

Vitalize 360 is a senior coaching and assessment process that uses art and science to promote optimal wellness for successful aging¹. The program combines an award-winning², innovative wellness coaching program with the power of information derived from a scientifically-grounded assessment system.



The power of wellness.

Vitalize 360 is a joint venture between two not-for-profits: [Kendal Outreach, LLC](#), a subsidiary of [Kendal](#), a system of communities and services for older adults; and [Hebrew SeniorLife](#), a non-profit affiliated with Harvard Medical School.

360° View, Broadening the Focus

Vitalize 360 does not look at just one part of an individual. It embraces the entire well-being of a person – the 360 degree view – and encourages older adults to consider all aspects of their lives including health, nutrition, physical and mental fitness, community activity, social connections, spirituality, sense of purpose, and lifelong learning. The coaching conversation guides, inspires and challenges the individual to create a full, vibrant lifestyle, towards living the best life possible.

Coaching Model and Evidence-based Assessment System – a Unique Synergy

Developing a meaningful conversation that facilitates self-direction and action is intrinsic to the program coaching model. With the coach's assistance, each individual develops a personalized *Vitality Plan* designed to inspire new achievements and foster a meaningful and active life. The *Vitality Plan* is rooted in a foundation of successful aging that focuses on the development of a life goal, supporting goals and actions steps.

During the coaching conversation, information about the person is also gathered using two evidence-based assessment tools – the *Lifestyle Survey*³ and the *Health and Social Check-up*⁴ – and entered into a web-based software system.

Interdisciplinary Team, Expanding Older Adult Support

The interdisciplinary team (IDT) serves in a critical resource and advocacy role and may include lay persons and/or professional staff that support the older adult. Composition of the team will differ based on available resources and setting. In many cases, the IDT's primary organizational role is transformed to fully support the program goals. The coach communicates on a regular basis with the older adult about his/her *Vitality Plan*, and the IDT discusses and consults with the coach in a consistent and prescribed manner.

Outcomes for Successful Aging and ROI

Outcome data is used by the community to evaluate individual and population health and wellness, and benchmark performance with others in the consortium. In addition, outcome data informs wellness program operations and development, strategic planning, and quality improvement. Return on investment is discernible improvement in successful aging.

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Preliminary Results

[Orchard Cove](#), a continuing care community in Canton, MA, initially developed the program and has found significant positive results, including:

- 90% of residents participate in the program.
- 85% of the participants developed a fitness plan.
- Of those resident participating, 80% exercise on a regular basis (more than twice a week).
- Since 2011, the percentage of residents who exercise increased from 33% to 74%.
- 89% of the residents participating reported having good or excellent health - up from 80% one year earlier. This was a statistically significant finding.
- 62% of the residents participating stated they are delighted with life as a whole – up from 32% one year earlier, a statistically significant finding.

Vitalize 360 and the Triple Aim: Cost, Outcomes, Experience of Care

The [Institute for Healthcare Improvement's](#) (IHI) framework for optimizing healthcare system performance includes reducing cost, improving outcomes, and improving the experience of care. An aging services community is a microcosm of the larger healthcare system, and the Vitalize 360 program lays the groundwork for the necessary infrastructure and operational change needed to optimize your health/wellness program.

Selected comments:

“The assessment tool is allowing the success of the program to be tracked, which is crucial. Fitness is a main component, but it is motivated by goals that are often larger such as writing a memoir or volunteering in the community or playing a leadership role in one’s family, and wanting to possess the physical capacity to do these things...”

“Our acute care statistics speak for themselves: since utilizing the program hospitalizations dropped across two years from 173 to 137; pain as a reason for hospital admission dropped from 11 to 4. This is very significant.”

“Data from the assessments validates the trends I’m seeing as we interview our residents. The data will serve as concrete evidence to show my administrator and team the need for a redistribution of resources and staffing. I’m excited to be able to develop targeted programs and resources that will best meet the needs that we’ve uncovered...My hats off to you. This is an incredible product with a dedicated team of professionals supporting it.”

“This is a gigantic program for us. It gave me a chance to analyze what has happened in my life, what is going on today and will continue to give me hope for the future. It gave me an opportunity to rethink my life. I feel lucky – life isn’t easy but because I’m here there are opportunities to positively share and plan for the future.”

“...the number of residents exercising has climbed from 30% to more than 75% since the pilot program’s launch three years ago.”

¹ Rowe 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 (*What is successful ageing and who should define it?* British Medical Journal, 12/24/05; 331 (7531): 1548-1551) 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. 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. Callahan et al (*Successful aging and the humility of perspective*. Ann Intern Med 2003; 139: 389-90) suggests that we need to examine our assumptions, adopt humility of perspective, and respect the values and attitudes of each older adult. This philosophy is at the heart of the Vitalize 360 program.

² 2013 Gold Pinnacle Award® winner for “excellence in wholeperson wellness programming for older adults” by NuStep

³ The *Lifestyle Survey* is self-administered by the older adult and captures the person’s preferences and satisfaction with current activities. The information is later discussed with a wellness coach who assists the older adult to develop lifestyle change goals. The tool is part of a larger suite of instruments developed by interRAI, a collaborative network of researchers in over thirty countries who promote evidence-informed healthcare practice and policy decisions through the collection and interpretation of high-quality data about the characteristics and outcomes of older and disabled adults.

⁴ The *Health and Social Check-up* is subtle, non-invasive health-focused evaluation tool and includes about 60 items. A longer tool called the *Health and Social Check-up with Supplement* is also available.