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Visit Brian's 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.

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**Did you Know?**

June is also known as

- 1. National Candy Month
- 2. National Dairy Month
- 3. Great Outdoors Month
- 4. National Steakhouse Month

This June, make sure you eat at a steakhouse, eat some candy (in moderation), drink milk, and get outside!

**Important Dates:**



**June 14<sup>th</sup>**- Flag Day

**June 20<sup>th</sup>**-Father's Day

**June 21<sup>st</sup>**- Wimbledon Begins

**July 4<sup>th</sup>**- Independence Day

**July 6<sup>th</sup>**- Running of the Bulls

*Brian Barrick's*

*June 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*

PO Box 933, Hanover, PA 17331 · 800-673-2558 · [www.PCALIC.com](http://www.PCALIC.com)

Diabetes mellitus, better known simply as diabetes is a metabolic disease that is often classified into two categories – Type I and Type II diabetes. Type I diabetes is where the body does not produce enough insulin. Insulin is a hormone in the body that converts sugar, starches and other food into energy. This type of diabetes is usually diagnosed in children and young adults. Type II, however is often diagnosed in adults and the elderly. Type II diabetes is the most common form of diabetes where the body does not produce enough insulin, or the cells in the body ignore the insulin entirely. Insulin is necessary for the body to be able to use glucose for energy. When you eat food, the body breaks down all of the sugars and starches into glucose, which is the basic fuel for the cells in the body. Insulin takes the sugar from the blood into the cells. When glucose builds up in the blood instead of going into cells, it can lead to diabetes complications.

The most common symptoms of diabetes will generally include one or more of the following:

- Frequent trips to the bathroom
- Unquenchable thirst
- Weight Loss
- Weakness & Fatigue
- Tingling and numbness in the hands, legs or feet
- Blurred or Impaired Vision
- Itchy or dry skin

When diabetes is left untreated, it can cause numerous complications, infections, and even death.

### 8 Tips to Avoid Diabetes Complications

**1. Have Residents Make Routine Visits to their Doctor**

Make sure they see their doctor and healthcare team regularly to help monitor their diabetes and to help create regime to help get their diabetes under control.

**2. Monitor your resident's Blood Pressure and Cholesterol.**

High blood pressure and cholesterol can weaken the blood vessels and increase the chance of cardiovascular diseases, strokes, and heart attacks. But when it's combined with diabetes it's increasing the chances even more. By exercising and eating healthy, it can help control it.

**3. Schedule Yearly Physicals and Routine Eye Exams.**

Even though your resident probably sees a healthcare professional about their diabetes, it is important to schedule a routine physical and eye exam for them. This allows the doctor to conduct a more thorough exam to see if they are having any serious complications of diabetes.

**4. Keep Up to Date with Vaccines.**

If your residents have high blood sugar, their immune system is more likely to be weaker, increasing their chance of catching viruses, infections, and other diseases. It is important to keep up to date with their vaccines and ask their doctor what is right for them to avoid any complications and illnesses that could result.

*(Continued in sidebar on page 2)*



5. **Take Care of Teeth.**

As you might already know, if your resident has diabetes they are more prone to infections, and that includes gum infections. Make sure they brush their teeth at least twice a day, floss their teeth once a day, and schedule dental exams at least twice a year. Consult their dentist right away if their gums bleed or look red or swollen.

6. **Pay Attention to your Resident's Feet.**

Make sure to take care of your resident's feet. Diabetes can cause poor circulation and nerve damage to the feet. If they develop a blister or cut on their foot, make sure to treat it right away to prevent infection.

7. **Take a Daily Aspirin if okayed by your resident's doctor.**

People with Diabetes are at a greater risk of cardiovascular diseases including heart attack and strokes. Taking a daily aspirin thins the blood; helping to prevent blood clots to form that could cause these life-threatening health risks. Make sure to consult their doctor or healthcare provider before beginning any health regimen such as taking a daily aspirin.

8. **Take Stress Seriously.**

Stress can cause your hormones to react negatively. If you are stressed out or your resident is stressed out, it can cause the insulin to not work properly and this will only make matters worse. Make sure to get a good night's rest and don't allow yourself to stress out.

