

cares[®]

HEALTHCARE INTERACTIVE[®]

CARES[®] Dementia 5-Step Method

Indiana Healthcare Association
Regulatory Roundup

May 8, 2025



HCI/CARES® Background

- ❁ **John V. Hobday, MA, CEO & Founder**
- ❁ Exclusively focused on dementia care training, certification, and credentialing for 27-year history
- ❁ 15+ year history of research, validation, and publication
- ❁ Headquartered in Minneapolis, MN



CARES Dementia Training Programming

Evidence-based, Award-winning, and Published:

CARES® is evidence-based and stands out as the most awarded, researched, and academically published online dementia-care training available.



- Instructs staff to handle and prevent dementia related behavior
- Real caregivers providing care to real people living with dementia. No actors!

CARES® Dementia Programs

Ten educational programs, 40 hours of training in 1-hour modules. Each includes a Certification exam.

- CARES® Dementia Specialist (C.D.S.)



- CARES® Dementia 5-Step Method
- CARES® Dementia Safety Topics
- CARES® Dementia-Related Behavior
- CARES® Activities of Daily Living (4 & 10 hour)
- CARES® End-of-Life Dementia Care
- CARES® Elder Abuse Awareness and Prevention
- CARES® Serious Mental Illness
- CARES® Dementia 5-Step Method for Hospitals
- CARES® Dementia 5-Step Method for Families
- CARES® Dementia 5-Step Method in Spanish

CARES[®] Dementia 5-Step Method

Evidence-Based CARES[®] Dementia 5-Step Method:
An easy-to-remember 5-step method to care for
people living with dementia



- C** – Connect with the Person
- A** – Assess Behavior
- R** – Respond Appropriately
- E** – Evaluate What Works
- S** – Share with Others

The **cares**[®] Approach
A Person-Centered Approach for Dementia Caregivers

Connect with the Person

Communicate or do something meaningful with the person.

Assess the Person's Behavior

Ask yourself what a person's behavior means.

Respond Appropriately

Try the best approach based on their behavior.

Evaluate What Works

Look to see if the person responds positively.

Share with Others

Tell team members, family, and friends what worked.

www.hcinteractive.com/CARES

©2004 – 2025 HealthCare Interactive, Inc.

National Awards

16 National Awards since 2012!

eHealthcare
LEADERSHIP
AWARDS **2024**

WINNER



- Platinum Award for Best Interactive
- Gold Award for Best Rich Media

eHealthcare
LEADERSHIP
AWARDS **2023**

WINNER



- Distinction Award for Best Healthcare Content

eHealthcare
LEADERSHIP
AWARDS **2022**

WINNER



- Distinction Award for Business or Process Improvement

eHealthcare
LEADERSHIP
AWARDS **2021**

WINNER



- Platinum Award for Best Interactive
- Platinum Award for Process Improvement

CARES[®] Research Studies Summary

- 25+ CARES-focused research publications since 2009
- Research validations in 5 broad areas:
 - ✓ CARES[®] Online Training Programs
 - ✓ CARES[®] Dementia 5-Step Method (the 5-step approach itself)
 - ✓ CARES[®] Observational Tool
 - ✓ CARES[®] and Reduction of Antipsychotics
 - ✓ CARES[®] in Acute-Care Hospital Settings

Summary of Overall Research Findings

To our knowledge, CARES® is the **most researched, evaluated, and published** online dementia care training on the market.

Key CARES research findings include:

1. Reduction in Antipsychotic Medication Usage
2. Improved Staff Training Outcomes
3. Improvements in Observable Care Practices
4. Reduced Anxiety in Nursing Home Residents
5. Improved Staff Competence and Patient Care in Hospitals
6. Shorter Hospital Stays for Patients

Approved for CEU credit



- CARES® is the only online dementia care training program to have ever been recognized by CMS.
- Meets state requirements for New Hire training, as well as NAB & ANCC-certified CEUs for nursing & administrative staff

Testimonials



Rhonda Sanders-Simmonds

Director of Memory Care Center of Excellence

[2025 McKnights Pinnacle Inspiration Award Winner](#)

"I've reviewed a lot of training programs, and I am really impressed by the **quality of the CARES® Dementia Care training**. CARES stands out because the training actually instructs staff on effective approaches to support a person living with dementia. This is **critical to decrease staff burnout and turnover**, and simultaneously **enhance resident care** and empathy."



