

Brian Barrick's

June 2009

"THE CIRCLE OF SAFETY"

ADULT CARE AWARENESS ADVISOR

News and Tips to Make Your Life Easier, Safer and Happier!

For Friends and Clients of Brian Barrick

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Brian Barrick
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President, PCALIC, LLC



Check out Brian's Blog!

Brian recently just launched his online blog at:

<http://brianbarrick.wordpress.com>

Use this as a valuable resource for information on claims, risk management, and news in the Adult Care industry. Let us know if there is something you want to hear about by posting your own comments or e-mail Kathi at kathi@pcalic.com.

Follow us on Twitter!

We recently just launched a Twitter account where you can track where we are and what we are doing to improve our services to you! Search For: BrianBarrick

Need a username and password for the website?

Contact Kathi at 800-673-2558 extension 113.

Social Networks Help Seniors Keep Going

We see signs of Social Media everywhere like Facebook, Twitter, and MySpace. I came across this article in *The New York Times* recently and wanted to share it with you.

"'I was dying of boredom,' she said. 'Eons, all by its lonesome, gave me a reason to keep on going.' That more and more people in Ms. Rice's generation are joining networks like Eons, Facebook, and MySpace, is hardly news. Among older people who went online last year, the number visiting social networks grew almost twice as fast as the overall rate of Internet use among that group, according to the media measurement company comSource.

...One of the greatest challenges or losses that we face as older adults, frankly, is not about our health, but it's actually about our social network deteriorating on us, because our friends get sick, our spouse passes away, friends pass away, or we move.' said Joseph F. Coughlin, director of the AgeLab at the Massachusetts Institute of Technology...

Chris McWade of Franklin, Mass., the youngest member of a big family, recently helped his parents, his grandparents and his uncle move to retirement homes.

...That sparked the idea for MyWay Village, a social network, based in Quincy, Mass. Mr. McWade helped found it in 2006 and now sells it to retirement homes...Sarah Hoit, a co-founder of MyWay and its chief executive, said that for older people, learning to get online was not an end in itself. 'They want a vehicle to meet new people and share their lives,' she said. 'They want to be stimulated.'

Some research suggests that loneliness can hasten dementia, and Dr. Nicholas A. Christakis, an internist and social scientist at Harvard, says he is considering research on whether online social connections can help delay dementia, as traditional ones have been found to do in some studies. "Online social networks realize an ancient propensity we all have to connect with others,' he said. "

Special offer Exclusively for Member-Insureds of PCH Mutual!

Discover the secret to helping your residents rebuild their social network! Join us June 30, 2009 at 1 PM EST (10 AM PST) for a FREE Webinar with Sarah Hoit of My Way Village. Sarah is CEO and co-founder of My Way Village and is excited to share this Exclusive opportunity with you! To register contact Kathi Fuhrman at kathi@pcalic.com, or at 800-673-2558 ext 113.

Save Money on Water

Not everyone has to pay a water bill, but by following these tips you can still help the environment by saving water. If you're paying for the water, these tips will help you **save some more money to use on fun summer stuff**:

1. Put everything you can on timers and run your sprinklers just before sunrise. Watering at night can cause mold in your plants, watering during the day wastes lots of water (and can facilitate burning of your plants), so watering early is the best option.
2. Fill your water pitchers & ice trays while waiting for running water to get hot or cold.
3. Use a "smart" irrigation timer. Yes, they cost quite a bit. But if you're watering your lawn, they can save you more money than they cost very quickly by constantly adjusting watering times based on weather conditions.
4. Unless you have rock-solid dirt, water for longer periods of time, less frequently.
5. Use native, drought-tolerant plants in your yard for a more natural, water-conscious landscape.
6. Don't leave the water running while you're washing your car. Either put a spray-nozzle on the hose or turn it off while you aren't using it.



MANAGING DEMENTIA

Basic Dementia Guidelines by Frena Gray-Davidson.

Dementia is a syndrome of symptoms, including serious short term memory issues, cognitive losses and increasing inability to function in normal life. There are specific illnesses of dementia -- Alzheimer's disease, Korsakoff's syndrome -- and generalized dementia situations. The dying often have dementia and old age health decline may well include dementia. All care home operators must expect dementia in some residents, whether or not they have official diagnosis.

This is a short series to highlight ways in which we can create successful dementia care. Respecting people in their dementia, training staff to understand them. Successful dementia care depends upon empathy, understanding and good daily practice.

Assume that dementia is terrifying to have. People feel kidnapped (they don't remember they moved). Lost among total strangers (they don't remember you). Abandoned by family (they don't remember they visited). They can't think clearly (dementia). There's no help for them.

