



Calling All Coaches: The Impact of a Fit Minds Certified Coach

Presented by Janet Knupp
2.10.22



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Calling All Coaches

- I. Personal Trainer for the Mind™ – one-on-one cognitive stimulation
- II. Why it Works
- III. Case Studies of Impact



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Cognitive Stimulation Leverages What We Know about The Brain

- Fit Minds is a technology-enabled cognitive stimulation solution offering evidence-based programs for seniors
- We deliver human-to-human cognitive stimulation – added virtually post-COVID; still face to face
- Mental Stimulation. Meaningful Engagement.



Our cognitive stimulation programming is based on what we know about :

- **brain plasticity** – the brain is dynamic, constantly reorganizing, and malleable, capable of being reshaped
- **dendrite density** - Learning new material promotes growth in grey matter. The brain will 'prune' parts of the brain not being used and cells will die and the brain will shrink in size and capacity.
- **cognitive resilience** -the brain's ability to compensate or re-wire itself around damaged parts. The greater the cognitive resilience of the individual, the greater the brain's capacity to buffer against disease or trauma



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The US lags other Countries in Embracing Cognitive Stimulation as an Effective Intervention

Volumes of research and respected organizations increasingly acknowledge cognitive stimulation as an effective intervention.

"A systematic review of psychosocial approaches for dementia care concluded that **cognitive stimulation had the strongest evidence by far for cognitive benefits in dementia.**"



Other countries and international associations have been embracing cognitive stimulation for literally decades!

The United Kingdom's National Health Guidelines have called for anyone with a diagnosis of dementia to receive group cognitive stimulation...since 2006!



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Reputable Organizations are Validating the Impact of Cognitive Stimulation



Stanford
MEDICINE

"Cognitive stimulation has also been shown to be an effective habit for preventing cognitive degeneration. Low education is a risk factor for dementia and degenerative disease, so stimulating the brain can be helpful in minimizing the risks of cognitive impairment and degenerative diseases."

THE WALL STREET JOURNAL
WSJ

"A recent report commissioned by the Lancet, a medical journal, found around 35% of dementia cases might be prevented if people do things including exercising and engaging in cognitively stimulating activities."

AARP
Real Possibilities

"It's not just about running three times a week. Instead, it's about a package of behaviors, including aerobic exercise, strength training, a health diet, sleep and cognitive training."



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True or False

It is important for cognitive stimulation to be provided face to face

Humans are social people who crave human interaction. Fit Minds believes in mental stimulation and meaningful engagement.

True

Our coaches form meaningful relationships with their clients. Our one-on-one coaching enables coaches to deliver brain exercises specific to their senior's abilities.



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Cognitive Stimulation Supports Quality of Life

Personal Trainer for the Mind™

- Fit Minds offers customized cognitive stimulation sessions that exercise five key areas of the brain with novel & complex content
- Meet with a certified cognitive coach a few times per week
- Monthly reporting provided
- In-person and virtual options available

Why Exercise your Mind?

- Stay Sharp.** Fit Minds provides private, one-on-one mental stimulation sessions, customized to one's ability that exercises five key areas of the brain.
- Build Confidence.** Fit Minds supports a wide range of cognitive abilities, from independent seniors to those challenged with Alzheimer's or other types of mild, moderate and advanced dementia.
- Combat Isolation & Loneliness.** Our clients and their coaches form meaningful relationships.



Personal Trainer for the Mind™
is delivered in-person and virtually!

Dr. John Cacioppo, a neuroscientist and psychologist at the University of Chicago, has been studying social isolation for 30 years. One of his frightening findings is that feelings of loneliness are linked to poor cognitive performance, quicker cognitive decline and the increased risk of dementia.



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Customized Cognitive Stimulation

Fit Minds content is aligned with the MMSE. Our content is divided into five levels ensuring each client is challenged and not frustrated.

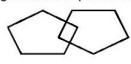
Our proprietary Personal Trainer for the Mind™ algorithm allows clients to be at different levels per area:

- Language
- Computation
- Critical Thinking
- Memory
- Visual Spatial

Mini-Mental State Examination (MMSE)

Patient's Name: _____ Date: _____

Instructions: Score one point for each correct response within each question or activity.

