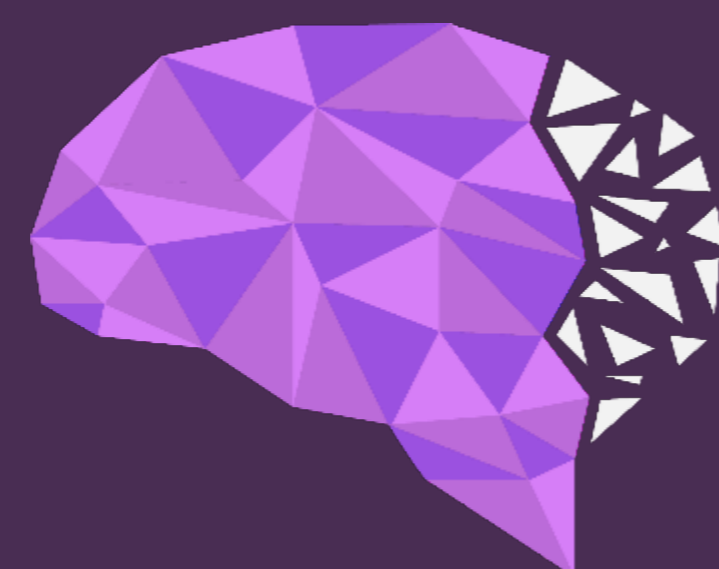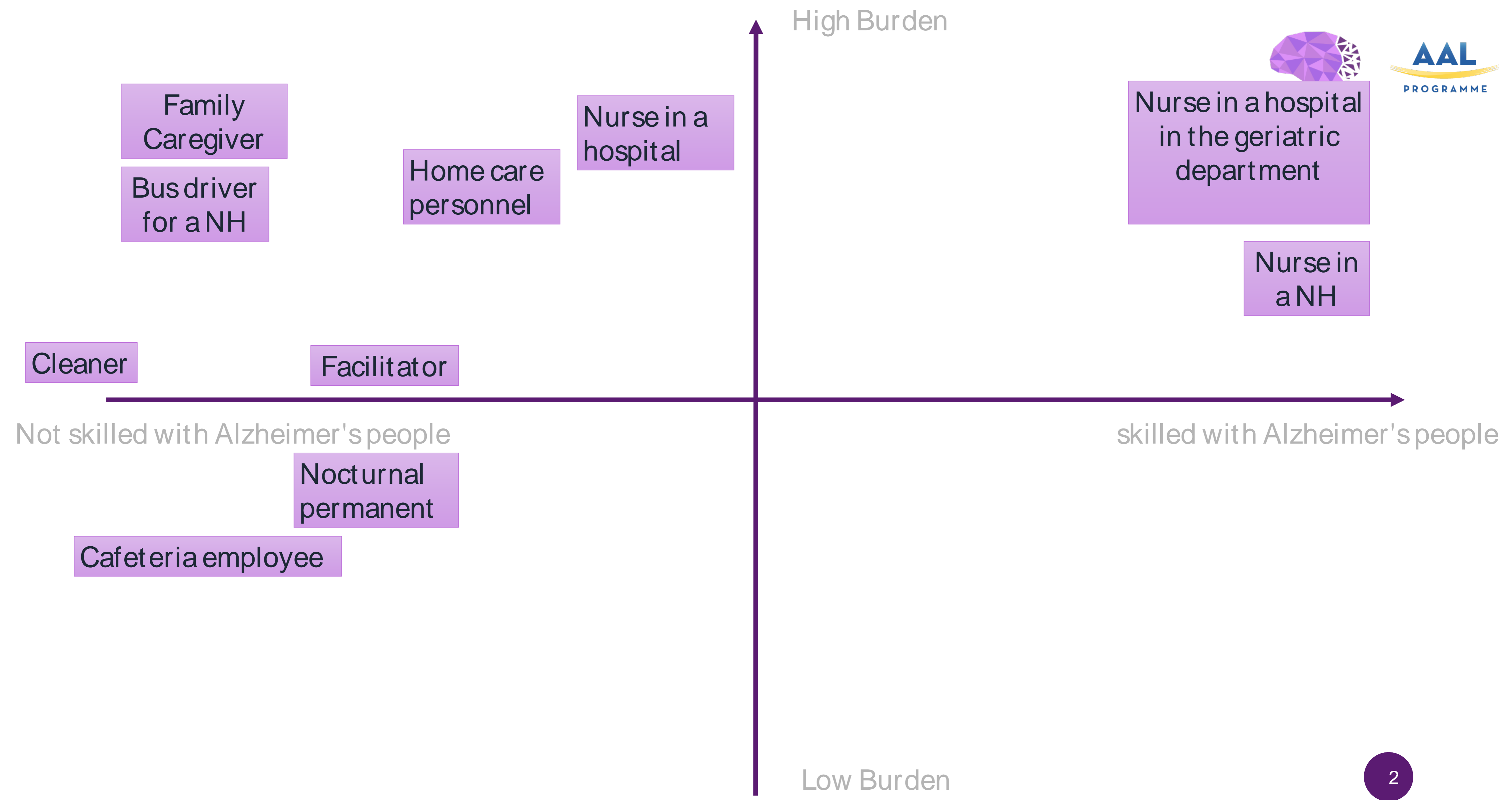# Personas PRESENTATION

