



Expansion of Programs and Services for Individuals with Memory Impairment in Community Based Care.

Executive Summary:

Insight Memory Care Center wanted to expand services beyond their core Adult Day Services program. Attention was shifted to education, support, and community outreach programs. With limitations on physical space, there were several approaches that were taken to ensure successful development and implementation of education, support and early stage programs.

Organizational Background:

Insight Memory Care Center (IMCC) is a 501(c) 3 nonprofit located in Fairfax, Virginia. IMCC's mission is to provide specialized care, support and education for individuals with memory impairment, their families, caregivers, and the community through its adult day health and resource center.

Challenges:

Being a small nonprofit organization, there were certain limitations to the services that were being offered at the time. The focus from the staff and the board of directors was on developing and bringing the day center program to its current state, with little focus on a refined vision and dedicated resources towards supporting the identified populations (early stage, caregivers, and the community at large.) With limitations on human and financial resources (staffing, funding, etc.) as well as physical limitations within the current space, this posed significant challenges to overcome.

Solution:

The organization was committed to enhancing its services beyond the day center, but lacked the knowledge and understanding on how to achieve this vision. Joel was brought on to reshape the program and develop an implementation plan for these new programs and services. After an organizational analysis, Joel identified obstacles to overcome and developed a strategic SWOT analysis and identified a tiered approach to new program development over the next three to five years.

With this being a multi-year process, there were multiple steps that needed to be achieved in a sequential order, starting with staffing. As these were new programs being developed for the organization, Joel sought out a team leader who was well respected in the industry, had community connections, and the background in working with this unique population. Once retained, Joel worked closely with the staff on program development and program support for implementation. Simultaneously, funding was a critical component to get these programs off the ground. Through budget modeling, revenue forecasting, grant funding, and fundraising support, a financial structure was developed.

Results:

Within five years, IMCC developed and launched new and innovative programs that aligned with their strategic plan and vision. Working step by step through the implementation plan, this allowed IMCC to have a stronger presence in the community, enhanced strategic partnerships, diversified revenue streams, and ultimately filling the gap in services for these individuals.

Accomplishments:

- Five new early stage programs
- Six diversified support groups
- Professional training fee services
- Strategic partnerships locally and nationally

Looking at the three main areas of programmatic expansion, Joel garnered an average increase in attendance over the last four years of:

- Education Programs: 82%
- Support Services: 21%
- Early Stage Programs: 25%

This approach will be replicated as IMCC looks to expand into multiple markets, leveraging existing partnerships and programs allowing them sustainable growth and success.

Testimonials

“Under Joel's leadership, Insight Memory Care Center achieved an enviable reputation for its competent personnel – both its compassionate caregivers and its knowledgeable educators and trainers. He understands the importance of education and training for both professional growth and organizational success. Without question, IMCC reached a new level of professionalism during Joel's tenure. “

- Richard Kaplar, Insight Memory Care Center Board Member

“Under Joel's leadership Insight Memory Care Center offered targeted dementia education and training for staff, family, caregivers, and community members; and, with patience, and even humor, cared for clients each step along the way as their dementia progressed.”

- Nancy Scott, Insight Memory Care Center Constituent

We can help your organization with program and service expansion and development, no matter the demographics or population you serve. Contact Joel Bednoski at Joel.Bednoski@HarpConAG.com or at 703.864.3445 to discuss how we can help make your vision a reality.