

# AVON WOMEN ENTREPRENEURS JANUARY 16, 2018 - MINUTES

## Introductions

**HOST: Kimberly Steele, Residence at Brookside**

## 30-Second Intros

### About Residence at Brookside

They offer independent and assisted living and memory care. They have been open for 3 years. Kimberly says they have the best staff and emphasize caring. The facility runs like a small family. Residence at Brookside offers a variety of events for residents throughout the year, and they have an annual Christmas Tree event with an auction to benefit Alzheimers research.

### AWE Business:

- **New Coordinator** - We need to select a new facilitator(s) because Heather Pierce, now at Residence at Brookside's corporate offices, has a permanent conflict. Margaret McCarthy described this as a great opportunity to develop your leadership skills while the responsibilities are not overly burdensome. Lisa Bohman is always available to back up the coordinator whose primary role is to facilitate the meetings. Renee Lacourciere, Apple Rehab Avon, Carol Sikora, River Ridge and Lisa Cheney, Aging Well NWCT all volunteered to share the coordinator responsibilities. The group agreed this was a good fit since stuff comes up unexpectedly in their businesses and they can back each other up to cover AWE meetings.
- **New Secretary** – Joanne Beers has been taking notes almost since inception of AWE. While she is willing to continue to do it, Margaret McCarthy asked if there were any volunteers. Joanne indicated she spends about 1 hour after the meeting writing up the notes. She emphasized that this role does not prevent her from fully participating in the meetings which is sometimes the complaint of people filling formal secretary roles. No takers at this time.
- **Future Meetings:**
  - February 20 – Hands on Therapy – Host & Speaker
  - March 20 – Apple Rehab Avon - Host; Carol Tsacoyeanes, Ruby Ribbon - Speaker
  - April 17 – Rushford – Host & Speaker
  - May 22 – Middlewoods of Farmington – Host; Lisa Cheney, Aging Well NWCT – Speaker
  - June 19 – River Ridge – Host; Susan Levine, Women Reshaping Lives – Speaker
  - July 17 – Apple Rehab Avon – Host & Speaker
  - August 21 – Beach Day hosted by Lisa Bohman
  - September 18 – Shihan Skin Care – Host; Home Helpers – Speaker
  - October 16 – Bill Selig Jewelers – Host & Speaker
  - November 20 – Holiday Showcase

Dana Culligan, Personally Poetic, expressed interest in being a future speaker.

- **Comcast/ACOC Advertising Program** – Charmaine Seavy, CV Media, reviewed the program which offers members the opportunity to advertise on TV on “real” channels (i.e., major networks) during normal hours. The ads will be 30 seconds in length with 15 seconds going to the Chamber and 15 seconds to the member business. Ads target Comcast Zone 6 which covers 37,000 homes in Avon, Burlington, Bristol, Canton, Farmington and the northwest corner of CT. We are looking for 10 member businesses to participate, and 6 slots were filled as of January 16<sup>th</sup>. The member business gets to keep the ad to run on its website and social media.

### Speaker: Sharon Gauthier, PAFY (Patient Advocate for You)

Sharon mentioned during her 30 second introduction that she had changed the name to PAFY because early on she found healthcare providers were intimidated when the words “patient advocate” were used. She is an RN and holds masters degrees in Public Health and Nursing. She is on the board of the Crohns & Colitis Foundation.

Sharon said she always wanted to be a nurse but the path was not straightforward. She married her husband at age 18 and dropped out of high school. She went to nursing school in her 40s. Once working, she learned that the only way to advance in salary was to work one's way up the ladder because otherwise pay raises were determined by time in the job.

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She had a number of “ah ha” moments as she moved into management. Sharon told the story of having a relatively young woman with a family in the emergency room with a heart attack. At the time, the standard protocol was to give blood thinners to break up the clot. But the hospital she worked in had a catheterization lab where the patient’s clot could be cleared. The lab, however, wasn’t truly in operation 24 hours a day, and the cardiologist was at the beach. It would be 24 hours before he would arrive. In her judgment and that of the emergency room doctor, this woman would not last 24 hours without treatment with the blood thinners. But you were not supposed to give blood thinners if the patient was going to have cardiac catheterization within 24 hours. She and the doctor were almost fired for going ahead and giving the patient the blood thinners to save her life.

She left management and moved into Case Management after realizing hospital leaders were focused on “revenue sources” rather than patients. Case management was all about length of stay at the time and not about what was best for the patient. She told the story of an 88-year old patient she kept for 2 extra days to assure he was connected to community resources when released. He had a wife with dementia. He did all of the driving, shopping, cooking.... He was going to be released with orders not to drive for 6 weeks.

She left case management after that with the idea of becoming an RN hired privately to be an advocate for her patients. Her mission was to empower people to get the right care. The RNs who work for her are all certified dementia practitioners with at least 20 years of experience. PAFY started a home care agency to handle their more complex cases, and Sharon said she uses Home Helpers as a great backup. (She can and does recommend other care givers.) They also started PAFY Family which takes a \$500 annual fee just to guarantee they will be there when you need them since most cases start with a crisis.

PAFY is starting to negotiate with accountable care providers because PAFY’s patients don’t end up going to the hospital.

### **Member Announcements:**

- **Sunday, January 28<sup>th</sup> – Ruby Ribbon at Hands on Therapy** with some of the proceeds going to charity
- **Thursday, February 1<sup>st</sup> – Cake Decorating at Taste by Spellbound** - \$55 per cake; reservations required
- **Saturday, March 24<sup>th</sup> – Spin for the Kids & Good Health** at The Zoo to benefit **Guiding Light Orphans**