



WHITE PAPER

Guiding Lights Caregiver Support Center Replication Model

Two Organizations, Two Missions, Two Problems: One Solution

Two Organizations/Two Missions:

Guiding Lights Caregiver Support Center was founded with the purpose of becoming “the comprehensive caregiver support center for family and professional caregiving”. It has a volunteer Board of Directors and is supported primarily by grants, donations, program fees, and general fundraising. It has successfully operated for almost 5 years as a 501(c)(3), serving the central metropolitan areas of North Carolina, including Raleigh, Durham and Chapel Hill. Guiding Lights assists family caregivers to develop and implement individualized care plans, and connects them to high quality and carefully vetted resources that are determined to be the best possible fit. Guiding Lights also provides free training in caregiving skills, and produces a host of free on-line educational resources, videos, and podcasts. It also provides professional caregivers with skills training, with an emphasis on dementia care, and has a Caregiver Training Institute, which currently trains Nurse Aide 1 (NA1) students and is expanding to include additional training programs. Guiding Lights serves over 3,000 clients annually and reaches thousands of others through its community education and outreach initiatives.

Transitions LifeCare was founded in 1979 as Hospice of Wake County as a 501(c)(3) provider of hospice services. The organization’s vision is “to be the leader in creating access to end of life care services” without regard to a patient’s ability to pay. Transitions LifeCare, while maintaining its non-profit status, has grown to provide palliative care, transitional home health care, grief support services, and a free-standing hospice home serving all or parts of 7 counties in central North Carolina including the Raleigh, Durham, Chapel Hill areas. Transitions LifeCare serves over 5,000 patients annually. Transitions LifeCare also operates robust outreach and educational programs that target both the professional and lay audience and provides about 300 external educational events per year. Transitions LifeCare maintains strong working relationships with a range of partners including health systems, insurance providers and accountable care organizations.

Two Problems:

Guiding Lights offers practical resources, solutions, and educational options for caregivers in a four-county area, but wishes to expand its footprint for greater social impact while strengthening its financial position to ensure sustainability for its mission. An international foundation, impressed with Guiding Lights’ ability to leverage small financial investment into a large social return, has challenged Guiding Lights to replicate “branches” elsewhere in the United States. To do this, Guiding Lights sought an organizational replication partner.

Transitions LifeCare is the primary provider of end-of-life services in central North Carolina and has identified a need to provide additional resources and services to a population of patients and their families with growing needs, beyond traditional end-of-life care. Further, with families consistently expressing remorse that they had not engaged Transitions LifeCare’s help sooner, Transitions LifeCare has wanted to find the means to engage with families earlier.



One Solution:

In 2014, Guiding Lights and Transitions LifeCare created a contractual partnership and co-branding relationship to “proof test” the replication concept. By partnering with Transitions LifeCare, Guiding Lights was able to enlarge their geographic region of impact to include additional population areas and obtain further operational resources to support their growth. By partnering with Guiding Lights, Transitions LifeCare is now able to offer caregiver support services to their existing patients and families while engaging future patients sooner with meaningful resources, support, and education. This new partnership represents both a mission expansion and market differentiator for Transitions LifeCare.

By exploring creative solutions to meet both the social/societal need for expanding caregiver support and the business strategy needs of a potential partner, Guiding Lights is now providing an efficient, cost-effective means to achieve a win-win partnership with Transitions LifeCare.

Opportunities:

Guiding Lights Caregiver Support Center is actively seeking potential additional partners to create caregiver resource and support centers elsewhere in the United States. While Guiding Lights is open to discussions with many types of partners, unique value likely exists with:

- accountable care organizations (ACOs)
- health systems, and
- large acute and/or community-based healthcare providers.

For more information or to explore how Guiding Lights can support caregivers in your community, please contact:

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