

November 3, 2022

Note to: HCCBG Advisory Committee
From: Suzanne Booth
Subject: Memory Care 'Meet and Greet' Visit
Wednesday October 26, 2022

Memory Care:
Dr. Virginia Templeton, Executive Director
Elizabeth Stavish, Associate Director

HCCBG Advisory Committee:
Suzanne Booth
Billie Breeden

MemoryCare was established in June 2000 to serve adults with cognitive impairments, their caregivers and their families. The service model integrates the education and support of caregivers with the medical care of those with dementias. This model for dementia care is unique both locally and nationally, and serves as the prototype for the development of similarly focused organizations around the country.

Its services include:

- Accurate diagnosis.
- Caregiver training.
- Disease coping and management training (exploration of options, recommendations to address financial, legal and safety issues).
- Behavioral management.
- Service coordination among agencies.
- Prescriptions for medication as appropriate.
- Assistance to low-income families with filing for assistance.
- Assistance with end-of-life decisions and advance directives.
- Coordination with primary care physicians in the development of written care plans.
- Education on aging for the community.
- Dementia-focused training for health care professionals.
- Home visitation program for clinical assessment as necessary in Buncombe County.
- Lending library of caregiver resource materials open to the community.

Staff of 16 full time and 6 part time professionals includes 7 physicians, 1 nurse practitioner, 1 registered nurse and four social workers.

A satellite office in Waynesville serves Haywood and other counties farther west.

Among people over 65 years of age, 1 in 9 develops a cognitive impairment; Western North Carolina has a rapidly aging population: consequently there is need, and it is growing. While MemoryCare has a 2-3 months-long waitlist, it should be noted that it provides a one-time Caregiver Consultation for caregivers in immediate need of resources prior to, and in some cases instead of, enrollment.

Significant funding support is provided by The Duke Endowment, The Cannon Foundation, the Dogwood Trust / Leverage Foundation.

- Approximately 40% of the client base is low-income.
- Average annual cost per family for program support is \$1,868.
- Approximately 25% of caregiver fees waived due to inability to pay.
- Operating Income sources in 2021: Medical Insurance 31%, Caregiver Fees 22%, Charitable Donations 31%, Grants 16%.
- Operating Expense uses in 2021: Clinical / Educational / Care Management Services 86%, Development 7%, Supplies 3%, Rent / Occupancy 2%, Other 2%.

Until MemoryCare's best practice model becomes widely accepted, health insurance payers do not pay for care management; only evaluations by physicians are covered. Given the limited ability of most families to cover all fees out-of-pocket, access to charitable donations and grant funding is vital to the ongoing operation of the organization.