

Vitalize 360 is a coaching and assessment process for older adults that uses art and science to promote optimal wellness for successful aging.<sup>1</sup> The program combines an award-winning<sup>2</sup>, innovative, person-directed approach to wellness coaching with the power of information derived from a scientifically-grounded assessment system.



Our mission is to engage, challenge and inspire older adults to live a full, healthy, vibrant life and enable communities to demonstrate appreciable improvement in successful aging.

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*<sup>3</sup> and the *Health and Social Check-up*<sup>4</sup> – 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 residents 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."

"I think most people set goals when they're young and married and have small children. Now I see myself coming back to a lot of those things that I said, 'well, I'm never going to do that at this age,' but I find I want to."

"It is a very good way to crystallize what you want to do which I had never really consciously did before. It makes my life much richer and on a completely different direction than it used to be for the past 8 years."

"I think the program is wonderful. When I look around and maybe I'm feeling a little down, and I see these women and their working out in these classes and their doing things and I say, if they can do it why shouldn't I be doing it."

<sup>1</sup> 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.

<sup>2</sup> 2013 Gold Pinnacle Award<sup>®</sup> winner for "excellence in whole-person wellness programming for older adults" by NuStep

<sup>3</sup> 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.

<sup>4</sup> 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 Plus* is also available.