*Information modified from the American Diabetes Association and MayoClinic.com*

## How can Social Media Marketing help you?

Social Media is a growing marketing force in the 21<sup>st</sup> century and has the power to take your business to new heights. Even though Social Media Marketing is so powerful, many Adult Care Organizations still shy away from using it as tool. To stay ahead of your competition and in front of your supporters, you need to embrace the concept and move forward at warp speed. By engaging your supporters and potential residents online you are able to develop a relationship with them on a new personal level. Social Media Marketing can:

**1. Increase Website Traffic**

Traffic to your website is generated either by links on other sites or from social networking sites. The more social networks you are part of increases the amount of traffic referred to your site from social networking sites. This will put your website in front of more potential residents and their families.

**2. Replace expensive advertising methods that aren't working anymore with FREE Marketing!**

Some forms of marketing are high in cost and low in the number of leads returned. Social Media marketing has much lower costs with most networks being FREE to join. "Jumping on the Bandwagon" may save your marketing budget and your Adult Care Organization BIG Bucks in advertising costs.

**3. Build relationships with your residents/supporters**

We are living in a time period where residents WANT to KNOW who they are doing business with and what type of Adult Care Organization they are putting loved ones in ahead of time. They want to be reassured that Adult Care Organizations like your have a personality they can relate to and share common interests with.

**4. Hear what your supporters have to say!**

Feedback from your residents and their families is GOLD to any business. Use social media to do your market research. Ask your followers what you can improve on, what you are doing already that they love, and what they want to see in the future. You will be surprised at what you find out and how much it can help you.

**5. Build brand recognition/trust**

When potential residents are trying to decide if they want to live in your home/facility, it is likely that they will do a Google search for your company/brand name on the internet. By launching a social media marketing campaign, you will be increasing the number of returns to be viewed on that search.

Social Media Marketing may seem overwhelming at first, but with a guided approach, you could take your Adult Care Organization to new places on the web and increase your visibility, creditability, and revenue. Be on the look out for our August newsletter for our featured Social Media Marketing article on How to simply and effectively implement a Facebook strategy in less than 10 steps.

## Make Sure the Smallest Room is Also the Safest

It may be the smallest room in the house, but the bathroom is big on danger, especially for the elderly and youngsters. There is water, electricity, sharp corners, internal locks and perhaps drugs, all lying in wait for victims. But a few simple precautions will defeat them:

- Keep a non-slip mat in the bath and shower (and on the bathroom floor if it's polished or slippery).
- Only plug in electrical items when you use them. Then remove and replace with plastic outlet protectors.
- Keep all drugs under lock and key and always out of kids' reach.
- Install grab bars beside the bath and inside shower enclosures.
- Ensure towel rails are firmly fitted. Check them regularly.
- Fit door locks that can be opened from the outside in emergency.

## WELCOME!

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

Arnold AFC, Michigan  
 Care Assisted Sr Service, SC  
 Charly Collins, Washington  
 Four Seasons AFH, Washington  
 Live & Love, Nevada  
 Twelve Oaks Care Home, Arizona  
 Norma Allarde, Washington  
 Annie Jones, Georgia

(Solution to puzzle to the right)

4	3	5	2	7	9	6	8	1
9	8	2	1	6	3	5	4	7
6	7	1	5	8	4	2	3	9
1	4	3	9	2	6	7	5	8
5	6	8	7	4	1	9	2	3
2	9	7	3	5	8	1	6	4
3	2	9	8	1	5	4	7	6
8	5	4	6	9	7	3	1	2
7	1	6	4	3	2	8	9	5

Provided by Daily-Sudoku.com

## Thank You! Thank You!

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

- Mitch McKinlye
- Mary Robertson
- Dee Humphries
- Candi Belz
- Andrew Priest
- David Kennedy
- Titel Nita
- Hans Stone



**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. Complete this puzzle with your residents or other staff members to keep your mind young with Sudoku!

				7	9		8	
			1				4	
6			5				3	
		3		2		7		
		8				9		
		7		5		1		
	2				5			6
	5				7			
	1		4	3				

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"PCALIC has really saved my small business lots of money in insurance premiums. Before PCALIC I had premiums costing \$2,000 per month on my small facility!"

Rosemary Garret, Roses Place Inc, Maryland

I was wise enough to never grow up while fooling most people into believing I had.

-Margaret Mead



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