by Victor Garretas Ruiz, Anna Laura Luiu, Frédéric Ehrler and Arnaud Ricci
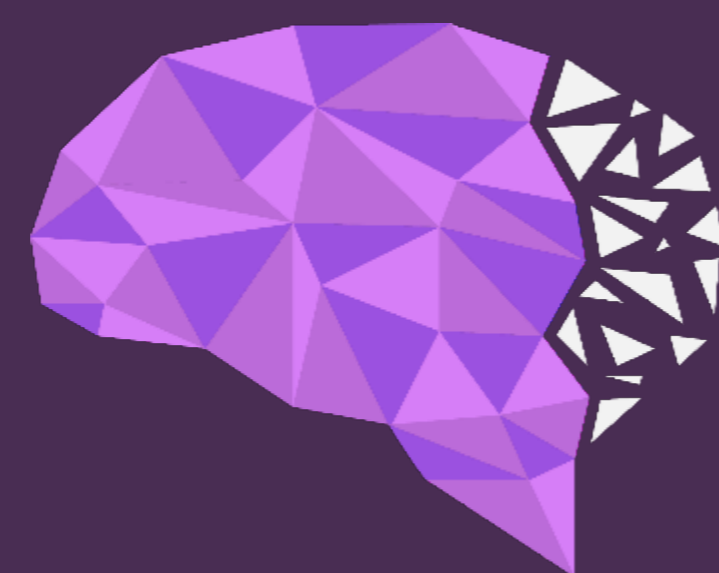
POSTHCARD
Alzheimer training for caregivers

# Users

Project co-funded by the AAL Joint Program and the National Authorities and R&D programs in The Netherlands, Belgium, Switzerland and Romania, under the Grant Agreement number AAL-CALL-2017-045

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First name	Marie
Age	45 years old
Profession	Cleaner
Workplace	Nursing Home
Category	Non-professional caregiver
Burden	Agitation, Anger
Goal	Better understanding of the disease

Training

Computing skills

Burden
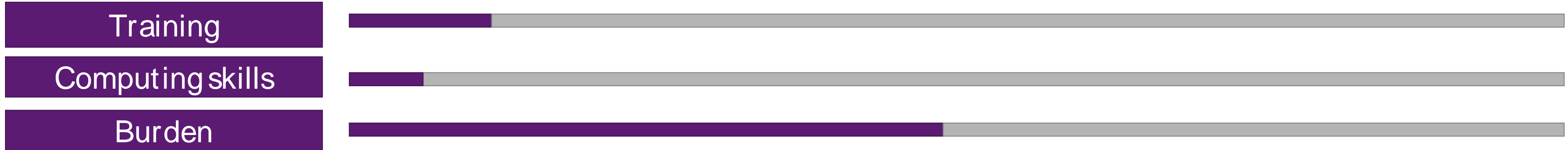
CONTEXT AND TRAINING

Marie is a mother of three children who became an independent housekeeper to improve her financial situation. Over time Marie built herself a certain reputation and helped a number of elderly people in household chores. She finally became a cleaner in an NH where she is confronted with new situations, especially with people suffering from Alzheimer's disease.