Melissa Wojewnik

Executive Director

"I chose the CARES Dementia Certification because I wanted to **be a better, more well-informed** administrator--not just in title, but in practice. While the CDP designation is widely recognized, the **CARES training offered a deeper, more practical approach** rooted in real-life application. It **gave me tools I could immediately use** to support both my team and our residents living with dementia.

For me, it wasn't just about a credential--it was about showing up with knowledge, empathy, and leadership that makes a difference."



Thank you! 🙏

Questions?

John Hobday

CEO & Founder

HealthCare Interactive, Inc.

612-709-7777

jhobday@hcinteractive.com

cares[®]

HEALTHCARE INTERACTIVE[®]

APPENDIX



CARES[®] Online Training Studies

Evidence-Based CARES[®] Dementia 5-Step Method Online Training and Certification: a series of 10 programs ranging including safety topics, behavior, ADLs, end-of-life care, and hospital care.

Broad Research Question: Can online training and certification be proven to effectively increase quality of care for people living with dementia in long-term care, at home, and in hospitals?

- **2018:** Dobbs, D., Hobday, J., Roker, R., Kaas, M., & Molinari, V. (2018). Certified nursing assistants' perspectives of the CARES Activities of Daily Living dementia care program. *Applied Nursing Research* 39(Feb): 244-248.
- **2017:** Pleasant, M. L., Molinari, V., Hobday, J. V., Fazio, S., Cullen, N., & Hyer, K. (2017). An evaluation of CARES Dementia Basics among caregivers. *International Psychogeriatrics*, 29(1), 45-56.
- **2016:** Gaugler, J. E., Hobday, J. V., Robbins, J. C., & Barclay, M. P. (2016). Direct care worker training to respond to the behavior of individuals with dementia. The CARES[®] Dementia-Related Behavior™ Online Program. *Gerontology and Geriatric Medicine*, 2.
- **2016:** Molinari, V., Hobday, J. V., Roker, R., Kunik, M. E., Kane, R., Kaas, M. J., ... & Dobbs, D. (2016). Impact of serious mental illness online training for certified nursing assistants in long term care. *Gerontology & Geriatrics Education*, 1-16.
- **2015:** Gaugler, J. E., Hobday, J. V., Robbins, J. C., & Barclay, M. P. (2015). CARES[®] Dementia Care for Families: Effects of online, psychoeducational training on knowledge of person-centered care and satisfaction. *Journal of Gerontological Nursing*, 41(10), 18-24.
- **2010:** Hobday, J., Savik, K., Smith, S., & Gaugler, J. (2010). Feasibility of Internet training for care staff of residents with dementia: The CARES[®] program. *Journal of Gerontological Nursing*, 36(4), 13-21.

Alabama CMP Project Update



CMP Request No. AL-1019-ANHA-449, 2019-04-AL-0806

- Submitted by Alabama Nursing Home Association with strong involvement by HCI/CARES®
- 159 participating nursing homes in Alabama
- Goal to Train 25% of staff in CARES® Dementia 5-Step Method* (previously CARES® Dementia Basics) and CARES® Behavior.
- Goal to Certify at least 1 employee per building.
- Goal to Help Improve Alabama Antipsychotic Usage Rank from 51/51
- Timeline: 06/2020 to 02/2024 (with voluntary extension to 12/2024 at no cost to CMS to gain an additional full year of antipsychotic data)

