you can expect next:

- Call from area code **760**
(We promise we aren't telemarketers!)
- Explanation of the program
- Answers to any questions you might have
- Opportunity to schedule your Ceresti program start date

Join the Ceresti program today, and enhance your family's quality of life.

Any questions? Please call us at (760) 453-0997

Meet the Coaches Card - To be Approved

Program Overview & Testimonials Videos

Link to 5 min Program Overview & Testimonials video

<https://vimeo.com/ceresti/review/348657056/48b25f04b1>

Program Overview Video

- How it Works (2:55). <https://vimeo.com/ceresti/review/202305792/3aee6747eb>

Testimonial Videos from Family Caregivers

- Mary Ann (2:12). <https://vimeo.com/ceresti/review/354089352/ba6fa8523c>
- Janine (2:59). <https://vimeo.com/ceresti/review/354089439/3cc88c4aa5>
- Karen (6:19). <https://vimeo.com/ceresti/review/354089571/56cc2e4f20>
- General (2:07). <https://vimeo.com/ceresti/review/249722815/1bec5b1d75>

Talking Points (Introductions): **For Members**

- Blue Cross would like to offer you and your caregiver an opportunity to participate in a caregiver empowerment program.
- Blue Cross has partnered with a company named Ceresti to provide this program to families where someone is providing care for a loved one.
- The goal of this program is to help you and **[caregiver name]** get the education and support you need.
- They will receive training and support based on your specific needs; the Ceresti coaches will work to get to know about you to personalize your program.
- Caregivers who have completed this program gain the knowledge and skills necessary to take the best care of you and themselves.
- Ceresti's program is provided at NO COST and does not impact your Blue Cross benefits.
- Would it be OK for me to speak with your caregiver about the program?

Talking Points (Introductions): For Caregivers, part 1

- Blue Cross would like to offer you an opportunity to enroll in a personalized caregiver support program.
- Blue Cross 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 knowledgeable and comfortable as a caregiver for **[member name]**, and to improve the quality of life of you and your loved one regardless of where they are living.
- The program is offered on an ipad-like tablet so that you can work through the education at your own pace and in your own home.
- Ceresti's coaches will contact you via tablet messaging, phone calls, or texting to support you through the program.
- Ceresti's coaches will get to know about your loved one, and your caregiving situation so they can personalize your program to meet your specific needs.
- Caregivers who have completed this program feel more prepared in their role of providing care to a loved one.
- Ceresti's program is provided at NO COST, and does not impact your Blue Cross benefits.

Talking Points (Introductions): For Caregivers, part 2

- Ceresti will assign you to a dedicated Ceresti 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 the entire program.
- The program is tailored to yours and [member name] needs and includes videos, readings, tutorials, patient engagement, information to community resources with the goal of giving you the knowledge, skills, and confidence to be a successful caregiver.
- The program is geared toward helping caregivers regardless of if their loved one lives at home or in a facility.
- Your coach will check in with you regularly through tablet messaging, phone calls, or texting. Your coach is there to ensure you receive the best support and resources possible as a caregiver.
- You can receive pictures and messages on your tablet from family members that use Ceresti's smartphone app. You can also send those family members with the phone app Ceresti education so that they can learn along with you.
- The program lasts as long as you would like it to. At the end of each month, you can choose to participate in another month of the program or choose to be finished.

Talking Points (How to Enroll and Next Steps)

- If you are interested in enrolling in this program, you do not have to do anything else.
- I will provide your telephone number to one of Ceresti's Coaches who will contact you from a (760) area code 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 a day or two.

Frequently Asked Questions (FAQs)

1. How long is the program?

It is up to you! Each month you can choose to continue the program or to be finished.

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 Ceresti Coach can range anywhere from a brief check in to a more in-depth conversation based on your needs and wants.

3. What if my loved one does not live with me?

Ceresti's caregiver program is for all caregivers regardless of whether their loved one is living with them or in a facility.

4. Can members who live in a Customized Living (CL) or a 24-hour Customized Living (CL) facility join the program?

Yes, as long as the member has a family caregiver. Please keep in mind the program is not intended for Customized Living (CL) paid staff.

5. What does the program cost?

There is no cost to you for participation in the program.

Frequently Asked Questions (FAQs) - continued

6. What if I do not know how to use a tablet?

You do not need to be a technology expert to participate in the program. Ceresti has developed the program to be extremely easy to use, and your coach is there to help you along the way.

7. What happens if I do not 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 it is helpful to you.

8. What is the goal of this program?

Ceresti wants to help family caregivers provide the best care and quality of life even though they did not sign up for this job. Ceresti wants to join your journey and provide you with the best education, support, and techniques to help you succeed as your loved one's caregiver.

9. Is the program available to both paid and unpaid caregivers?

Yes, as long as the caregiver also provides care outside of paid hours.

10. Is a specific diagnosis (e.g., dementia) required to be eligible for this program?

A member does not need to be formally diagnosed with dementia to participate in Ceresti's program. Our program focuses on supporting those with any type of observable cognitive impairment.

Thank you!

If you have any questions, please call your Partner Relations Consultant or send an email to intakebcmn@ceresti.com or call **Ceresti Coach - Nicole McPherson** directly at **760-453-0997**.