INTERACTION AND DIFFICULTIES WITH ALZHEIMER PATIENTS

Cleaning patients' rooms : Some patients do not want her to enter their « territory » (Agitation, Anger)

CONNECTION WITH TECHNOLOGY

Marie is not familiar with digital technologies but she would like to learn more to deal with the situation she encounter. She already has a few books explaining how to deal with people with Alzheimer's, but these are not enough for her to deal with the tricky situations. That's why an interactive simulation seems very interesting for her. This will let her to complement the theory she learned in the book with a better practical understand the way she communicates and act can influence the sick person.

First name	Aude
Age	20 years old
Profession	Nurse in a hospital in the geriatric department
Workplace	Hospital geriatric department
Category	Professional Caregiver
Burden	Resisting Care, Agitation
Goal	Manage aggressive behaviors

Training

Computing skills

Burden

CONTEXT AND TRAINING

Aude is a young nurse who has always been passionate about health. Indeed, after completing her compulsory education she began nursing school.

INTERACTION AND DIFFICULTIES WITH ALZHEIMER PATIENTS

Offer and guarantee individualized care to the resident : Sometimes patients refuse to take their treatment or have care. So she has to come back to the room at several times to try to get them to take their treatment or to give them care (Resisting Care). Some residents also sometimes engage in inappropriate behaviour (Agitation).

CONNECTION WITH TECHNOLOGY

Aude likes to surf the web and knows how to use new technologies. Aude is a big fan of social networks. She loves posting pictures on Instagram and Snapchat. She knows a lot about demented people, but she may be interested in using a simulation because she considers that you can always learn from various training courses.

First name	Jessica
Age	28 years old
Profession	Nurse in a hospital
Workplace	Hospital
Category	Professional caregiver
Burden	Resisting Care, Agitation
Goal	Better management of patients with dementia

Training	
Computing skills	
Burden	

CONTEXT AND TRAINING

Jessica is a nurse who works in a hospital. Unfortunately, she has never received training in the management of dementia patients. With the aging of the population, she has to care for an increasing number of patients with dementia.

INTERACTION AND DIFFICULTIES WITH ALZHEIMER PATIENTS

Offer and guarantee care to the resident : There are some situations in which patients refuse to take their treatment or have care. So she has to come back to the room at several times to try to get them to take their treatment or to give them care (Resisting Care). Some residents also sometimes engage in inappropriate behaviour (Agitation). She does not have as much time as a caregiver in a NH to develop a strong relationship or experience, which complicates the care of these people.

CONNECTION WITH TECHNOLOGY

Jessica often uses social networks and youtube. With the increase in the number of patients suffering from dementia and the increase in difficulties. She is eager to find a motivating training to better take care and interaction with people with dementia. A virtual simulation has many advantages for her such as training at home or getting feedback on her actions in the simulation.

First name	Claudette
Age	43 years old
Profession	Administrative Assistant
Workplace	At home
Category	Family Caregiver
Burden	Anger, Resisting care, Wandering, Apathy
Goal	Taking better care of her father

Training

Computing skills

Burden

CONTEXT AND TRAINING

Claudette is a 43-year-old administrative assistant. Claudette is a woman who maintains a strong attachment to family values. Indeed, after her mother's death, she welcomed her father Alphonse into her house. He suffers from Alzheimer's and sometimes becomes difficult to manage. She does not know very well how to manage particular situations because she does not have much time to learn how to behave and the brochures and videos she consulted do not allow her to evaluate her approach.

INTERACTION AND DIFFICULTIES WITH ALZHEIMER PATIENTS

➢ Helping her father get dressed : Sometimes his father doesn't want help. He claims to be able to dress himself and gets angry (Anger, Resisting Care).
➢ Put her father to bed : It's time to go to bed, but Alphonse wanders around the house (Wandering).
➢ Helping her father to eat : Sometimes Alphonse sits without touching his plate without saying a word (Apathy).

CONNECTION WITH TECHNOLOGY

Claudette uses a computer at work but rely exclusively on her tablet at home mostly to browse the web for instance to discover new cooking recipes. She would be ready to invest few dollars to acquire an interactive simulation compatible with tablets allowing her to learn how to deal with situations similar to those she encounters in everyday life with her father. For her being able to share her experience with people in similar situation is a real added value.

