

The newsletter by **2050 HEALTHCARE**



CARECONNECT

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CARING FOR ELDERLY IS RESPECTING THEIR **JOURNEY** OF LIFE



MESSAGE FROM **MR. SOMDUTT BEHURA**

Co-founder and Chief of Technology

When I think about senior care, my mother of 85 years often comes to mind. While her long-term memory, the events and experiences that occurred during her youth, is still very potent, her short-term memory associated with recent events is fading at an alarming pace. Recently she called me and demanded that I bring her a certain amount of money right away, as she complained she had no money left in her bank account. I was perplexed. I knew she had enough funds because all her accounts are joint with me. So I rushed to her, fulfilling her demand, while at the same time investigated what led to her conclusion that she had no money.

When I met her, I learned my first lesson in senior care- empathy; for issues that appear so trivial to us, yet a daunting task for her age. She was juggling three bank accounts. The top account in the stack that she picked first was an account that had nothing to do with her support funds and had very little money left. She panicked and made the frantic call that led to my investigation. She was gleeful when I told her I had consolidated all her accounts into one and handed over one chequebook and one passbook. That removed all her confusion. Even though she is surrounded by loving people who immensely care for her, they had neither the opportunity nor the foresight nor the experience nor even the inkling of how her failing memory is causing havoc to the very meaning of her existence, even for such a simple task as identifying the correct bank account. My sister assumed that being a voracious reader, she would easily read her bank accounts with the same dexterity, forgetting for a moment that reading bank accounts and reading her favourite books put completely different demands on her memory.

A similar story unfolded when I was discussing it with a colleague of mine. Her 92-year-old grandfather asked to bring his towel that had been put out on the terrace to dry out. He probed if the towel had dried out every five minutes. This thing went to such a point that she got miffed out and yelled at him for being so impatient. Her grandfather felt abandoned and uncared for. However, a caring approach simply would have been to offer him another dried towel of similar design and textile in the first instance of his probing.

You might find a 70-year-old whining for petty reasons, fussing over eating food, being adamant and once in a while asking for extra pampering, love and care; just like a 1-year-old kid. Not that people surrounding them don't care about them or love them. They simply don't know how to handle each manifestation of care a senior needs.

The above scenarios exhibit the crux of the senior care challenge that every provider faces. Every senior is grappling with the same memory issues, but each is manifested in its own unique way, such as Alzheimers', Parkinsons', dementia or immobility. Identifying these unique manifestations and offering tailored-made care is the challenge and the opportunity for the next-gen senior care.

As a leading rehabilitation and home health care service provider, **2050 Healthcare** takes up the challenge to fill in the gaps that are often misunderstood. We are ready to make things easy for the elderly population so that they can spend the rest of their lives without feeling they are being overlooked. Moreover, we want to be the hands they can hold onto while they are about to stumble and fill them with a sense of joy and satisfaction.

Let's Nurture those *who once nurtured us...*

The phases of our life follow the path of a full circle. Infancy marks the beginning and old age is the last stage. Though these two stages are quite distant, both share a common trait. Can you guess what it is? Yes, you are right. **The innocence of childhood and childlike behavior retrace their way when a person enters old age.** Several diseases also accompany the way. Hence, it is that stage of life when a person needs utmost care and attention.

Well, what is it that can nurture our elders with compassion? Rehabilitation is the answer. Yes, it is essential in senior care because it addresses the specific demands and obstacles that older persons confront.



The ethos of rehabilitation eases the obstacles and limitations that come along with older age up to a certain extent in the following ways:



● **RESTORING FUNCTION:**

Rehabilitation can help seniors regain physical, cognitive, and psychological functioning that may have been lost due to injury, illness, or the aging process. This could include physical therapy to improve mobility, occupational therapy to enhance daily living skills, or speech therapy to address communication difficulties.

● **FALL PREVENTION:**

As people age and become older, they are more likely to fall, increasing the possibility of injuries and loss of mobility further. Rehabilitation programs frequently incorporate exercises and tactics to enhance balance, strength, and coordination, and hence lowering the chance of falling.

● **MANAGEMENT OF CHRONIC DISEASES:**

Many elderly people suffer from chronic illnesses like arthritis, heart disease, and diabetes which can be managed via exercise, education and lifestyle modifications.

● **PAIN MANAGEMENT:**

Chronic pain is frequent in older persons and has a substantial impact on their everyday activities. Physical therapy, occupational therapy, and pain management therapies are examples of rehabilitation approaches that can help reduce pain and increase functionality.

● **EMOTIONAL AND SOCIAL SUPPORT:**

As people grow older, it is natural to experience drastic changes on a social and emotional level. These changes can be quite challenging though. To address these challenges, rehabilitation programs frequently incorporate psychosocial assistance, counseling, and social activities. It makes this transition phase easy for them.

We all know changes are scary and challenging yet inevitable. As a person who is getting older with time, a sense of dependency with back aches, joint pains and many more hovers around. Rehabilitation plays a crucial role in overcoming these challenges, helping older adults maintain their health, independence, and quality of life for as long as possible.

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Often our parents and grandparents reminisce about the moment when they helped us walk on our wobbly legs when we were small. Now it is our time to be their helping hands, isn't it? We at **2050 HealthCare** are ready to assist you in the process of nurturing those who once nurtured us.

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Doctor's Corner

Dr. Kavya B.N., Senior Consultant, Bangalore



Q Why is elder care important today, and what is driving the momentum for elder care services?

Recently, there has been a rapid increase in the aging population. Moreover, due to advancements in the healthcare industry, life expectancy has also increased. This increase in life expectancy also increases the vulnerability to age-related health issues. So, some of the major changes one goes through when they grow older are depending on someone to fulfill daily life activities and self-management of chronic diseases. This is where elder care comes into play. Interestingly, what boosts the growth of comprehensive elder care services is the emergence of nuclear families, leaving fewer family members available to care for aging relatives directly. The movement of young, working-age people to cities or other nations leaves behind an elderly population that requires specialized care and assistance, which is yet another reason that has driven the momentum for elder care services.

Q Is elder care confined to an old age home?

There is no confinement as such when it comes to elder care. Apart from old age homes and traditional nursing facilities, there is a growing range of senior living options such as assisted living facilities, retirement communities, and age-friendly housing, which provide varying levels of care and independence. However, many older adults prefer to remain in their own homes for as long as possible, necessitating the development of home-based care services to support them. Hence, as per the requirements of an elderly person, there are multiple aspects of elder care services

Q How does elder care differ from the needs of the general population?

As I have earlier mentioned, aging or growing older comes with its own inevitable changes that might affect a person socially, mentally, and physically. Older persons may have distinct nutritional requirements and there may be a need for specialized nutrition strategies to preserve their health and well-being. Also, addressing their emotional and mental health needs is critical, since they may experience loneliness, despair, or cognitive deterioration. Furthermore, older persons may struggle to adjust to quickly changing social norms and technology, necessitating individualized care and instruction.

Q What is the role of technology in elder care?

Technology is changing the face of senior care by providing remote monitoring, assistive equipment, and social networking to help older persons maintain their independence and well-being. Wearables and smart home sensors make early treatments and chronic illness management easier, while voice assistants and mobility aids help compensate for physical and cognitive deficits. Similarly, video conversations and online groups reduce loneliness by encouraging social interaction. Cognitive training applications and virtual encounters stimulate the brain, perhaps slowing cognitive loss. Furthermore, fall detection systems call for emergency assistance while also notifying house adjustments and therapy to reduce fall risks. Crucially, caregiver assistance technology like medication management applications and online support groups reduce the load on family and professional caregivers who care for the elderly.

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