* 2024 National “Platinum” Award Winner—Highest Possible Award Level



Alabama CMP Project Update



- Total staff in all 159 facilities: 19,388 (pre-COVID staffing numbers)
- Goal to train 25% of staff in each program: 4,847
- Goal to Certify 1 employee per building: 159 certifications
- ✓ Total staff trained in CARES® Dementia 5-step Method (previously CARES® Dementia Basics): 9,470 (exceeded goal by 195%)
- ✓ Total staff trained in CARES® Dementia-Related Behavior: 6,501 (exceeded goal by 134%)
- ✓ Total staff certified between the two CARES programs: 12,720 (exceeded goal by 12,561 certifications)
- ✓ Antipsychotic rates have dropped from 51/51 (2019-11 data) to 46/51 (2024-11 data; improvement in ranking by 5)
 - Antipsychotic medication evaluation demonstrated and published at one of the participating NFs.
 - Project Status: Completed (12/31/2024)

Minnesota CMP Project Update



CMP Request No. MN-1220-HCI-703

- Submitted by HCI/CARES® on behalf of 30 individual NFs in Minn.
- Contracted by State of Minnesota with individual NFs.
- Goal to Train and Certify 20% of staff in CARES® Dementia 5-step Method* (previously CARES® Dementia Basics) and 20% of staff in CARES® Dementia-Related Behavior.
- Goal to Credential 5 staff leaders per facility in the 40-hour CARES Dementia Specialist (C.D.S.) credential
- Timeline: 09/2021 to 08/2023 (with voluntary extension to 12/2023 at no cost to CMS to bring sites through the end of the year)

* 2024 National “Platinum” Award Winner—Highest Possible Award Level



Minnesota CMP Project Update



- Total staff in all 30 facilities: 2,992
- Goal to train 20% of staff in each program: 598
- Goal to credential 5 staff per NF: 150
- ✓• Total staff trained and certified in CARES® Dementia 5-Step Method (previously CARES® Dementia Basics): 1,392 (exceeded goal by 232%)
- ✓• Total staff trained in CARES® Dementia-Related Behavior: 1,079 (exceeded goal by 180%)
- ✓• Total staff credentialed in the 40-hour CARES® Dementia Specialist (C.D.S.) credential: 138 (achieved 92% of goal) – Impact of COVID
- C.D.S. goal impacted by COVID staffing shortages and key staff member resignations
- Project Status: Completed (12/31/2023)

AL and MN Project Challenges

- **COVID Pandemic:** Project timelines coincided with the pandemic and sites were literally in crisis. One administrator stated, “It’s like every nursing home in the state was just devastated by a hurricane.”
- **SEVERE Staffing Shortages:** Sites were (and still are) experiencing significant staffing shortages. Understandably, training was not their #1 priority during Year 1-2 of either project.
- **Site Champion Training:** COVID required a shift in implementation on in-person trainings, but the main online CARES[®] format was unchanged. Eventually, planned in-person trainings for site champions were conducted in Birmingham, Montgomery, and Gulf Shores, Alabama

CARES[®] Online Training Studies

Evidence-Based CARES[®] Dementia 5-Step Method Online Training and Certification: a series of 10 programs ranging including safety topics, behavior, ADLs, end-of-life care, and hospital care.

Broad Research Question: Can online training and certification be proven to effectively increase quality of care for people living with dementia in long-term care, at home, and in hospitals?

- **2018:** Dobbs, D., Hobday, J., Roker, R., Kaas, M., & Molinari, V. (2018). Certified nursing assistants' perspectives of the CARES Activities of Daily Living dementia care program. *Applied Nursing Research* 39(Feb): 244-248.
- **2017:** Pleasant, M. L., Molinari, V., Hobday, J. V., Fazio, S., Cullen, N., & Hyer, K. (2017). An evaluation of CARES Dementia Basics among caregivers. *International Psychogeriatrics*, 29(1), 45-56.
- **2016:** Gaugler, J. E., Hobday, J. V., Robbins, J. C., & Barclay, M. P. (2016). Direct care worker training to respond to the behavior of individuals with dementia. The CARES[®] Dementia-Related Behavior™ Online Program. *Gerontology and Geriatric Medicine*, 2.
- **2016:** Molinari, V., Hobday, J. V., Roker, R., Kunik, M. E., Kane, R., Kaas, M. J., ... & Dobbs, D. (2016). Impact of serious mental illness online training for certified nursing assistants in long term care. *Gerontology & Geriatrics Education*, 1-16.
- **2015:** Gaugler, J. E., Hobday, J. V., Robbins, J. C., & Barclay, M. P. (2015). CARES[®] Dementia Care for Families: Effects of online, psychoeducational training on knowledge of person-centered care and satisfaction. *Journal of Gerontological Nursing*, 41(10), 18-24.
- **2010:** Hobday, J., Savik, K., Smith, S., & Gaugler, J. (2010). Feasibility of Internet training for care staff of residents with dementia: The CARES[®] program. *Journal of Gerontological Nursing*, 36(4), 13-21.

