







Improving Dementia Care Capability
with the Evidence-based
CARES® Dementia 5-Step Method



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HCI/CARES® Background

-  **John V. Hobday, MA, CEO and Founder**
-  Exclusively focused on dementia care training, certification, and credentialing for 29-year history
-  15 years of research and validation with more than 20 publications in the academic literature
-  Headquartered in Minneapolis, MN



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Disclosure

John Hobday is the owner of HealthCare Interactive, Inc. and CARES® Dementia 5-Step Method Online Training Programs.

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Today's Presentation

- 🌀 Identify the 5 steps of CARES® Dementia 5-Step Method and how it supports person-centered care for individuals living with dementia.
- 🌀 Explain to your staff how to modify their approach with residents to help reduce behavioral incidents.
- 🌀 Learn how the evidence-based CARES® dementia care training and certification can result in a direct reduction in the use of antipsychotics.
- 🌀 Learn about the current CMP Grants available for nursing homes throughout the country for free access to CARES®.

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What is CARES® ?

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 respond to behavioral incidents and prevent dementia-related behavior
- Show real caregivers providing care to real people living with dementia (no actors)



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Key CARES® Research Findings

Long-Term Care:

- Increased observable person-centered care
- Decreased anxiety in the person living with dementia
- Reduction in Antipsychotic Medication Usage
- Improved Staff Training Outcomes

Hospitals:

- Improved Staff Competence and Patient Care (in Hospitals)
- Shorter Hospital Stays for Patients



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Real-World Success Story

Lakeview Christian Nursing Home in New Mexico

- Decreased antipsychotic usage rates from 26% to 1.8% to 0%
- Changes to policy on requesting medications from M.D.
- However, also needed a way for staff to respond to resident behavior when medications were reduced (CARES® 5-Step)
- Also resulted in an increase in overall quality rating from CMS, a decrease in citations, and a decrease in fines.



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CARES® Dementia 5-Step Method

A New Way of Caregiving (especially for Behavioral Escalations)

CARES® is a new and different way to provide dementia care. This person-centered approach has the ability to change the way you care for people living with dementia. It has also been proven to increase observable person-centered care, decrease resident anxiety, and decrease the use of antipsychotics.



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CARES® Dementia 5-Step Method

An easy-to-learn, easy-to-remember framework to care for staff caring for people living with dementia

cares® Dementia 5-Step Method™

C - Connect with the Person
Communicate or do something meaningful with the person.

A - Assess the Person's Behavior
Ask yourself what a person's behavior means.

R - Respond Appropriately (or STOP)
Proceed with the task (or STOP) based on their behavior.

E - Evaluate What Works
Look to see if the person responds positively.





S - Share with Others
Tell team members, family, and friends what worked.

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CARES® Dementia 5-Step Method

-  Staff follow a typical formula when providing care.
(Greet the person, tell them what you will do, ask if that's OK, do the task, ask if you can make them more comfortable, and move to the next person.)
-  The task is Step 3 in CARES! The CARES Approach has 2 important steps **before the task**.
-  **Connect:** A greeting is different from a connection.
Assess: Looking at the person's behavior will tell you if they are ready to receive the care.
-  It's OK to STOP if the care is not going well!

