



Vitalize 360SM

The power of wellness.

Cultivating vibrant,
active individuals
and communities
for older adult

Vitalize 360 combines an innovative, award-winning¹, person-directed approach to wellness coaching with the power of information derived from a scientifically-grounded assessment system. The program engages, challenges and inspires older adults to live full, healthy, vibrant lives and enables communities to demonstrate significant improvement in successful aging². Vitalize 360 is a joint venture between two not-for-profits: Hebrew SeniorLife, a Harvard Medical School Affiliate, and Kendal.

Person-centered Coaching and Expanding Support

Reflective, person-centered coaching is paramount to Vitalize 360. Meetings give participants opportunities to share what is most important, set goals and refocus on living more intentionally. Vitalize 360 supports individuals as they progress through stages of “activation” toward living their “best lives.”

The active engagement of a team of community staff is vital to program success. In some settings, this may be the interdisciplinary or resident services team, and includes staff that routinely interacts with residents/members. (Group composition will differ based on the type of community.) The team is a critical resource, plays an advocacy role and collectively supports individuals to achieve their goals. Discussions and follow-up recommendations are recorded and tracked.

“...our most cruel failure in how we treat the sick and the aged is the failure to recognize that they have priorities beyond merely being safe and living longer; that the chance to shape one’s story is essential to sustaining meaning in life; that we have the opportunity to refashion our institutions, our culture, and our conversations in ways that transform the possibilities for the last chapters of everyone’s lives.”

— Atul Gawande, *Being Mortal: Medicine and What Matters in the End*



¹2015 Program Innovation of the Year Award, LeadingAge Massachusetts; 2013 Gold Pinnacle Award® winner for “excellence in whole-person wellness programming” by NuStep.

²Rowe and Kahn define successful aging as multidimensional, encompassing the absence or avoidance of disease and risk factors of disease, maintenance of physical and cognitive functioning, and active engagement in social and productive activities. (Rowe J., Kahn, R. Successful Aging. New York: Pantheon Books, 1998) However, Bowling et al suggest that this definition fails to address the implications that a disease-free older age is unrealistic for most, and that emphasizing absence of disease and good physical/cognitive functioning is limiting. (What is successful ageing and who should define it? British Medical Journal, 12/24/05; 331 (7531): 1548-1551) The authors go on to discuss several other definitions that emphasize life satisfaction, social participation and support, perceived autonomy, sense of purpose, spirituality and personal growth. Vitalize 360 is closely aligned with this multi-dimensional, comprehensive view.

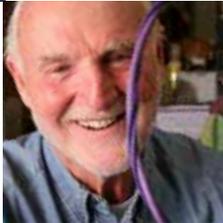
Vitality Plan and Evidence-based Assessments

Individuals create a Vitality Plan, a personalized well-being roadmap that guides the achievement of self-identified goals. The *Vitality Plan* may support existing activities or inspires new achievements. Information about the person is gathered using two evidence-based assessment tools — the *Lifestyle Survey* and the *Health and Social Check-up*³ — and entered into a Web-based software system. The Lifestyle Survey is self-administered and captures the person's preferences and satisfaction with current activities. The Health and Social Check-up includes items in four key areas: community and social life, cognition and mental health, getting around in everyday life, and health. Information compiled from these two tools and the Vitality Plan are documented and used for community tracking, benchmarking and quality improvement. The assessments are also being integrated with the annual Medicare wellness visit.

Impact on Communities and Return on Investment (ROI)

Vitalize 360 helps a community move from “what’s the matter” to “what matters most.” It increases the quality and depth of engagement between staff and residents/members, a requirement for really knowing them as individuals. The Web-based software supports the larger operations, and allows staff to record information and all the touch points along the way.

Organizations are able to be more strategic and predictive around health and wellness operations, and utilization. For continuing care communities, Vitalize 360 can help individuals live vibrantly and independently longer, potentially freeing health center beds and services for individuals in the community at-large. For continuing care at home, the program gives care coordinators additional tools to support healthy aging and reduce care costs.

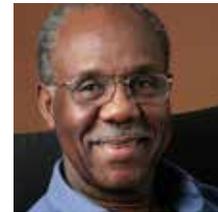


³The *Lifestyle Survey* is self-administered and captures the person's preferences and satisfaction with current activities. The *Health and Social Check-up* is a health-focused evaluation tool and includes about 60 items. A longer tool called the *Health and Social Check-up PLUS* is also available. The assessments are part of a larger suite of instruments developed by interRAI, an international network of researchers who promote evidence-informed healthcare and wellness tools.

Findings to Date

Preliminary evidence out of Orchard Cove, a continuing care community in Canton, Massachusetts, indicates that Vitalize 360 improves population health and quality of life. More specifically, there were statistically significant improvements in mood, loneliness, social interaction, perception of health status, and self-reported quality of life of residents — as compared to a matched, control group. This data was submitted for publication in a peer-reviewed medical journal in March 2016.

There is also anecdotal evidence that individuals are much more likely to turn to hospice care, are much less likely to die in a hospital, and that the skilled care census drops significantly.



Sometimes we can offer a cure, sometimes only a salve, sometimes not even that. But whatever we can offer, our interventions, and the risks and sacrifices they entail, are justified only if they serve the larger aims of a person's life. When we forget that, the suffering we inflict can be barbaric. When we remember it the good we do can be breathtaking.

— Atul Gawande, *Being Mortal: Medicine and What Matters in the End*

The logo for Vitalize 360. It features the word "Vitalize" in a large, bold, yellow-green font. Above the letter "i" in "Vitalize" is a stylized red leaf. To the right of "Vitalize" is the number "360" in a teal font, with a small "SM" trademark symbol to its upper right.

The power of wellness.

KENDAL
Outreach
Together, transforming the experience of aging®



Hebrew
SeniorLife



Affiliated with
Harvard Medical School

email: info@Vitalize360.org | phone: 610.335.1283