First name	Michael
Age	40 years old
Profession	Nurse in a NH
Workplace	Nursing Home
Category	Professional Caregiver
Burden	Resisting Care, Anxiety, Anger, Agitation
Goal	Be more efficient at work when patients do not cooperate

Training

Computing skills

Burden

CONTEXT AND TRAINING

Since he is young Michael wants to help seniors because he was raised by his grandparents. After health studies, he became a nurse in a NH. He's been properly trained. Michael finds that he can always learn more to better help these people and manage sensitive situations that are still a source of stress for him.

INTERACTION AND DIFFICULTIES WITH ALZHEIMER PATIENTS

➤Offer and guarantee individualized care to the resident : sometimes patients refuse to take their treatment or have care. So he has to come back to the rooms at several times to try to get them to take their treatment or to give them care (Resisting Care). Sometimes some residents feel anxious or angry when Michael has to dress them (Anxiety, Anger). Some residents also sometimes exhibit inappropriate behaviour when Michael is required to provide care (Agitation).

CONNECTION WITH TECHNOLOGY

Michael has a general interest in computers. He loves spending time in front of his computer on weekends. This user is also comfortable with tablets but prefers to use the computer. He says that an interactive simulation could allow him to learn more about various situations they would not have been confronted with and the fact of being able to exchange with other professional caregivers is very enriching for him.

AAL
PROGRAMME

First name	Anna
Age	49 years old
Profession	Home care personnel
Workplace	In people's homes
Category	Professional Caregiver
Burden	Resisting Care, Agitation, Anger
Goal	Experience fewer stressful situations at work

Training	
Computing skills	
Burden	
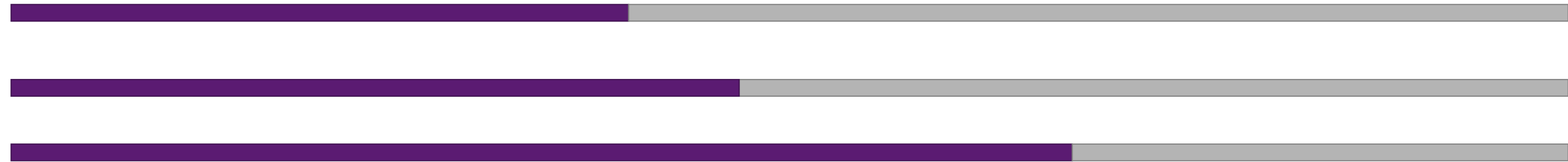
CONTEXT AND TRAINING

As part of her training, Anna had to do an internship in a NH. She liked it and decided to become a home care personnel to care for people in difficulty.

INTERACTION AND DIFFICULTIES WITH ALZHEIMER PATIENTS

➤Accompany to the doctor : Some patients no longer want to go to the doctor and say they are doing very well (Resisting Care)
➤Tasks of daily life : he might refuses to get dressed, to eat, to take pills, to clean himself. (Resisting Care)
➤Housing maintenance : Some patients do not want her to enter their «territory» (Agitation, Anger)

CONNECTION WITH TECHNOLOGY

Anna is not an expert in new technologies but she still knows how to use a computer quite easily. She also occasionally installs games on her tablet. That is why Anna would be interested in an interactive simulation to simulate similar cases she is dealing with. She thinks it could really help her in her everyday life.

First name	Adesh
Age	31 years old
Profession	Facilitator
Workplace	Hospital
Category	Socio-cultural facilitator
Burden	Agitation, Repetition
Goal	Become an excellent facilitator

Training

Computing skills

Burden

CONTEXT AND TRAINING

Adesh is facilitator in a hospital. In this work environment, Adesh is sometimes confronted with complicated situations because he has never been trained to interact with people suffering from dementia. This is why he would like to have advice and be able to train in this kind of situation in order to better take care of these people.

INTERACTION AND DIFFICULTIES WITH ALZHEIMER PATIENTS

➤Accompanying the elderly by offering them a variety of activities : Sometimes patients with Alzheimer's disease suddenly change mood during an activity (Agitation). Sometimes this type of patient asks the same question for a while (Repetition).