cares® Dementia 5-Step Method™

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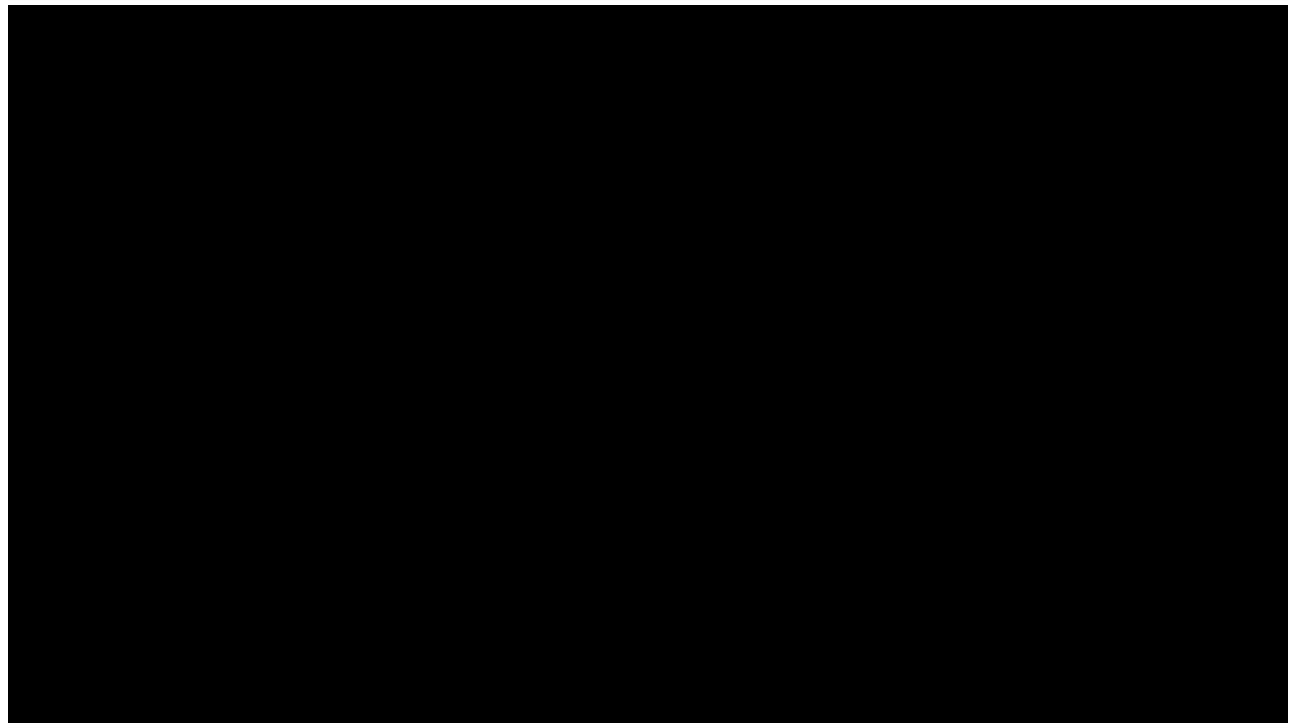
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CARES® Dementia 5-Step Method

A “Common Approach”



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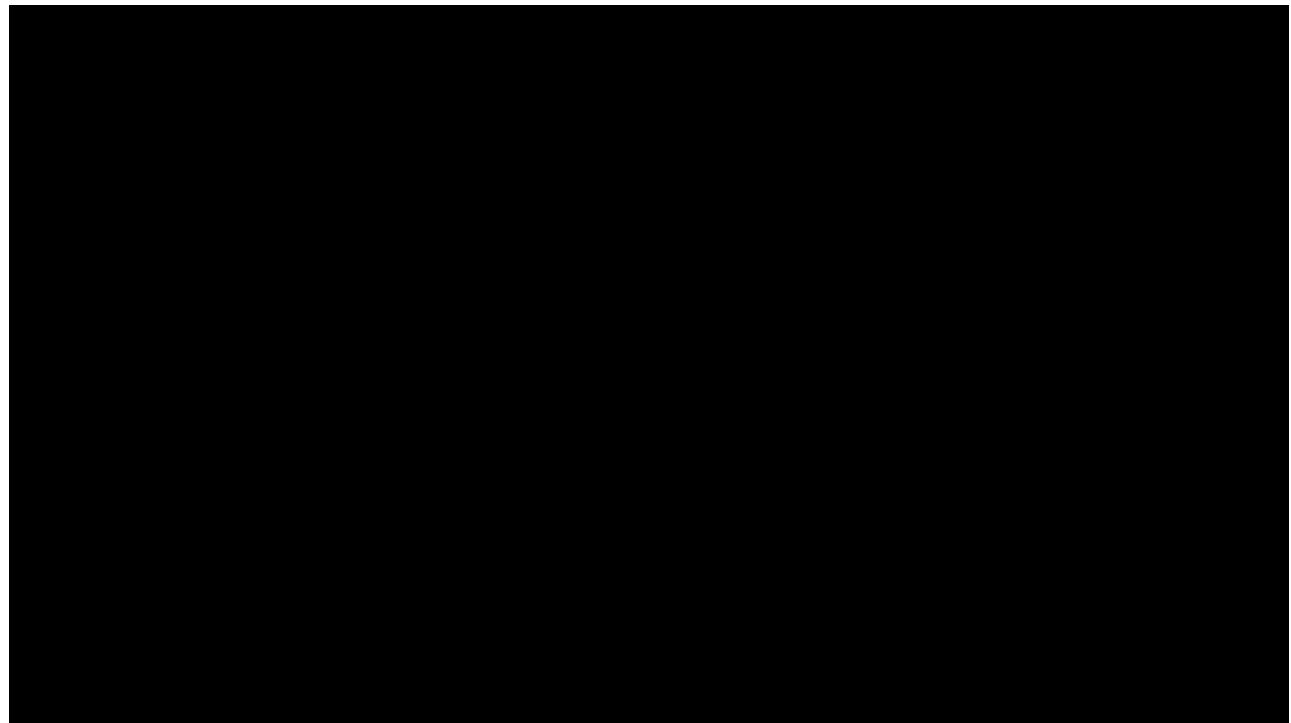
CARES® Dementia 5-Step Method