cares[®]

HEALTHCARE INTERACTIVE[®]

CARES[®] 5-Step Method Studies

- **2025:** RCT Evaluation of the COT and the Apparent Emotion Rating (AER) Scale with Staff and PLWDs in Two Midwestern Nursing Homes (article in preparation)

Research Findings: Increased observable person-centered care ($<.0001$) as measured by the 16-item COT, and decreased resident anxiety ($p<.05$) as measured by the AER.

- **2024:** RCT Evaluation of CARES[®] Dementia 5-Step Method for Hospitals[™] (participants in 47 States) Hobday, J. V., Gaugler, J. E., Joly, L. K., Rosopa, P. J., Graham, B. A., Cicchinelli, A., Lunde, A.M., & Mittelman, M. S. (2024). Efficacy of the CARES[®] Dementia 5-Step Method for Hospitals[™] Online Training and Certification Program for hospital staff. *Geriatric Nursing*, 60, 440-447.

Research Findings: Increased staff sense of competence, approaches to dementia, and patient care ($p < .001$) —regardless of race, ethnicity, gender, age, length of employment, or position.

CARES[®] and Reduction of Antipsychotics

Broad Research Question: Does staff training with CARES Dementia 5-Step Method Online Training and Certification help reduce the use of antipsychotic medications?

- **2023: Evaluation of CARES[®] Online Training to Reduce Antipsychotic Medication Usage**

Bradford, R., Smith, L., & Jennings, J. (2023). Evaluation of an Online Dementia Training Program to Reduce Antipsychotic Medication Use in a Nursing Home. *Gerontological Nursing*, 49(7), 5-8.

Research Findings: A statistically significant difference was noted in the percentage of residents receiving antipsychotic medications in the 6-month data prior to the training compared to the 6-month data after initial training ($p = 0.026$)

- **2025: Drastic Reduction in Antipsychotic Medication Usage in a Nursing Home Utilizing CARES** (article in preparation).

Research Findings: Utilizing three CARES[®] online dementia training and certification programs, a nursing home in the Southwestern United States has reduced its antipsychotic usage rate from 28% to 1.8%. Findings will be submitted for publication in early 2025.

CARES[®] Observation Tool

CARES[®] Observational Tool (COT): a 16-point rating scale for evaluating observable person-centered care

Broad Research Question: If a staff member completed CARES Dementia 5-Step Method training, how would we know it was making an observable difference in care with residents?



Today's Date: _____ Start Time: _____ End Time: _____ Total: _____
 Person Being Observed: _____ Person Being Cared For: _____ Person Observing: _____
 Describe the care being done: _____