CONNECTION WITH TECHNOLOGY

Adesh is good with new technologies. Indeed, in his former work environment, he was confronted with many new technologies used by children. This is why he finds an interactive mobile simulation offering tips and tricks would be very interesting for him especially if it is not expensive.
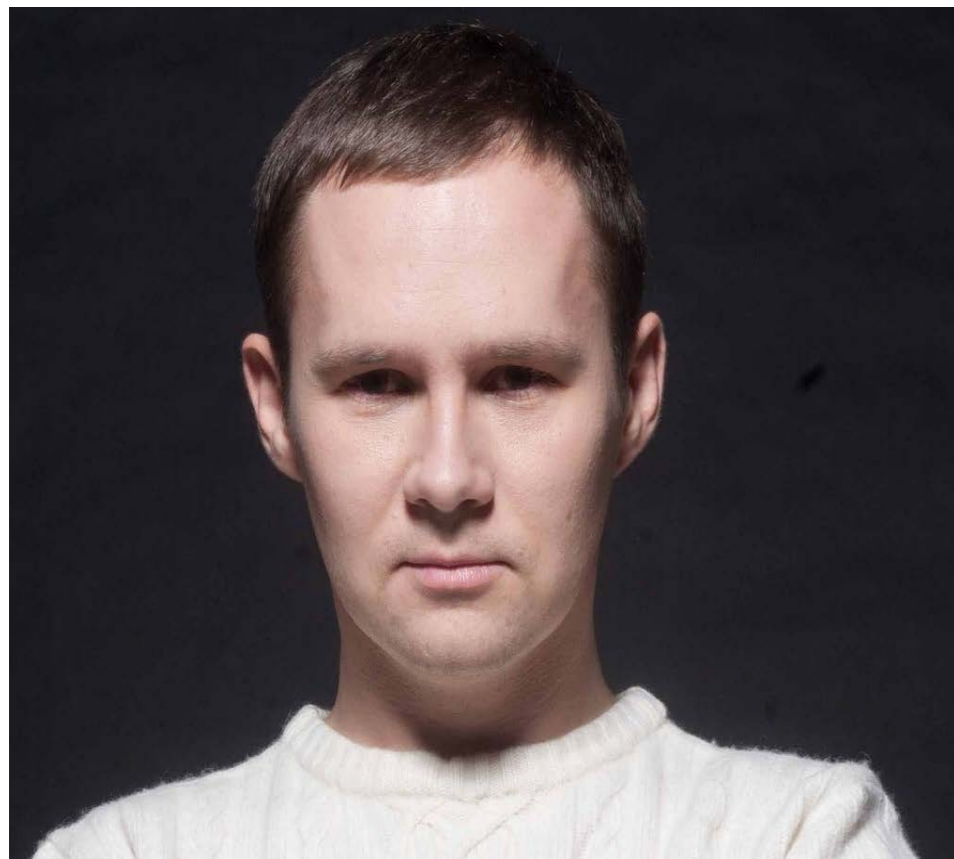
First name	Paul
Age	34 years old
Profession	Nocturnal permanent
Workplace	Nursing home
Category	In contact with people with Alzheimer's disease
Burden	Agitation, Repetition
Goal	Facilitate communication with Alzheimer patients