C – Connect with the Person

- 🌀 Be person-centered in your approach.
- 🌀 A Greeting is not a Connection.
- 🌀 Connect about the person, something they like, or yourself!
- 🌀 Be positive.



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CARES® Dementia 5-Step Method

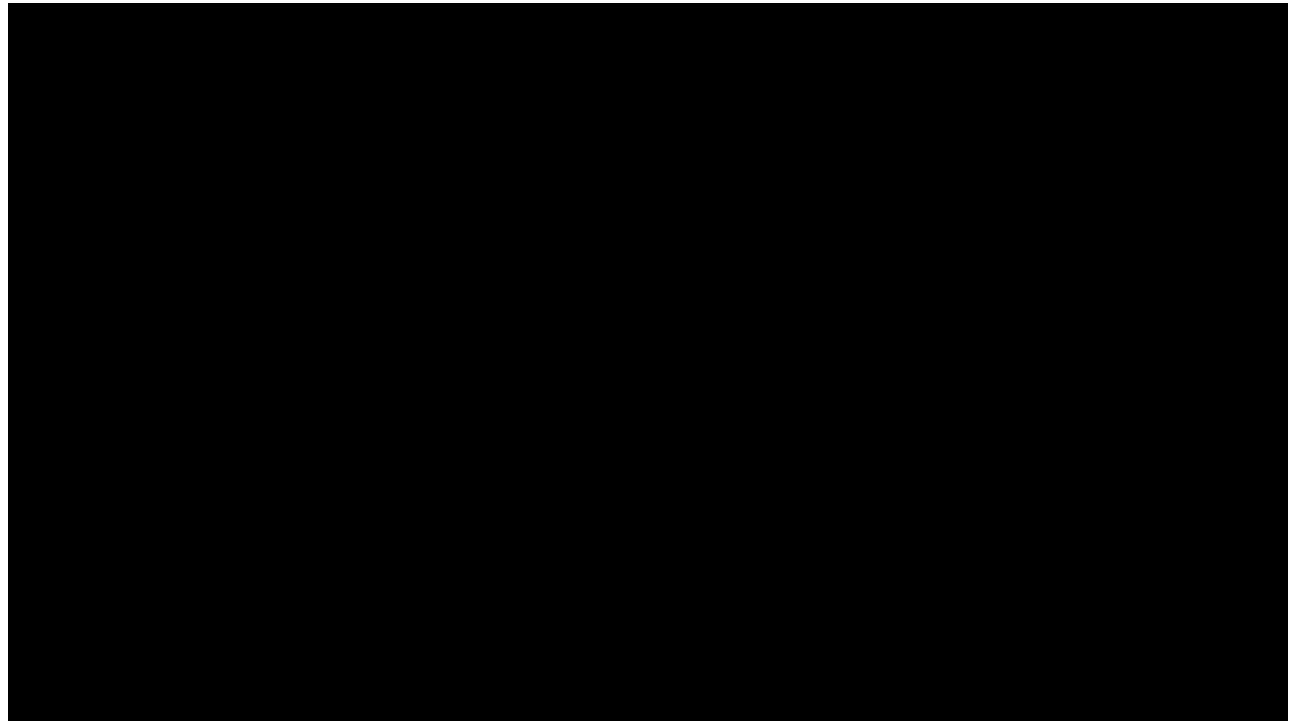
A - Assess the Person's Behavior



