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Brian Barrick's

August 2010

"THE CIRCLE OF SAFETY"

ADULT CARE AWARENESS ADVISOR

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

For Friends and Clients of PCALIC, LLC

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Help us reach our goal of 200 fans by becoming a fan of PCALIC on Facebook . On September 1st, we'll pick 5 lucky fans to win a FREE copy of Frena Gray-Davidson's Book, Alzheimer's 911".

Did you Know?

August is also known as:

1. National Catfish Month
2. National Eye Exam Month
3. National Golf Month
4. Peach Month

This August, make sure you eat some catfish, get your eyes checked, play golf, and eat some peaches!

Important Dates:



August- Back to School

August 3rd- Watermelon Day

September 6th- Labor Day

September 22nd- Fall Begins

Diabetic Residents and Their Rights

We all know someone who is diabetic, whether it is you, a friend, an employee or a resident. You might encounter a diabetic who just doesn't seem to care that their favorite food will send their blood sugar levels through the roof. What happens when you become concerned about the resident's well-being? What happens when you try to approach the matter and the resident becomes combative? What should you say? Who should you contact? What rights does your resident have?

This is a very difficult subject to approach, but it is one that has raised some concern and has to be handled carefully so the resident's rights are not violated. Please note that these are just hypothetical situations and each case should be handled according to the guidelines set forth by your local and state department's agency on aging. When in doubt, always contact them or a healthcare provider to make sure you maintain the best care for your residents and uphold their rights.

1. Can I refuse to give a resident a certain food because they are diabetic?

No. Residents have the right to decide whether or not that they eat a certain food unless they have fit the legal definition of lacking capacity and then it should be reviewed case by case. If you refuse to honor the resident's wishes, you could actually get in trouble for doing so.

2. What if their care plan states that they should not eat certain foods?

As long as the resident is able to make their own decisions and the risk is based off of accurate information, the resident is entitled to make their own decisions, and that includes not always abiding by the recommended care plan or diet from their physician.

3. Should I make note of these requests?

Yes. If your resident has diet restrictions, you should discuss these with your resident and then document what was discussed.

4. How do I voice my concerns to the resident?

Have the resident in a private setting when discussing ANY medical concerns. You do not want to violate any confidentiality laws or resident's rights or embarrass your resident. You should explain the risks, possible complications and go over the doctor's recommendations once again. Your staff may be required to follow the physicians' orders, but the resident still has the right to refuse these orders unless deemed otherwise by a court of law. The staff is there to insure the safety, well-being, and rights of your residents. Make sure you document in the resident's file that you reviewed their care plan with them and make a note of what was discussed. You may ask the resident's physician to reiterate the importance of following the diet.

Continued on page 2



(Continued from Page 1)

5. What happens if the resident becomes combative?

First, make sure that you were not the one who crossed any lines in this situation; reflect--maybe you said something that violated their rights and that they could just be standing up for themselves. However, review your policy for handling a combative resident and follow the guidelines set forth by law.

6. Who can I talk to for further advice?

You may always talk to a healthcare provider like a nurse, doctor, etc. for advice on care. Also, contact your local ombudsman, department of human services or welfare, or your local area agency on aging if you have any questions, concerns, or need further guidance.



Log on to www.PCALIC.com to access all the benefits of being a Member Insured:

- Falls Procedures
- Wandering/Elopement Procedures
- Risk Assessment Form
- Sign in/Sign out form
- Medication Administration Video
- Mediation Agreement, Video, and Brochure

(Solution to puzzle on page 3)

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Daily SuDoku: Sat 17-Jul-2010

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Facebook for Adult Care Facilities: 4 EASY Steps to Implementation

In June, we discussed the importance of becoming involved with social media marketing and how it can benefit your adult residential care facility. At first, social media marketing may seem overwhelming, in reality, it can be a really simple process if you have the proper guide to implementation.

One of the fastest growing networks, is Facebook. Many of us have our own personal pages on facebook already. Did you know you can create a page for your business as well? The great thing is, it's easy! Here are 4 simple steps to implementing a successful Facebook strategy for your adult residential care facility.