Training

Computing skills

Burden
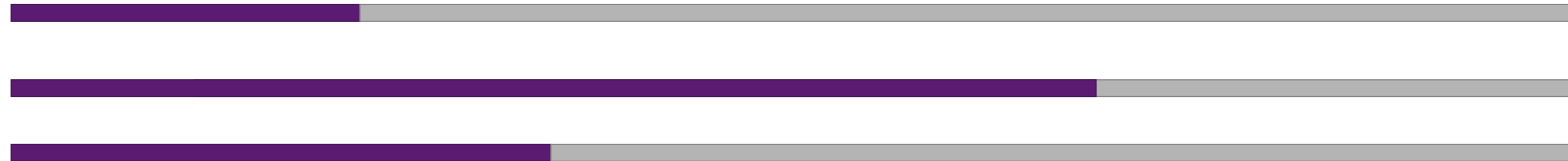
CONTEXT AND TRAINING

Paul is a nocturnal permanent in a building with social care for the elderly. He makes sure that everything goes well in the building. In general, everything goes rather well since the residents are able to manage their daily life. He has not had any particular training in relation to dementia patients.
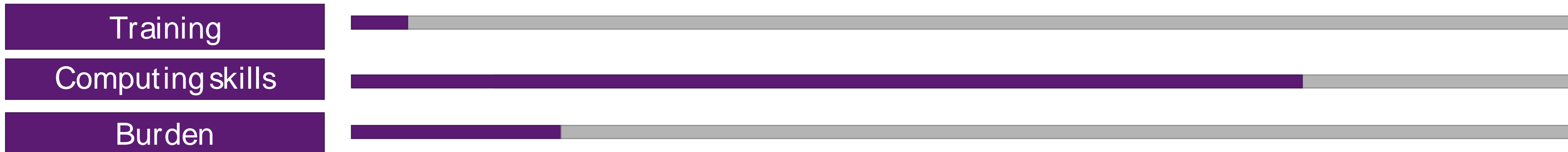
INTERACTION AND DIFFICULTIES WITH ALZHEIMER PATIENTS

➤Take care of the peace and quiet of the building : Sometimes some residents start screaming in the building for no reason at night. Paul must then go see these residents as soon as possible in order to maintain the tranquility of the building (Agitation).
➤Answering tenant calls : Sometimes some residents call several times very late at night to ask for the same thing (Repeat).

CONNECTION WITH TECHNOLOGY

Paul knows how to use new technologies quite well. Passionate about DIY, he often looks at tutorials on the Internet to make furniture for his home. He would be very interested in having some kind of tutorial or something like that to help him manage people with Alzheimer's disease.

First name	Françoise
Age	24 years old
Profession	Cafeteria employee in a NH
Workplace	Nursing home
Category	In contact with people with Alzheimer's disease
Burden	Repetition, Apathy, Anger
Goal	Better apprehend people with Alzheimer's disease

Training	
Computing skills	
Burden	

CONTEXT AND TRAINING

Françoise finished her professional training as a catering employee and now works in a NH. Unfortunately, she has not received any training to deal with demented people.

INTERACTION AND DIFFICULTIES WITH ALZHEIMER PATIENTS

➤Welcome residents and customers : Sometimes some residents respond with an insult when Françoise welcomes them. She doesn't know what to answer in these situations (Agitation, Anger).

CONNECTION WITH TECHNOLOGY

Françoise likes to play video games in her spare time and thinks that if he had the opportunity to play an interactive game about people with Alzheimer's that would motivate her more and it would allow him to better understand these people.

First name	David
Age	45 years old
Profession	Bus driver for a NH
Workplace	Nursing home
Category	In contact with people with Alzheimer's disease
Burden	Repetition, Anger
Goal	Be less nervous at work

Training	
Computing skills	
Burden	
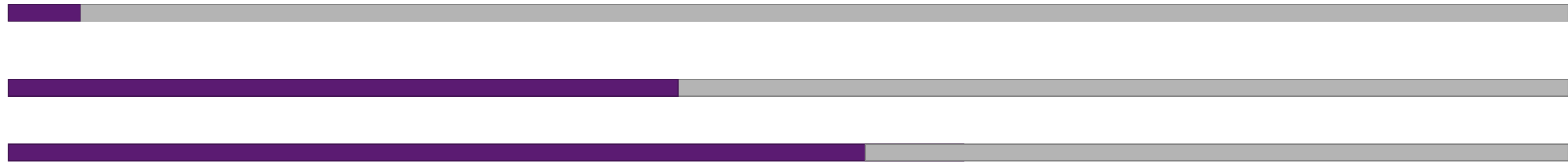
CONTEXT AND TRAINING

David is an experienced bus driver. He recently became a driver for a NH. Although he feels comfortable driving, he does not always feel reassured when he has to transport patients with Alzheimer's disease and even fears for his safety.