Maximum Score	Patient's Score	Questions
5		"What is the year? Season? Date? Day? Month?"
5		"Where are we now? State? County? Town/city? Hospital? Floor?"
3		The examiner names three unrelated objects clearly and slowly, then the instructor asks the patient to name all three of them. The patient's response is used for scoring. The examiner repeats them until patient learns all of them, if possible.
5		"I would like you to count backward from 100 by sevens." (93, 86, 79, 72, 65, ...) Alternative: "Spell WORLD backwards." (D-L-R-O-W)
3		"Earlier I told you the names of three things. Can you tell me what those were?"
2		Show the patient two simple objects, such as a wristwatch and a pencil, and ask the patient to name them.
1		"Repeat the phrase: 'No ifs, ands, or buts.'"
3		"Take the paper in your right hand, fold it in half, and put it on the floor." (The examiner gives the patient a piece of blank paper.)
1		"Please read this and do what it says." (Written instruction is "Close your eyes.")
1		"Make up and write a sentence about anything." (This sentence must contain a noun and a verb.)
1		"Please copy this picture." (The examiner gives the patient a blank piece of paper and asks him/her to draw the symbol below. All 10 angles must be present and two must intersect.) 
30		TOTAL

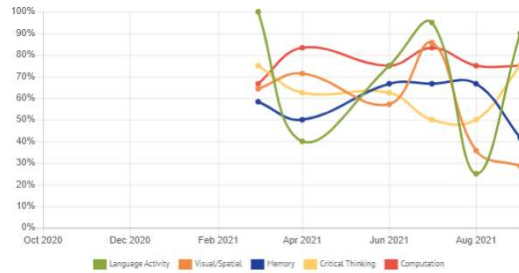
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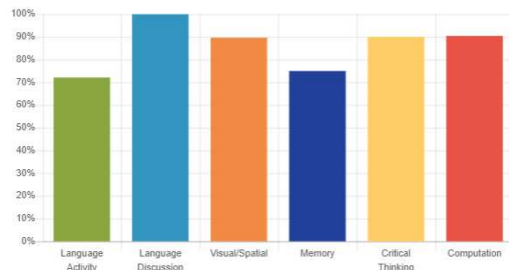
Meet Carole; September 2021 Client Report

From 2021-09-01 to 2021-09-30

Cognitive Assessment Scores



Exercise Engagement Scores



About Carole:

She is 86 and has been the caregiver for her husband for the last few years. She was a school nurse and stay-at-home mom in her younger years. She had her driver's license taken away, which was tough on her. More recently, she's forgotten how to work her cell phone. Her short-term memory is getting worse, and the recent move has made her more confused. Excited to start Fit Minds sessions.

Current ability levels

Language Activity	3
Language Discussion	3
Visual/Spatial	1
Memory	1
Critical Thinking	2
Computation	1



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Carole September 2021 Client Report continued

Carole's session is an assessment; which is just like a regular Fit Minds session, except the coach is discretely timing how many answers they give in a certain timeframe.

Carole and Jim had a lot going on when I arrived. Carole was getting dressed and I waited for about 15 minutes for her to start the session. Jim's birthday was celebrated and they were up late the night before she said. Also Jim's speech therapist was there assisting him. Carole was a bit flustered by all the activities going on as we settled into the session's assessment.

Exercises

Category	Exercise	Score	Comments
Warm-up			
Language Activity	LA - 3 - Matching - Assessment Activity.pub	90%	Carole completed the assessment successfully.
Language Discussion	LD - 3 - Music - Music and Emotion.pub	100%	We Listened to a song by Patti Page "How Much Is That Doggy IN the Window" In honor of the new puppy Charlie! Carole said the song was very popular as was this artist back when she was growing up and as a young adult. We decided this was a lively tune and she knew some of the words to the song.

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Carole September 2021 Client Report continued

Visual/Spatial	VS - 1 - Visual - Assessment Activity.pub	29%	Carole seemed challenged in recognizing and matching the items in this activity. She second guessed herself on this assessment.
Memory	MM-1-Working Memory Assessment Activity (Orange)	42%	Carole seemed hesitant to attempt the activity. She did a good job on memorizing the list on the first try.
Critical Thinking	CT - 2 - Event Sequencing - Assessment Activity.pub	75%	Carol completed the activity successfully.
Computation	CO - 1 - Arithmetic - Assessment Activity.pub	75%	Carole completed the activity successfully.



