

Why Water Worx for Senior Living & Senior Services



You can't believe how happy I am that I was able to find some means of helping get my strength back. Being in the HydroWorx pool allowed me to be able to get up from a sitting position. I never dreamed of how much improvement I could make in such a short time."

Virginia, user at Walnut Ridge, suffers from MS and Parkinson's

Aging gracefully can be a process. Let HydroWorx ease the pain.

America: An Aging Population

Exercise and therapy are far less painful in warm water than on land. Water's natural properties eliminate the amount of stress a person is bearing on their joints. It also reduces joint inflammation and improves circulation.

Who can benefit from Warm Water Exercise?

- the 10,000 who turn 65 everyday
- the 1 million who have a knee or hip replaced annually
- the 25.8 million who have Diabetes
- the 27 million with Osteoarthritis
- the 72 million who are obese
- the 97 million who are overweight
- the 100 million who suffer from chronic pain

THE IMPACT OF MOVING LESS AS WE AGE:

Older adults fear falling and, as a result, self-limit activities, social engagements and participation in wellness. This can result in further **physical decline, depression, social isolation and feelings of helplessness.**

THE IMPACT OF WARM WATER EXERCISE AND WELLNESS:

Offering a "lower pain and less feared method" of wellness, **exercise and rehab can greatly enhance your residents' quality of life.** In the water, there is no fear of falling. Research from the University of Utah shows that older adults who consistently exercise on an underwater treadmill **improve flexibility, sleep patterns and joint pain.** Senior Living/Senior Services leaders and staff must be determined and innovative in their efforts to offer effective solutions and educate their residents, caregivers and practitioners about the benefits of exercise.

THE FINANCIAL IMPACT OF OFFERING WARM WATER:

By offering a **safe** and **lower pain** method of rehab and wellness like warm water, facilities can become the 'Facility of Choice' in their community. This results in:

- Increased census and more referrals
- Less resident discharges in IL, ALF and ICF; resulting in increased ROI from:
 - Increased therapy patients and therapy productivity
 - Increased RUG scores and better patient mix
 - Decreased ALS for rehab and short term stay programs
 - Increased ALS in IL and AL facilities

Understanding the Impact of a Fall

According to the US Centers for Disease Control and Prevention, one-third of Americans aged 65 and older fall each year with up to 30% experiencing fall related injuries that negatively impact functioning and independence. **Muscle weakness and gait impairments are the most common causes of falls in all older adults.** Falls are also the leading cause of fatal injury and the most common cause of non-fatal trauma-related hospital admissions among older adults.

\$28.2 billion

The direct medical cost of fatal and nonfatal fall injuries in 2010.

\$54.9 billion

The expected financial toll for older adult fall related injuries as the population ages. This could be reached as early as 2020.

2.3 million

The number of fall injuries treated in emergency departments in 2010 resulting in 650,000 hospitalizations and 20,000 deaths.

72 million

The projected number of individuals 65 and older in America in the year 2030. Currently, the number is 40 million.

50

The percent of individuals 80 years of age and older who fall each year. The incidence of falls increases with age.

15

Every 15 seconds, an older adult is treated in the emergency room for a fall.

1 in 4

The number of patients who recover completely from a hip fracture. It is also nearly the number of patients who will die within a year of a hip fracture due to complications.

40

The percent of individuals that do not return to independent living after being admitted to a hospital or nursing home due to a fall.

70

The percent of all accidental deaths accounted for by falls among adults 75 years of age and older.

57

The percent of fall rates in CCRC's and residential retirement homes.

The Impact of HydroWorx Warm Water Therapy & Wellness.

HOW IT WORX FOR THERAPY SERVICES:

Medicare Certified Facilities. Warm water therapy offers the ability to reduce stress on a residents' joints and reduce inflammation leading to higher compliance and reduced pain during the session. This offers tremendous value for increasing RUG Scores (including minutes) and higher billable rates (due to more minutes of treatment).

- Increase RUG level score from _____ to _____ = \$ _____
- Example Scenario: 8hrs per day x 1 person in pool per session (for 30 Min sessions)
 - 4 Billable Units/ hr. x 8 hours x 5 days/wk x 50 wks /yr = 8,000 billable units
 - 8,000 billable units x \$30/unit = \$240,000 (for Medicare part A and Insurance instances)

Private Pay Facilities and Other Cash Pay Options. The use of the pool can be charged for:

- Outpatient Wellness: \$1.00 / per min or \$10 per session (as part of a group)
- Leasing options to physical therapy clinics or private physical therapists– example: charging for 6 hrs of access a day could yield \$4,800 each month or \$57,600 annually

Increased Marketing Options. Market the pool to the surrounding community to help older adults aging at home in the following areas: therapy needs, falls reduction programming, wellness opportunities to stay independent & living at home!

- \$10 per session
- One admission that comes from this exposure and experience could yield an additional \$36,000 annually

HOW IT WORX FOR FALLS REDUCTION:

Falling is not an inevitable result of aging. Through evidence-based interventions, such as **FallProof™ H20** developed at California State University Fullerton, comprehensive wellness programs combined with simple lifestyle adjustments can substantially reduce the number of falls among older adults.