- Look at the person's behavior.
- Is the person in a good place to receive care?
- Proceed if the person is calm.
- Keep looking at the person's behavioral expression throughout care



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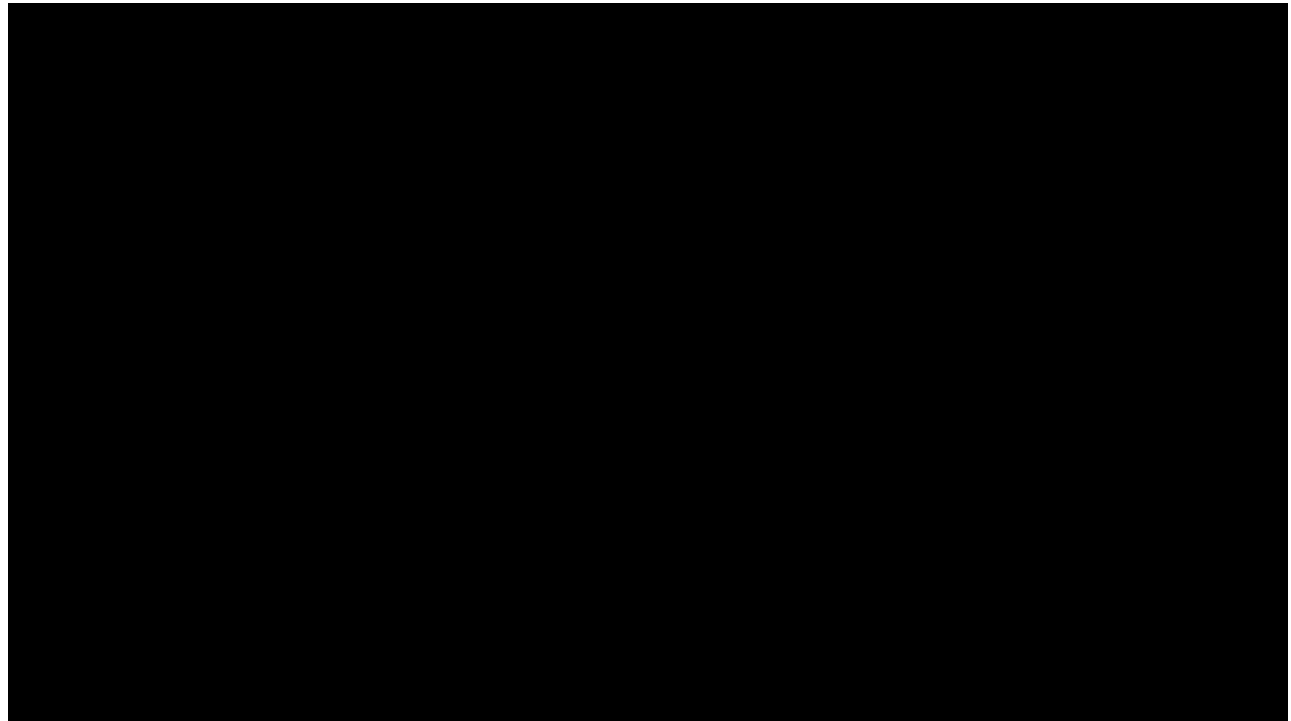
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CARES® Dementia 5-Step Method