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Meet Herb; January 2022 Client Report

Herb had a very strong session. His language, visual and memory exercises were excellent, and he approached each of the exercises with energy, good logic and deductive reasoning.

Exercises

Category	Exercise	Score	Comments
Warm-up			
Language Activity	3-5 LA - WordsOutOf Election	100%	Herb created 18 words from the root word Birthday with minor prompting.
Language Discussion	LD - 5 - Facts - Nelson Mandela and South Africa.pub	80%	Herb read the narrative quickly and had a short discussion about Nelson Mandela.
Visual/Spatial	VS - 5 - US Maps - 13 Original Colonies	100%	Herb identified the 13 original colonies on the map with a prompt for New Jersey.

About Herb:

He is 88 years old and lives alone, independently in St. Augustine, FL. He was an engineer and has a MBA, so he excels in computation and critical thinking. He is very intelligent and funny. He enjoys playing the accordion and may play for you!

Current ability levels

Language Activity	5
Language Discussion	5
Visual/Spatial	5
Memory	5
Critical Thinking	5
Computation	5



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Herb January 2022 Client Report continued

■ Memory	MM - 5 - Memory - Mental Juggling (French Wines).pub	100%	Herb memorized seven words and repeated them both forward and in reverse. His forward recall skipped "wine" of which he was aware, and the reverse was in the correct order and complete.
■ Critical Thinking	CT - 5 - Logic Puzzle - Travelling.pub	80%	Herb solved the logic puzzle using good logic and process of elimination to identify each person's information, with minor prompting.
■ Computation	CO - 5 - Sudoku - August.pub	80%	Herb solved each of the two Sudoku puzzles. The first required a guess which was incorrect, but Herb corrected it. Herb also corrected an error in the second puzzle at the start.



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Our proprietary platform with content aligned to MMSE, built-in assessments, and monthly reporting keep families informed

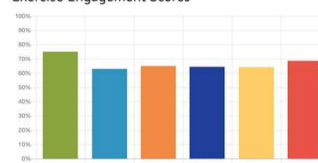
Fit Minds Personal Trainer for the Mind

- One on one coaching
- Novel and Complex Content Every Session
 - Language
 - Visual/Spatial Orientation
 - Working and Long-Term Memory
 - Critical Thinking
 - Computation
- Coaches enter notes after each session
- Coaches develop deep, interpersonal relationships with families and professional relationships with community staff
- Families and communities can track monthly cognitive and engagement levels

Cognitive Assessment Scores



Exercise Engagement Scores



■ Visual/Spatial	Notable Names (Franklin, Nightingale)	100%	Joe easily completed the word blocks by filling in some of the missing letters to famous quotes.
■ Memory	Greek Mythology	100%	
■ Critical Thinking	Codebreaking (Mint)	80%	Joe did a 3s company list. He had to sort words into groups of 3. The groups are based on themes.
■ Computation	Mental Math and Matching	67%	It took Joe 2.37 minutes to complete them all. His goal was all in one minute although he did get all correct.



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MMSE Results: Fairview Long Term Care

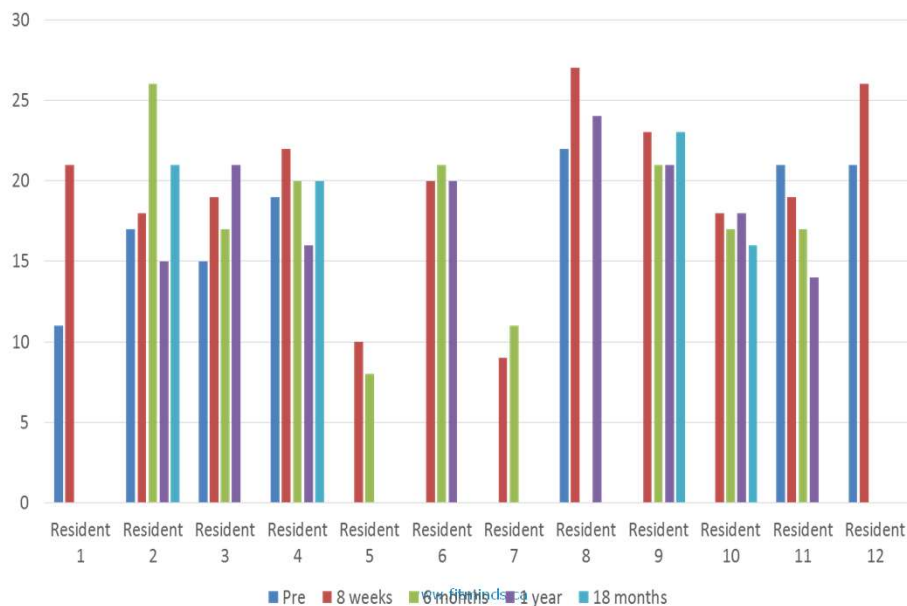
- 8 residents completed one year of Fit Minds and received pre and post testing
- 75% of participants saw a positive increase in their score after only 8 weeks
- The average increase in the MMSE score was 3.6 points
- After one year, **71% had a higher MMSE score.**