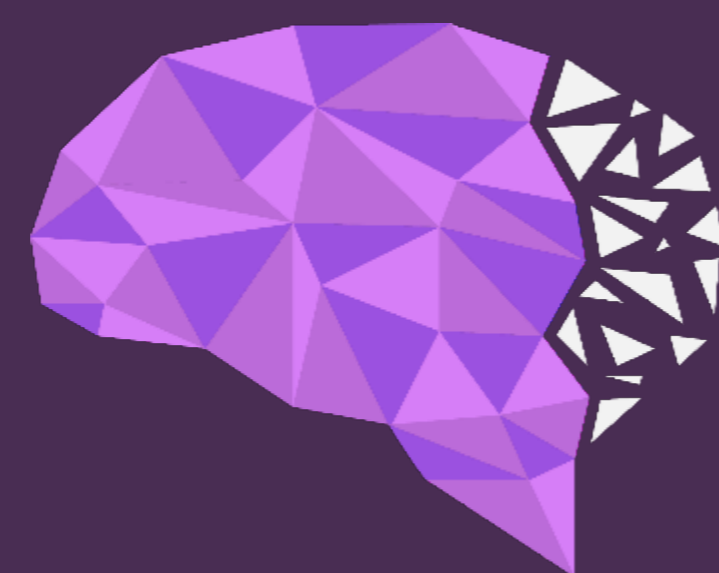INTERACTION AND DIFFICULTIES WITH ALZHEIMER PATIENTS

➤Transport patients : Sometimes people with Alzheimer's disease repeat an action (noise, hitting seats...). This often ends up annoying David (Repetition). Patients also sometimes start to get suddenly angry, forcing David, in some cases, to stop the vehicle because he fears for his safety (Anger).

CONNECTION WITH TECHNOLOGY

David is able to use the basic features of his computer such as using word processing software, surfing the Internet or playing online chess. David would be interested in an interactive simulation, especially if it can teach him to handle situations similar to those he finds in his work.

Potential customers

POSTHCARD
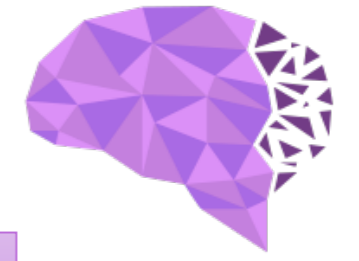Alzheimer training for caregivers

Establishment	NH « Les pommiers »
Staff members	82
Sales revenue	11'761'000 (CHF)
Category	NH - Professional institution
Barrier	Financial investment, staffs' average age
Goal	Improve the quality of their services

Interest

Purchasing power

Use of technology
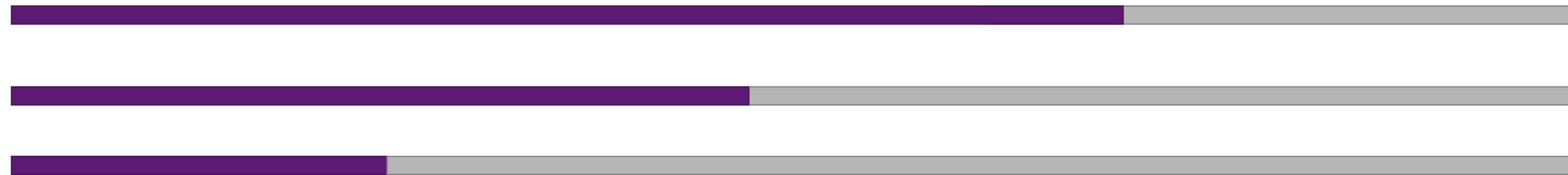
CONTEXT

The NH "Les pommiers" is an average NH located in Geneva. This NH has 82 employees, 65 of whom are qualified in the care sector. Although this NH does not have a financial deficit, it is reluctant to invest in new equipment. Despite the fact that the employees of this NH are competent, they can have difficulties with clients suffering from Alzheimer's disease. This NH would therefore be interested in an interactive simulation to train its employees if the investment cost is reasonable.

USE OF TECHNOLOGY

The NH "Les pommiers" are open to innovation to care for their patients. Caregivers use, for example, lifting devices to help residents to get out of bed or a chair and electric wheelchairs. However, the NH does not currently rely on digital technology.

AAL
PROGRAMME

Establishment	IMAD (Geneva Home Support Institution)
Staff members	2'056
Sales revenue	225'400'000 (CHF)
Category	IMAD - Professional institution
Barrier	Economic deficit, staffs' average age
Goal	Improve the quality of their services

Interest

Purchasing power

Use of technology

CONTEXT

IMAD is a Geneva-based home support institution that provides care, assistance, support and respite services to help people stay at home while preserving their autonomy. IMAD is open to the continuous optimization of the technological resources made available to employees although they have limited power of financial investment. In addition, the IMAD has difficulty recruiting skilled professionals and therefore employees are mainly trained within the Institute (community health and care assistant). The IMAD would therefore theoretically be very interested in acquiring an interactive simulation to train its employees. The average age of IMAD employees is 45 years old, which could be a barrier to the use of this simulation.

