



First Quarter Progress Report

Reframing Dementia through Person-Directed Practices

CMP 34305-21115

- Signed contract approval given August 8, 2016, but contract still maintained a July 1 start date, which put the Tennessee Eden Alternative Coalition (TEAC) five weeks behind in schedule to secure and sign venue contracts, market to homes and owners, engage partners, etc.
- Began venue search throughout the state and settled on Montgomery Bell State Park (October 25, 2016) and Fairfield Glade Resort (October 27, 2016) to ease travel for homes.
- Began venue search for owners' meeting – settled on Envision Conference Center. Initially scheduled owners' meeting for August 17, but due to delay in receiving the signed contract, this had to be postponed to September 27 for adequate promotions.
- Checked Tennessee Healthcare Association, AHCA, school and local community calendars for potential training date conflicts.
- The Eden Alternative designed and finalized [marketing materials](#).
- The Eden Alternative designed and finalized [registration](#) process and [verification report](#) to ensure that participants registered are nursing home providers in Tennessee.
- Solidified informal partnership with state Quality Improvement Organization, QSource, for project promotions and discussed how this project compliments the current scope of work and the *Leading and Sustaining Systemic Change Collaborative*.
- Coordinated with QSource to determine the homes to target in year one. We were asked to target the homes that had the most room to improve taking into consideration antipsychotic utilization, composite scores, and quality measures. QSource provided us with data on Tennessee nursing homes which helped us determine our initial [invitation list](#) of nursing home providers.
- The Eden Alternative opened registration August 25th with an initial [email invitation](#) to 160 providers in Tennessee that had been identified by QSource as having the most room to improve.
- Followed up September 7th with another [email invitation](#) to only the targeted group of providers. Mailed a letter and project flyer to each nursing home on September 7.
- Informational webinar held September 13. [Click here to download a recording](#).
- Identified top ten owners of nursing homes in state of TN for invite to Owners' Informational Session. Sent an invitation in the mail to owners and invited them to a "Lunch and Learn."

- Followed up with phone calls a few days after receipt of mailing to personally invite owners to learn about the project – after one month we received zero RSVPs and cancelled the event.
 - No response by any owner—Plan B was devised, as venue was already reserved and facilitator’s travel was already booked. Looked at list of first year recruited homes and identified which homes are within an hour’s drive from the Brentwood, TN venue. Sent invitations to 19 administrators to have them/leadership team members join us September 27 for lunch and learn session originally planned for owners. Follow-up calls were made to administrators.
 - The venue had to be paid in full at the time of the cancellation and the travel plans for the facilitator were only partially reimbursed. The Eden Alternative covered this expense for TEAC, because it could not be covered under the grant.
- Initially scheduled webinar for medical directors with Dr. Al Power on September 8, but due to delay in receiving the signed contract, this had to be postponed to October 4.
- Connected with the national American Medical Directors Association (AMDA) and received a contact list for 107 Tennessee medical directors.
- Hard copy invitations mailed to each medical director and [email invitations](#) were sent to encourage them to join the webinar for medical directors.
- Began a telemarketing campaign to connect with the staff development or education lead at the home to share the project with another team member.