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MMSE Results for all Fit Minds Participants: Fairview Long Term Care



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Quality of Life Assessment (AD)

Residents are asked to rate how they feel in regards to each of these 13 categories.

1. Physical Health	Excellent	Poor	Fair	Good
2. Energy	Excellent	Poor	Fair	Good
3. Mood	Excellent	Poor	Fair	Good
4. Living Situation	Excellent	Poor	Fair	Good
5. Memory	Excellent	Poor	Fair	Good
6. Family	Excellent	Poor	Fair	Good
7. Marriage	Excellent	Poor	Fair	Good
8. Friends	Excellent	Poor	Fair	Good
9. Self as a whole	Excellent	Poor	Fair	Good
10. Ability to do chores	Excellent	Poor	Fair	Good
11. Ability to do things for fun	Poor	Fair	Good	Excellent
12. Money	Excellent	Poor	Fair	Good
13. Life as a whole	Excellent	Poor	Fair	Good

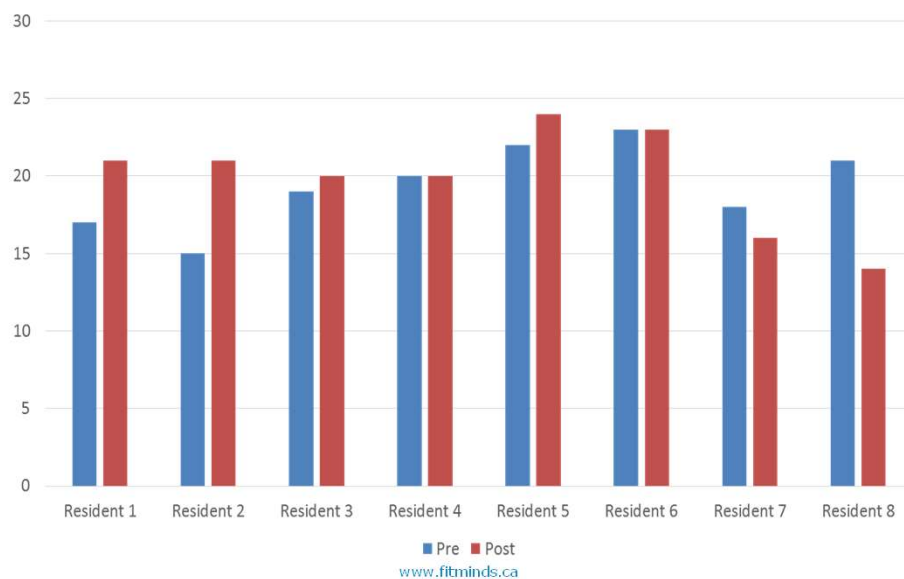
Scoring: 1 point for Poor, 2 points for Fair, 3 points for Good and 4 points for Excellent

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Pre and Post MMSE results for residents completing 1 year of Fit Minds: Fair View Long Term Care



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Personal Trainer for the Mind

Case Study: Maria Rodriguez, Memory Care Resident

Mom has been working with Fit Minds for over a year now and we could not be happier. Her coach, Michele, has done far more than just working on **improving or maintaining her cognitive skills**, but through Fit Minds **has established a loving and caring friendship with her**. I have such peace knowing that Fit Minds is checking in with mom a couple of times week.