Or is there? Yes, YOU. And your staff. The right care enfolds residents in a safe, secure and accepting environment. Love casts out fear and bewilderment. In my experience, 90 percent of everyone with dementia started life in difficulty. Anything from being in a Concentration Camp to family alcoholism, death of a parent, abandonment, parental mental illness, abuse -- you name it, we find it in their histories. Lack of childhood nurturing prevails and our sacred task is to bring nurturing and unconditional love into their lives.

We start with practical care attitudes to create reassurance in those with dementia.

1. No hurrying -- it makes them slow down;
2. No arguing -- it makes them stubborn and resistant;
3. Courtesy dementia-style -- introduce yourself daily, explain each routine;
4. Be tender -- don't order, instead use persuasion, bribery and gentle manipulation;
5. Apologize when your action makes them nervous;
6. Step back to give them safe space when they're upset or angry;
7. Step forward to comfort with validation when they're sad or lonely.

Next time: Successful Intervention With Combativeness

Special Offer: The best dementia care question wins you a free copy of Frena's new book and your question will be featured in a new Managing Dementia column. Email Frena at frenagd@juno.com

Frena is a 20-year Alzheimer's caregiver, author of four books on Alzheimer's caregiving including her newest book "Alzheimer's 911: Help, Hope and Healing for Caregivers." Support group facilitator, international workshop presenter, staff trainer and former care home manager. See her website at www.alzguide.com and order her latest book from www.alzheimers911.net

Thank You! Thank You!

We would like to thank the following for referring their fellow friends and family to PCALIC for a quote:

- Dee Humphries
- Homeward Bound
- Perla Andres
- Valerie Battles
- Bert Golla
- Mark Sokolskiy
- Vicky Estes
- Melane Watkins
- Eugene Carley
- Care Home at the Meadows
- Carefree Maison



Remember: Each individual who refers someone to us for a quote will receive a \$5 Gift Card to Starbucks! This is a perfect way to enjoy your coffee on us.



In April, the Board Members of PCH Mutual met for the annual Board Meeting in Chicago, Illinois. Various topics were discussed to improve the services PCH Mutual offers you. Located in the picture (Left to Right) are John Comsia, Raymond Firfer, Edgar Blumenfel, Chris Randall, Bert Golla, and Brian Barrick.

Welcome Raymond Firfer, M.D.!

(Raymond is the newest Board Member of PCH Mutual)

Raymond graduated from Chicago Medical School with a Bachelor of Medicine and a Doctrine of Medicine. He completed a three year residency at Cook County Hospital of Chicago. Raymond went on to serve as a Captain Medical Officer for three years in the United States Air Force. Ray currently works for Lake County Health Department and Health Reach, Inc. in Illinois. He has completed extensive research in the healthcare field, along with the creation of many movies, exhibitions, and presentations. (For a complete list, contact Kathi Fuhrman.) In the past he has served as a member of the Skokie Board of Health and as a member of the Board of Trustees of Suburban Hospital and Suburban Cook County T.B. Clinics. Raymond currently resides in Illinois with his wife.

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WELCOME!

We would like to welcome our recent new insured's:

Heidi Peterson-Washington
Rebecca Popa-Washington
Eagles Nest Aviator-Colorado
Belen Ortiz-Washington
NuVision of Atlanta-Georgia
Angelic Foster Care-Michigan
Katrina Calhoun – Alabama
Oak Hill & The Lighthouse-MI
Seventy-Sixth St AFC-Michigan
Williamston Manor, LLC-Michigan
Chances for A Change-Georgia
Day View AFH-Washington
Elisa Libed-Washington
Fountain of Youth ALF-Florida
Compassionate Hands-NC
The Palms AL-Maryland
Appletree Home-Ohio
Tina Drakeford-Georgia
Creeks End PCH-Georgia
Iretha Woods-Georgia
Parent Care Life Inc-Colorado
Barbara Niemeyer-Arizona
Canyon Heights ACH-Arizona
Golden Care AFH-Oregon

We would like to thank the following who have recently expanded coverage with us:

Grey's Senior Living
Eagle Valley Personal Care Home
Devine Trinity PCH
Hearthstone Village

Important Dates to Remember:



June 12-Digital TV Conversion

June 14th, Flag Day

June 21st, Father's Day

June 21st, Summer Begins



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"I am satisfied with all of your hard work. Thank you for your low rates. You've saved me over hundreds of dollars. Thank you so much."
-Vera Pluschakov

Never tell people how to do things. Tell them what to do and they will surprise you with their ingenuity.

George Patton



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Out page 3 and see how many individuals received free coffee just for talking about us!