

## Objectives

1. Discuss and explore the role of each partner
2. Demonstrate multiple methods for creating home modification partnerships in your community
3. Share tips for good communication between all participants in the process
4. Explore methods for measuring and defining best practice through a partnership model

## General Content Outline

### Background Information

- America is AGING and life expectancy is increasing.
- By 2030, there will be over 70 million Americans 65+....more than twice as many as today.
- The first Baby Boomers turned 60 in 2006 while the last Boomer turns 65 in 2039
- Boomer will give “retirement” a new meaning. They will be healthier, wealthier and more educated than prior generations.
- Many boomers are care-givers for both their parents and for their own children.

### Role of AARP

- AARP surveys repeatedly indicate that people would prefer to reside in their existing home and within their existing communities. However, only 16% of survey respondents have done home modifications.
- Livable Communities is a new aspect of AARP’s Social Impact Agenda started in 2005.
- Livable Communities are places where people have affordable and appropriate housing, supportive community features and services, and adequate mobility options, which together facilitate personal independence and the engagement of residents in civic and social life.
- Homes and communities designed to foster independence also contribute to civic engagement and successful aging.

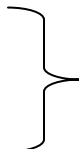
### Role of Occupational Therapist:

#### Consideration of the Environment and the Person - and Where They Meet

When working with a client, it is important to consider the following areas (as well as the environment):

1. Client’s strengths and limitations
2. The aging process

Vision  
Skin  
Hearing



These are physical changes that we all experience. The environment can accommodate and lessen the impact.

Musculoskeletal

### 3. Medical conditions that impact function

Chronic – a condition that lasts 6 months or more

Acute – sudden onset

Progressive – will most likely continue to worsen

### 4. Psychosocial aspects and how that impacts the process

Loss of Control

Privacy

Fear of Falling Cycle

These are the powerful issues that can cause multiple problems for all parties involved in the home modification process.

## Evaluations– putting it all together to better understand the person

An Occupational Therapist is trained to consider these 4 items – combined with what the person needs or wants **TO DO (their activities/occupations/tasks)** in the environment – in order to work with the remodeler and meet the needs of the client.

## How can an Occupational Therapist help you before, during and after the job?

- **BEFORE:** Provide referrals, as OTs are connected to the medical field. Address the medical and personal needs of your client during the evaluation process. May identify additional construction needs
- **DURING:** Facilitate the process of coordinating the medical needs during construction – client’s mental confusion, medical equipment such as oxygen
- **AFTER:** Help support good customer satisfaction by completing follow-up training.

## Role of the CAPS certified remodeler

- How does the remodeler take this information to their business?
  - Opportunities exist but strength is achieved in partnering with a local OT.
  - Difficult to establish yourself as a stand-alone expert in AIP remodeling.
  - “Cross pollination” between OT and remodeler is a solid strategy.
  - How the message is said is as important as the message itself.
  - Is my company ready/properly stages to provide AIP services?
- How NAHB and CAPS facilitates success for the AIP remodeler
  - What is CAPS and how do I get it?
  - What is happening lately with CAPS and where do we see it going in the future.
  - How to network within NAHB and NAHB Remodelers.

## Why and how NAHB, AARP and AOTA are working together

What does each party bring to the table to make the job better?

- It really is a symbiotic relationship and the sum is greater than working individually

Demonstrate how we can/do work together

- Suggest the ideal scenario, stress no exact or proven formula, still in formative stages.
- It all starts one job, one client at a time

## The four objectives of the collaborative effort:

### 1) Create consumer demand for remodelers who understand aging in place concepts

- Lots of individual remodelers have their own success stories but what is possible with the buying public?
  - What has been done or is planned to create consumer awareness of the benefits of using a CAPS contractor and an OT?
- So what does this mean for the remodeler? How can they use their EXISTING resources to do this?

### 2) Understand the benefits of partnering with OTs to better meet the needs of homeowners who wish to age in place

- What triggers the need to call in a therapist?
  - How is this learned and understood?
  - How does this benefit the client, the therapist and the remodeler?
  - How to locate and initiate a partnership with a therapist
  - Show ways to keep it local via existing networks
  - How does the residential designer key-in and work with a therapist at the design phase?

### 3) Learn the marketing language that resonates with seniors who are considering aging in place remodeling

- Define aging in place remodeling and design/build in new construction
- The aging in place (AIP) client is looking for
  - great design;
  - reputable firms with a stellar track record
- AIP is a strong diversification opportunity but also presents a few unique challenges
- AIP remodeling can be a phantom market in terms of boomers thinking “it will be anyone but me”
- What is “success” in AIP design/build from a remodeler’s point of view?

### 4) Learn the importance of “individualized” customization in the aging in place market.

- Not only are no two homes alike, no two individual’s needs are the same
  - Remodelers understand the environmental side of this
  - CAPS designees understand that universal design levels the field
  - The OT brings the person(s) and the environment together
- Parking lot issues:
  - What funding might be available?
    - Vocational rehab and VA, Medicaid Waiver
  - Discussion about the letter of concern or areas of concern on an assessment if the owner opts not to follow the prescribed course of action.

## Additional Resources

National Association of Home Builders, CAPS designation program The Certified Aging-in-Place Specialist (CAPS) designation program teaches the technical, business management, and customer service skills essential to success in the competitive home modifications marketplace <b>www.nahb.com</b> 1-800-368-5242
American Occupational Therapy Association <b>www.aota.org</b> 1-301-652-2682
AARP <b>www.aarp.org</b> 1-888-OUR-AARP (1-888-687-2277)
Center for Universal Design, North Carolina State University, <b>www.design.ncsu.edu/cud</b>
National Home Modification Action Coalition, <b>www.homemods.org</b>
Fall Prevention Center of Excellence <b>www.Stopfalls.org</b>
Your Source for Assistive Technology Information <b>www.Abledata.com</b>
Administration on Aging <b>http://www.aoa.gov/prof/Statistics/statistics.asp</b>
American Society of Interior Designers, Aging in Place Information <b>http://www.asid.org/knowledge</b>
National Aging in Place Council <b>http://www.naipc.org</b>

*Thanks for your participation in today's presentation.*

*Carla A. Chase, EdD, OTR- [Carla.Chase@wmich.edu](mailto:Carla.Chase@wmich.edu) Michael E. O'Neal- [MONeal@aarp.org](mailto:MONeal@aarp.org)  
William W. Owens, CGR, CAPS, CGP- [Bill@owensconstruction.com](mailto:Bill@owensconstruction.com)*

### Session Notes

---

---

---

---

---

---

---

---