Vicki Nelson, daughter

My family and I are grateful to have wonderful coaches work with Mom on a weekly basis. We especially enjoy the **reports that show us her engagement with various subjects and love to see how the Fit Minds staff always put a smile on her face**. Thank you, Michele and Janet, for genuinely caring about Mom.

Christi R. Harrington, daughter



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IMPACT:

Increased family satisfaction with the community
Improved quality of life and improved cognitive engagement
Improved wellness; Decreased agitation

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Personal Trainer for the Mind

Case Study: Nell Keen, Memory Care Resident

Fit Minds is a truly unique and valuable program. My mother has dementia, but **they can bring life back in cognitive areas that are fading too fast**. Some days they are even able to **get mom to read again**. Most of all they connect and engage with her on a personal level, a priceless gift. A great opportunity for any senior, not just those with dementia.

Hourly sitters or group activities are not an antidote, as they rarely offer true personal engagement. As a result, I jumped at the opportunity to try Fit Minds. My brother observed a coaching session one day, **astounded at the capabilities brought out that he thought were long gone**.

Elinor Boushall, daughter



IMPACT:

Increased family satisfaction with the community
Improved quality of life and improved cognitive engagement for resident
Improved wellness; Fit Minds coaches often alerted wellness staff to changes of condition that required treatment, e.g. finding Nell unresponsive and noting pain symptoms that required care



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Giving Clients and Their Loved Ones Hope

"Fit Minds is a truly unique and valuable program. They have been working with my mother for over a year. My mother has dementia, but they can bring life back in cognitive areas that are fading too fast. Some days they are even able to get mom to read again. Most of all they connect and engage with her on a personal level, a priceless gift. Janet, Amy, Susan, are amazing. A great opportunity for any senior, not just those with dementia.

Hourly sitters or group activities are not an antidote, as they rarely offer true personal engagement. As a result, I jumped at the opportunity to try Fit Minds. My brother observed a coaching session one day, astounded at the capabilities brought out that he thought were long gone..." "Both coaches recently made the time to be significantly present for my mother's birthday, and that speaks volumes. Her face lit up when she saw them arrive, as they are now an integral part of her world." - Elinor Boushall (family member of client)

"I cried tears of joy when I saw my mom interacting with her granddaughters... This was the first time she acted like a grandma in two years." -Cindy Larvie (family member of client)

"Mom has been working with Fit Minds for over a year now and we could not be happier. Her coach, Michele, has done far more than just working on improving or maintaining her cognitive skills, but through Fit Minds has established a loving and caring friendship with her. I have such peace knowing that Fit Minds is checking in with mom a couple of times a week." - Vicki Nelson (family member of client)

"I wanted to share some great news from my dad's neurologist annual appointment. He remains stabilized and is maintaining and no significant decline was seen again this year. The 2 neurologists asked what he was doing, and I shared how he was getting CST 3x/ week. His doctor said as long as it's not stressful to him to " keep it up!". Very exciting and I hope you use this news to keep you encouraged with what you do each day and how you are truly Impacting lives . Thank you so much!!" – Lorie Dancy, Chief Wellness and Compliance Officer



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Health and Senior Living Professionals Applaud the Possibilities as Certified Cognitive Coaches


Approvals and CEUs:

16 CEUs – National Certification Council for Activity Professionals

16 CEUs – National Council for Certified Dementia Practitioners

5 CEUs – OTs with state level OTAs

Nurses and CNAs tell us they get CEUs when they submit a cognitive coach certification




Course curriculum	
1	Welcome to the Cognitive Coach Course
2	Section One: Taking A Coach Approach
3	Section Two: The Role of Science
4	Section Three: The Fit Mindset Program
5	Section Four: Living a Healthy Lifestyle
6	Section Five: The Role of Assessments
7	Final Assessment
8	Program Webinars

“Testimonial

Arielle Gainsburg Meyer, OTR/L

★★★★★

“What a fabulous training course! Information is clear and extremely informative! I have worked in healthcare 27 years as an Occupational Therapist but have gained so much knowledge and insight already just from Module 1! Thank you Fit Minds!”



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Cognitive Coach Certificate of Completion



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Fit Minds – Mental Stimulation. Meaningful Engagement



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Thank You OHCA Participants! Fit Minds is Mom's Legacy



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