R – Respond Appropriately (OR STOP)



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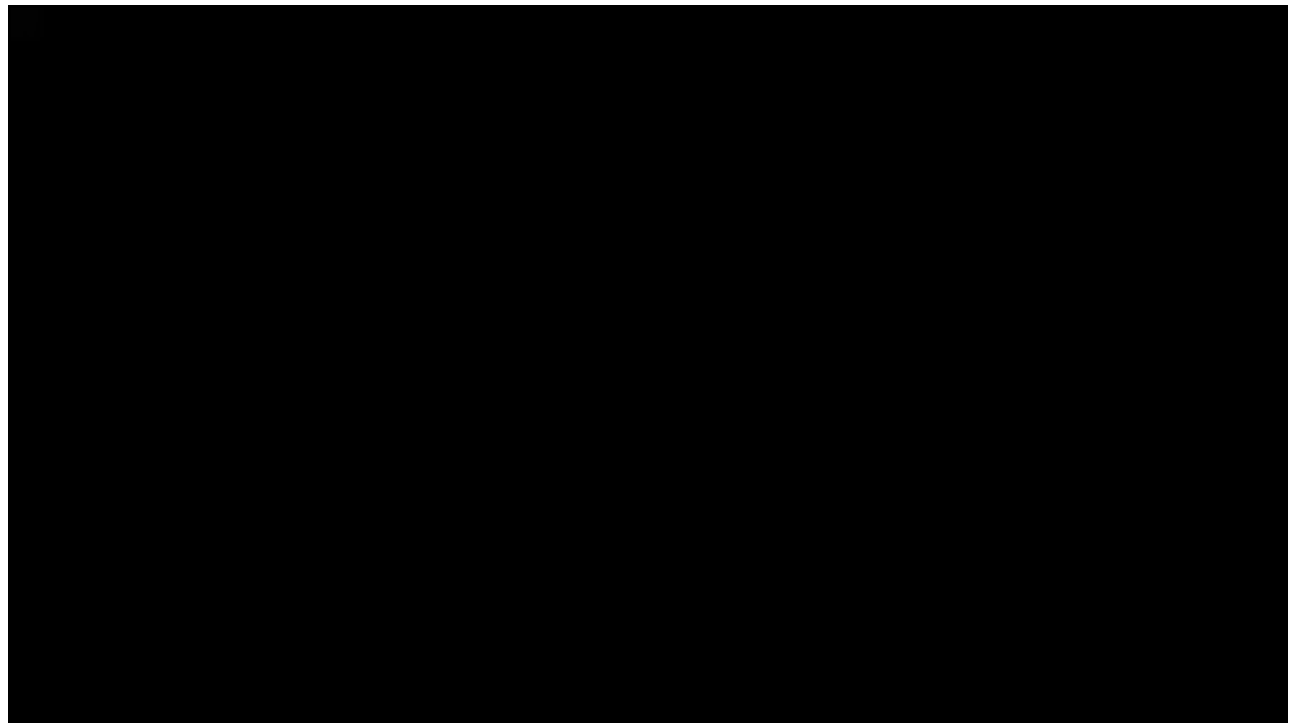
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CARES® Dementia 5-Step Method