Score 1 if any bulleted item is observed.		Score 0 if no bulleted item is observed.
1. _____	Greet	• CNA uses a greeting (hello, good morning, etc.)
2. _____	Introduce	• CNA introduces himself/herself
3. _____	Use Name	• CNA uses resident's name
4. _____	Smile/Eye	• CNA smiles and makes eye contact for at least 2 seconds
5. _____	Physical Contact	• CNA makes physical contact (shake hands, rub on back, hug, etc.)
6. _____	Approach	• CNA approaches the resident from the front
7. _____	Eye Level	• CNA crouches down or sits next to resident to be at eye level or below
8. _____	Calm	• CNA is calm and not rushed in approach
9. _____	Ask/Discuss/ Assess	• CNA asks/discusses how resident is feeling or doing
10. _____	15 Seconds	• CNA speaks to resident at least a total of 15 seconds during care interaction
11. _____	Explain	• CNA explains an activity/care (e.g., "I'm here to pick up your laundry.") and/or • CNA proposes an activity (e.g., "Let's go for a walk.")
12. _____	Involve in Care/ Activity	• CNA involves resident in care appropriately (according to their abilities) and/or • CNA tries to involve resident in a care (instead of CNA doing the care for the resident)
13. _____	Resident's Life	• CNA mentions something specific about resident's life and/or • CNA mentions something meaningful in resident's life, personal life story, or history
14. _____	Comfort	• CNA gets resident into a more comfortable position (i.e., repositions resident) and/or • CNA asks if there is anything he/she can bring them or do for them
15. _____	Share	• CNA shares something verbally about the resident with another team member
16. _____	Write	• CNA documents/writes something about resident (chart, Post-it [®] Note, communication book)
_____ Total Score		

CARES[®] Observation Tool Studies

- **2013:** CARES[®] Observational Tool™ Research Evaluation

Gaugler, J. E., Hobday, J. V., & Savik, K. (2013). The CARES[®] Observational Tool: A valid and reliable instrument to assess person-centered dementia care. *Journal of Geriatric Nursing*, 34(3), 194-198.

Research Findings: Face validity, content validity, and inter-rater reliability all validated

- **2024:** Increased Observable, Person-Centered Care as Measured by the COT

Cattoor, E., & Hobday, J.V. (2024). Evaluation of person-centered dementia care utilizing the CARES[®] Observational Tool. *Medical Research Archives*, 12(11), 1-9.

Research Findings: Increased observable, person-centered care in the nursing home setting ($p < .0001$)

- **2025:** RCT Evaluation of the COT and the Apparent Emotion Rating (AER) Scale with Staff and PLWDs in Two Midwestern Nursing Homes (article in preparation)

Research Findings: Increased observable person-centered care ($< .0001$) as measured by the 16-item COT, and decreased resident anxiety ($p < .05$) as measured by the AER.

CARES[®] 5-Step Method for Hospitals

Evidence-Based CARES[®] Dementia 5-Step Method for Hospitals: Care in the hospital setting differs substantially from long-term care in that patients are in crisis, they are often highly medicated as a result of their hospitalization, they often experience delirium and other adverse events, and staff do not have an opportunity to get to know them due to their short stay, which can impact person-centered care.

Broad Research Question: Is a version of evidence-based CARES Dementia 5-Step Method Online Training and Certification effective for staff at hospitals and medical centers?



CARES[®] for Hospitals Studies

- **2024:** RCT Evaluation of CARES[®] Dementia 5-Step Method for Hospitals™ (participants in 47 States)
Hobday, J. V., Gaugler, J. E., Joly, L. K., Rosopa, P. J., Graham, B. A., Cicchinelli, A., Lunde, A.M., & Mittelman, M. S. (2024). Efficacy of the CARES[®] Dementia 5-Step Method for Hospitals™ Online Training and Certification Program for hospital staff. *Geriatric Nursing, 60*, 440-447.

Research Findings: Increases in staff sense of competence, approaches to dementia, and patient care ($p < .001$) —regardless of race, ethnicity, gender, age, length of employment, or position.

- **2024:** State-wide Evaluation of CARES[®] Dementia 5-Step Method for Hospitals™ in 5 University of North Carolina (UNC) Hospitals and Medical Centers
Roberts, E., Schneider, E. C., Dale, M., Henage, C. B., Kelley, C. J., & Busby-Whitehead, J. (2024). Implementation and outcomes of a dementia-friendly training program in five hospitals. *Geriatric Nursing, 60*, 291-296.

Research Findings: Positive change in care-related ratings ($p < .0001$), recognizing symptoms and need of PLWD ($p < .0001$), and a decrease in the average length of stay for a hospitalization ($p = .01$).