America’s elderly population is expected to reach 72 million by 2030, more than double the number in 2000.

1 out of 9 Americans considered Old

89 Million age 65 & older by 2050
Today’s Conversation

- The Wellness Landscape
- Trend: Market conditions, culture & client
- Implementation Strategies: MOG Introduction
- Grow “CHANGE Champions”
- Best Practices: Free tips - Tools

Wellness Spectrum

To Inspire
Perceptions

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Medical Fitness / Wellness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Getting the Fit Fitter</td>
<td>Specialized populations programming</td>
</tr>
<tr>
<td>Good designs invisible to consumer</td>
<td>Sick people / limited space (reality)</td>
</tr>
<tr>
<td>More Fun / motivational</td>
<td>Outcomes based</td>
</tr>
</tbody>
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1. Functional Fitness Programs for older Adults: The Athletic Old - Frail Elderly
2. Programming integration amongst segments to capitalize on each others strengths. Fitness is approx. 16% of a $18 Billion Industry.

Abilities vs. Disabilities

Channel Expertise
Quality of life programs, that help your residents gain better control over specific conditions that impact day-to-day function:

**Falls Prevention**
We teach safe and easy ways to help prevent or reduce falls and fractures with our falls prevention program.

**Memory Care**
Residents who need strategies to maintain memory and strengthen cognitive ability may benefit from our memory improvement programs.

**Continence Management**
We teach your residents how to strengthen muscles so they can make it to the bathroom safely with our continence management program.
AL/IL Opportunities

- Charge for individual classes or memberships
  - Internal
  - External – Greater Community
- Increase to outpatient B services
  - Referral of 4 residents for outpatient PT, OT, ST service per month would yield approx. $1,058 per month or $12,704 annually (4 x $4 per week x 4.2 weeks per month x 3 codes per service x .20 percentage retained by facility = 25% minus MPPR)
- Labor savings
  - Reduction in labor hours of activities personnel. .5 FTE would yield approx. $22,464 annual or $1,872 per month (.5 FTE x $18 per hour x 20% benefit load x 2,080 hours per year)
  - Reduction in contract wellness services: $1,083 per month (average of one class per day at $50 per class) Current cost associated with the provision of service to be internalized by EnerG programming
- Length of Stay Enhancement
  - Internal: Example: 25 residents with an increased LOS of 2 months would yield an increase of $31,579 over the course of an average LOS. (Average LOS 17 months progressing to 19 months. Used calculation of $2000 per month lease/rental resourcing monthly revenue (25 residents x $2000 x 2 mo) / 19 mo LOS = $31,579

Functional Training

- Source: Physical Activity Council Report

Aspirational Activities

- EnerG Circuit
  - [Diagram of EnerG Circuit]
Advance Planning Tools

**Week 1 – Week 4**

1. DRR to make site visit.
2. Attend class and provide written feedback.
3. Encourage attendance in EnerG Support Sessions as outlined in your Welcome Documents.
4. Identify wellness benchmarks to track & measure for your location.
5. Begin tracking attendance in all classes.
7. Visit and attend EnerG classes at a nearby location (if possible).

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Referral

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Rehab Report Card

Patient/ Family Version:

Reports are available in simplified "patient version"...

Reinforces how we communicate with patients and keep them informed about their care.

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Shift in Culture

Onsite Rehabilitation

Evidence Based Wellness Activities/Programs

Medically Oriented Gyms

MOG

Shift in Culture

Onsite Rehab Therapy

Wellness Services

New Channel Segment

• Medical Oriented Gym
• Community Wellness
• Stand Alone
Common Denominator

Endurance

Strength

Flexibility

Functional Training

Non Participants Interest

Source: 2015 Physical Activity Council Report

Adaptive Programming
Positive Results

- Attendance Increase 86%
- Increased Rehab Referrals 200%
- Increased participation 128%
- Falls Reduction from 38.3 to 24 in 6 months

Playbook Key

O : D
- Offense = Programming
- Defense = Wellness Culture

S : T
- Special Teams = Department Integration
- Drills = Ongoing Staff development

O : M
- Organization = Tracking Measuring Results
- Motivation = Broadcasting Results

Support Roadmap
Stay Connected

Strategies

- Experienced wellness team focuses on issues affecting the aging population such as balance, posture, fall prevention, flexibility, muscle or strength loss, post-rehab and cognitive health.

- Weekly 15 Minute Huddles w/ Key Champions: Focus / Recruiting

- Stimulate their desire to age in place by collaborating with therapists to develop effective transition plans, meeting residents’ goals.

- The Community achieves valuable marketing advantages to help attract and retain residents.
Sincere Thank You

In the spirit of integrating quality programs

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IGNITE PASSION
THROUGH WELLNESS AT PLAY

Regardless of age and ability, it’s important for fun to continue to have a role in our everyday routines. If you’re searching for additional ways to ignite your patients’ passion for life, you may want to consider incorporating EnerG® by Aegis’ multi-dimensional wellness programs into your facility. EnerG focuses on the seven dimensions of wellness – social, physical, emotional, intellectual, occupational, spiritual and environmental – for an innovative and balanced approach.

To foster a culture of lifelong learning at your facility, EnerG offers over 85 evidence-based activities and classes, and over 150 Wellness University programs. A few ways that EnerG draws upon the seven dimensions of wellness to create our programs is through:

PHYSICAL
Classes that incorporate endurance, strength and flexibility will help maximize functionality — a common goal for Baby Boomers. Yoga, circuit training and high intensity classes all provide movements that can address your patients’ physical needs.

INTELLECTUAL
Awareness of cognitive decline is making the headlines more and more, and being mindful in all areas of life is important. For ideas to “exercise” this aspect of wellness, we utilize activities that apply the mind: bingo, trivia and Sudoku are a few examples.
ENVIRONMENTAL
Understanding the impact the environment has on well-being can be a way to engage all ages in indoor and outdoor environments that are playful, artistic and innovative in nature. With our annual WALK! with Aegis – a six-day national event supporting Active Aging Week – your facility can address this dimension in addition to the other six that we incorporate throughout the week.

SOCIAL
Staying connected and socially engaged is a key factor in combating health issues and disorders from depression to stress-related chronic conditions like heart disease. We bring patients together for social interaction through activities and programs, such as our balance, relaxation and endurance group classes.

SPIRITUAL
Spirituality related to religion can be very personal; however, including self-worth, meaning, love and relatedness are what can bond your patients to your facility. Our yoga and thai chi class utilizes Eastern medicine techniques to improve physical and spiritual health.

OCCUPATIONAL
Gaining personal satisfaction and finding enrichment in one’s life through work can mean learning new skills as well as maintaining full functionality in order to enjoy the activities of daily living. With our endurance, strength and flexibility classes (beginner and advanced) patients can benefit from joint stability and protection, flexibility and energy conservation as well as education on the management of arthritis.

EMOTIONAL
Declining health and mobility can cause significant insecurity, general unease or nervousness within one’s self. To help instill confidence in patients to regain functionality, we offer restorative tools through group programming that targets visual imagery, cognitive processes and pain management.

EnerG by Aegis supports your commitment to help patients live a healthy and active lifestyle. Contact us today to learn how EnerG can help you incorporate “play” into your facility.

<<Name>>
<<Phone>>

AegisTherapies.com

Aegis Therapies welcomes all persons in need of its services and does not discriminate on the basis of age, disability, race, color, national origin, ancestry, religion, gender identity, sexual orientation or source of payment. ATS-00090-17 M288

EnerG by aegis