- Falls are #1 reason for liability claims against senior living communities and hospitals– average cost per claim \$131,104 (AON Report 2011). Eliminate one claim and your facility saves \$ _____
- Studies show that an individually tailored multidimensional Fall Reduction Program is the most effective way to prevent falls. The CDC has reported that for every \$1 invested in an evidenced based program, \$1.60 is saved in direct medical costs. With this program, how much can your community save in direct medical costs? \$ _____
- One fall can cost a senior living community the loss of a resident (due to hospitalization, death, or transfer to a higher level of care). Eliminate one lost resident annually and save \$ _____
- Less Falls can bring in new admissions due to reputation and minimal falls statistics at your facility (from the program). One new admission annually adds additional revenue to your facility of \$ _____
- Less Falls means less discharges or admissions needed to keep facility admissions at profitable goals or targets. One less discharge annually saves \$ _____
- Increased Admissions and Census due to offering a marketable amenity with proven results. One additional admission yields your facility \$ _____

Your Facility's total revenue/savings by implementing an aquatic based falls reduction program: \$ _____

HOW IT WORX FOR WELLNESS:

The utilization of the Senior Fitness Test and the Criterion Standards to help residents maintain or increase functional levels can lead to increased average length of stay in independent and assisted living settings. Offering a way to exercise with less pain, like warm water programming, increases the number of residents you can reach. **The longer a resident stays in independent or assisted living, the more profitable your community will be.**

- Keeping a resident in IL 1 year longer = \$ _____ in savings.
- Keeping a resident in AL 1 year longer = \$ _____ in savings.
- The average monthly cost for AL is \$3,293 per month (one bedroom unit) compared to the average monthly cost for LTC at \$6,965 (private room in a nursing home) according to longtermcare.gov.
What does it cost your community when a resident has to leave IL and move to AL or LTC? \$ _____.
- Weight Loss numbers _____ (cases etc)
- Improve Diabetes conditions and #s _____

OUR EXPERT PANEL



Colin Milner: founder and chief executive officer of the International Council on Active Aging® (ICAA), is a leading authority on the health and well-being of older adults.

Supporting the need for Water with Population Demographic and Statistics! An expert who understands aging population statistics, demographics and that the “Future is Gray” can be a good thing; Colin knows HydroWorx makes a difference!

“For the past 66 years, corporations around the world have profited from the baby boomer market. As baby boomers now swell the ranks of the 810 million people aged 60 and over, their economic impact continues to be felt. Thirty years ago there were no ‘aged economies’ in which consumption by older people surpassed that of youth. In 2010, there were 23 aged economies, and by 2040 there will be 89.” (UNFPA and HelpAge International)

An example of this can be found in the US where the older market represents more than US \$2.3 trillion in spending power (Age Wave) it is 47 times richer than its younger counterpart (Pew Research Center), controls roughly 50% of all discretionary income (Deloitte), and dominates 1,023 out of 1,083 categories in the consumer packaged goods industry alone (Nielsen wire).



Jan Montague, President of Whole-Person Wellness International™, is focused on the advancement of whole-person wellness education, strategies and outcomes for individuals and organizations.

Supporting the Value of Water for Wellness! An expert in Whole-Person Wellness, Jan believes the healing powers of warm water environments can enhance one’s multiple dimensions of well-being. She has seen firsthand how HydroWorx pools can help older adults maintain and/or regain independence.

“HydroWorx pools, combined with warm-air aquatic environments, provide individuals with increased environments, individuals can hbe proactive and take responsibility for their health and wellness whether they are dedicated to a fitness regimen, have chronic pain, joint injuries, or stability issues.”



Debra Rose, PhD, is the Director of Institute of Gerontology, Director of the Center for Successful Aging, and Professor in the division of Kinesiology and Health Sciences at California State University, Fullerton. Additionally, she serves as the Co-Director of the Fall Prevention Center of Excellence housed at the University of Southern California. Dr. Rose is recognized internationally for her work in fall risk reduction and for the award winning FallProof™ training programs and instructor certification.

Supporting the Value of Water for Fall Risk Reduction! An expert in fall risk reduction research, education, assessment and programming, Dr. Rose considers HydroWorx pools to be an excellent tool to improve balance and mobility.

“HydroWorx pools provide a safe environment for older adults to improve their balance, strength and overall mobility. Too often, older adults with certain chronic medical conditions and/or at high risk for falls are unable or lack the confidence to exercise on the land. The magical properties of water, in general, allow older adults to exercise in a reduced weight-bearing and pain-free environment. The flow of water can also be systematically manipulated in the HydroWorx pool to increase both the challenge and intensity of the exercise. The fear-of-falling during exercise can also be significantly reduced in the aquatic environment, leading to increased confidence that can positively influence the performance of daily activities on the land.”



Dennis Dolny, PhD, is the Director, Department Head, Health, Physical Education and Recreation at Utah State University. He is also the published author of numerous aquatic research studies.

Supporting Therapy Compliance Through Water! As an expert in research studies on Osteoarthritis ‘OA’, Dr. Dolny has experienced how great the HydroWorx pool is as a tool for managing Chronic Pain and dealing with obesity.

“We were careful to record compliance in the OA study, which required 2-3 training sessions in the HydroWorx each week for a total of 6 weeks. Typically, compliance of 80% or more is considered very good. We recorded 100% compliance in our group of 18 participants. Unsolicited comments that we typically received from patients include: ‘I do not have the fear of falling in the water • My joints do not hurt in the water • The water feels good • I want to keep training when the study finishes!’”
