

## Promising individualized dementia cognitive care model

Alison Ruth Kennedy, President of Kennedy Cognitive Services, Inc. Winnipeg, Manitoba, Canada

### PURPOSE:

To share insights from pioneering an individualized dementia stimulation initiative in Winnipeg, Manitoba, Canada (2011-2021)

### BACKGROUND:

Kennedy Cognitive Services, Inc. was founded by Alison Kennedy in Winnipeg, Manitoba, Canada in 2011 to address a need for individualized dementia cognitive care. Her academic education in Alzheimer's, her experience as a volunteer on a locked dementia ward, as a research interviewer at the Center on Aging, as a university lecturer, as a companion and as a cognitive educator fueled her mission.

### PROJECT:

K.C.S. - E.N.R.I.C.H. Program for individuals with dementia living in community and institutional settings. (No exclusion criteria)

### Purpose:

1. To provide enjoyable one-on-one cognitive stimulation tailored to the individual's needs, interests and abilities.
2. To nurture the client's brain health, sense of connection, self-esteem and improve quality of life.

### Program:

Retired geriatric healthcare professionals have been fully trained and equipped as K.C.S. Cognitive Support Specialists to provide regular hourly, fun, person-centered stimulating sessions to clients with dementia in their place of residence.

Families determine the frequency of the sessions (1/2wks to 3/wk)

Remote half-hour sessions are available as needed during COVID-19 to capable clients.

Families receive feedback immediately following each session via e-mail.

The cost of this service is tax deductible with physician support ("tutoring for persons with disabilities")

### Materials

- KCS Resource Manual + Kit  
Fun, adjustable activities for stimulating a variety of clients with cognitive and physical handicaps. (104 pages)
- Other materials



KCS TOOL KIT

### Staff training:

- Core
- job shadow
- independent study
- evaluation while conducting live sessions
- written test
- on going training at monthly staff meetings

### OUTCOMES:

Participants: 42 clients living with dementia

Gender: 15 males 27 females  
Residence 67% PCH 26% community  
Diagnoses Parkinson's, WKS, VaD, MCI, Progressive Aphasia,, AD, stroke

### Length of Client Participation:

- 57% > 1 year
- 26% > 3 years
- 1 client 8 years, 10 months
- record length remote sessions (Apr. 2022):
  - via phone: 1 PCH client > 2 yrs.
  - via video conferencing:  
1 supportive housing client 2 yrs

### Reason for program termination:

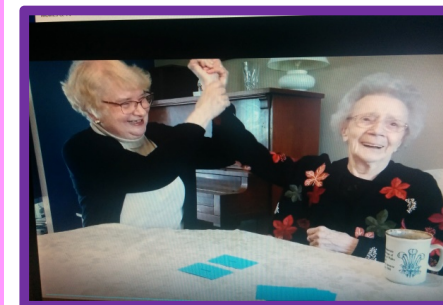
Death 44%  
Declining health 14.3%  
COVID-19 9.5%

### COMPANY MILESTONES:

International (2014)  
Regional (2016)  
Local Recognition (2018)

Physician endorsement  
Warm testimonials

See: [www.kennedycognitive.com](http://www.kennedycognitive.com)



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### INSIGHTS:

This program demonstrates a portable and adaptable method to effectively improve quality of life for individuals with dementia and reduce stress in family caregivers. Methods, tools, and principles for in person and remote individualized dementia cognitive care have been developed, thoroughly field tested, and have the ability to meet changing client abilities and needs over time. KCS staff and family caregivers work together to support individual clients. Staff motivation is high; families feel empowered and less overwhelmed.

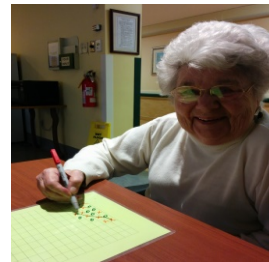
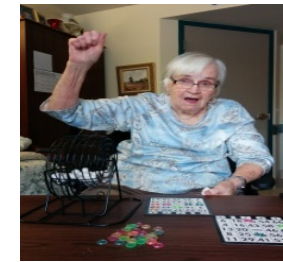
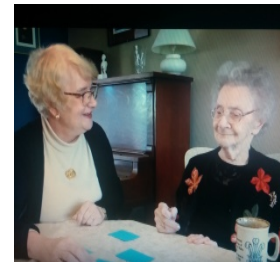
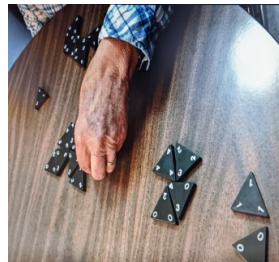
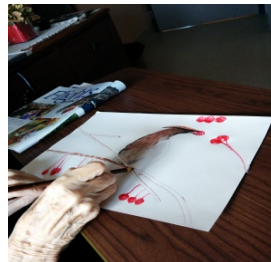
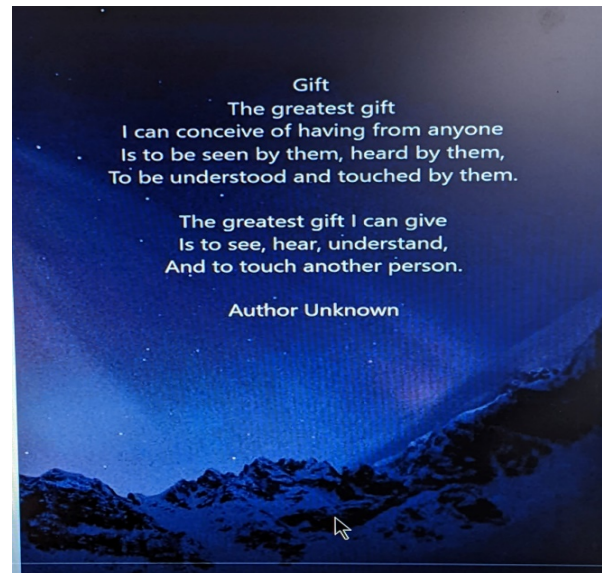
Significant expansion will require broad professional endorsement and adoption by public health care. There is a need for training and certification of Cognitive Support Specialists. This cost effective concept for the future of dementia care was shared at Ideas Lab 2014 at Stirling University, Scotland.

### CONCLUSION:

This is a promising individualized dementia cognitive care model.

***"I believe this model could be successfully adopted by public health care. Those living with dementia have fundamental needs for ongoing emotional and cognitive support.."***

Alison Kennedy, President  
Kennedy Cognitive Services, Inc.  
June 9, 2022



Global Conference of Alzheimer Disease International, London, England, June 9-11,2022, Poster 411