Teaching the CARES® Approach to Staff



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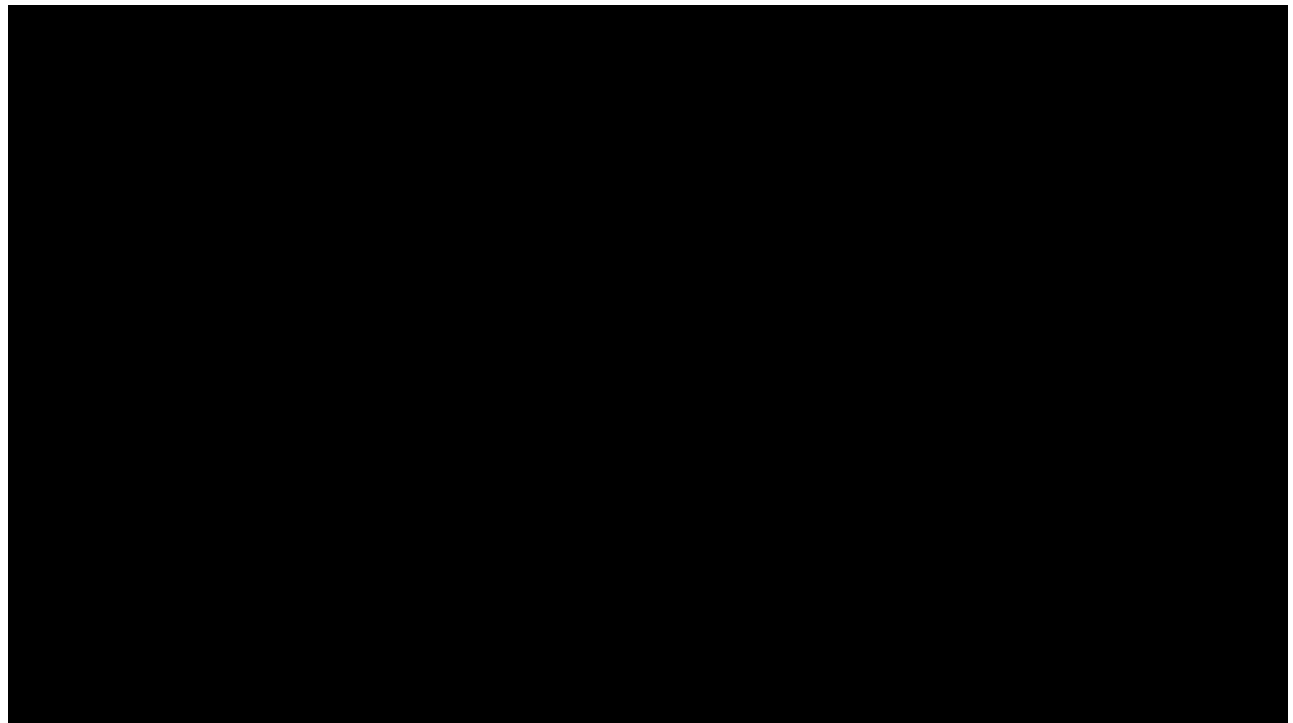
CARES® Dementia 5-Step Method

E – Evaluate What Works

(Seeta and Marianne with the CARES 5-Step Method)



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CARES® Dementia 5-Step Method

S – Share with Others








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Impact on Medication Usage

-  **Greeting** a person is different from **Connecting** with a person. Connecting help put the person at ease.
-  Encourage staff to look at the person's behavior **every time**. What is the person's behavior telling them? Is your interaction impacting the person's behavior?
-  It's OK to **STOP care** and continue later if the person is agitated. Continuing care can lead to a behavior incident, kicking, biting, hitting, screaming. This can often lead to a medication order.
-  If it's upsetting to the person, you don't have to tell the person what you are going to do and ask their permission? Connect instead.
-  CARES® 5-Step actually saves you time, reduces incidents, and medications.

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CMP (Civil Money Penalty) Grant Opportunity

-  Funding for three CARES Programs for Staff + Family Programming
 - CARES® Dementia 5-Step Method™ (the program you saw today)
 - CARES® Dementia-Related Behavior™ (kicking, biting, swearing, yelling, etc.)
 - CARES® Activities of Daily Living™ (at all levels of decline)
 - CARES® Dementia 5-Step Method for Families™
-  3 Years of CARES Funding (\$18K value per nursing facility)
-  HCI/CARES will write the CMP application, submit to the state, will work directly with your key leaders, and will complete all reporting.
-  Letter of Commitment to train 15% of your staff in all 3 programs

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Question and 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."



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Thank you!



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