STEP 1: Determine your goals for Facebook. What are your marketing goals? To fill your facility with residents? To send potential residents to your website? To provide a new method for family members of residents to see what's happening at the facility? Before you create your page, you will need to determine what you want out of your Facebook page 3, 6, 9, and 12 months from now.

STEP 2: Map out your strategy. How will you make your page happen? Will you hire somebody? Will you create it yourself? What do you want posted? (Activities residents are participating in?, education on Assisted Living for potential residents?), How often do you want your page updated?

STEP 3: Set up your business page. Logon to Facebook.com. If you already have a personal page and you will be the administrator for your new page, Login. Go to the help center and search for Create a Page and complete the initial information on the create a page. Complete your business page profile with your website, picture, hours, contact information, etc.

STEP 4: Promote your new page! You will want to get started right away building your business's fan base. There is no better way than asking your friends to be the first fans. The more followers your business has, the more Facebook users will now that the page exists. You can create a Like Us Button for your website, so those potential residents that visit your site can now follow you on Facebook. Send notices to your current residents' family letting them know they can see what their loved ones are participating in.

Why would you want to create a Facebook page? It's simple really. By giving current residents families (they may live too far to visit) a way of see what their loved ones are participating in will make them feel more at ease with being so far way. Life is about building relationships from the time we are toddlers until our adulthood. Reach out and develop relationships with your community, potential residents, and current residents' family members. Facebook gives you a way to REACH OUT to your community and beyond. Let family members and community members know you're there and you care about their loved ones and will take exceptional care of them while in your facility.

What Social Media questions do you have? E-mail Kathi Fuhrman at Kathi@pcalic.com and look in the next newsletter for your questions & answers to be published.

WELCOME!

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

- Judy Martinez, Arizona
- More Care Inc, Georgia
- Perry Diaz, California
- Mary Jeter, Michigan
- Jubilee Way, Inc, Washington
- Louise Simmons, Georgia
- Minda's AFH, Washington
- P.A.L.'S ACF, Colorado
- Rafael Home Care, Nevada
- Wolverine Academy, Alaska

BUG PATROL!

The Natural Way to Curb Insects At Home

It's that time of year when bugs and pests of one sort or another seem to be everywhere. And it's a normal reaction to reach for the spray can to blast them out of existence. But many commercial insect repellants use chemicals, which, although regarded as safe in small amounts, can produce side effects on humans.

Your first strategy should be to keep them out, by using window and door screens for flying insects and removing temptation (i.e., food!) from those who find another way in – like ants.

Then, here are some natural products for your bug patrol:

Ants: Cucumber slices, mint leaves, cinnamon repel them. Or bait with a mix of ½ gal water, 1tsp borax and a cup of sugar.

Mosquitoes: Eucalyptus, soy-bean oil and garlic juice are natural repellants – but they might repel humans as well! Try planting marigolds – mosquitoes and other insects hate them.

Flies: Scatter dried mint or basil leaves strategically around the house. Pleasant fragrance too!

Fleas: Gently bathe pets with citrus infused water and add cider vinegar to pet foods. Outdoors, plant fleabane.

Spiders: Place mock orange in closets and other corners.

Thank You! Thank You!

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

- Veniza Seward
- Lenora Schmidt
- Grace Alzheimer's
- Elijah Davis
- Isabelle Gaddie
- Gina Blake
- Busola Jimoh
- Winnie Ellazar



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

Challenge your mind with Sudoku!

According to a study by Harvard Health, challenging your brain with mental exercise helps to maintain brain cells and stimulate communication between cells. Keep your mind young with Sudoku!

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“I had been looking for liability insurance for over a month when I received an info-mailing from PCALIC. I phone with many questions and was at ease during the process. The process only took 3-4 days and I was very satisfied with the quote that came back. I will recommend PCALIC to friends & businesses!!!”

Kelly Barret-Godwin, Wolverine Academy, Alaska

IT'S A FACT: They may be tiny, but hummingbirds have sharper hearing and longer distance vision than humans. But they have no sense of smell.



Inside This Issue...

Diabetic Resident's Rights	Page 1 & 2
Easy Steps to Facebook!.....	Page 2
BUG PATROL!	Sidebars



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