USE OF TECHNOLOGY

IMAD is gradually opening up to new technologies and uses already several mobile tools. In 2017, the tablet deployment operation within the teams was completed. The tablets make it easier to carry out all the procedures related to care by facilitating the handling of computerized files.

Establishment	Hospital de la Tour
Staff members	1'121
Sales revenue	204'475'000 (CHF)
Category	Hospital - Professional institution
Barrier	Some employees who are technologically resistant
Goal	Improve the quality of their services

Interest

Purchasing power

Use of technology

CONTEXT

The Hospital de la Tour is a private hospital located in Geneva. This hospital has more than 1,000 employees. As in all hospitals, the employee have sometimes to deal with difficult patients such as those with Alzheimer's disease. Thus, this hospital could be interested in an interactive simulation to train its employees.

USE OF TECHNOLOGY

The hospital's revenues remains stable, which allows it to invest periodically in advanced medical equipment. This hospital is open to the acquisition of new equipment to improve the quality of care.
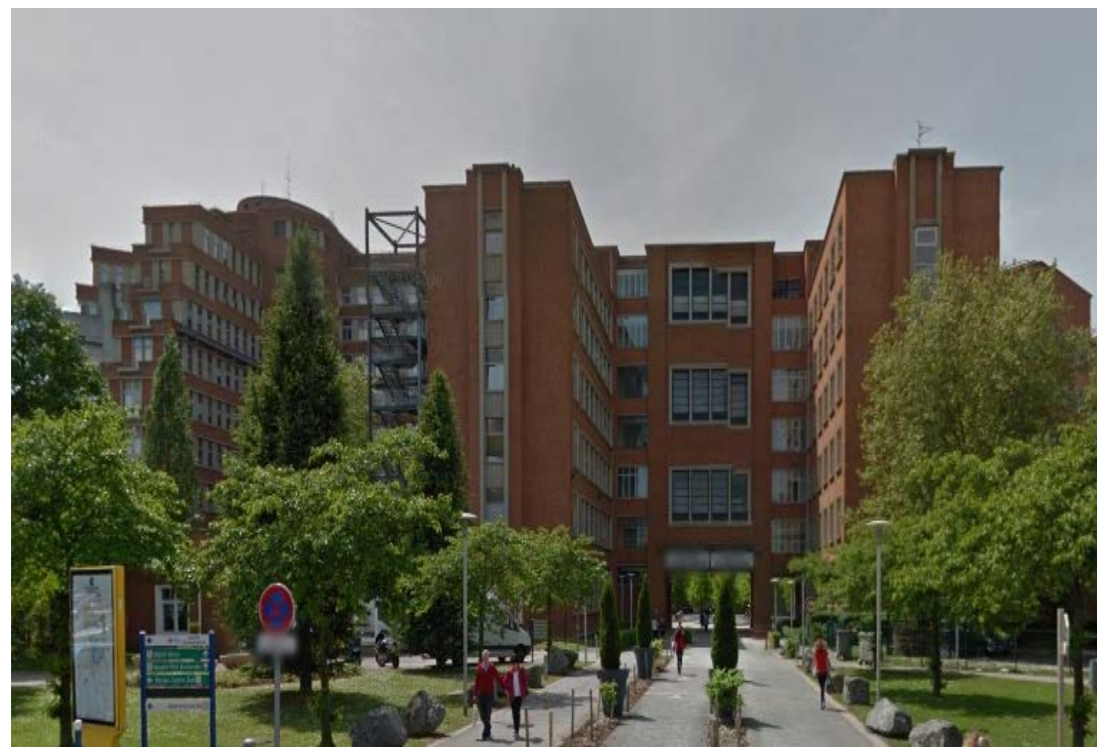
Establishment	Private training institutes for Caregivers
Staff members	N/A
Sales revenue	N/A
Category	Private training institutions
Barrier	The cost of training tools
Goal	Training for the professions of nursing assistant

Interest	
Purchasing power	
Use of technology	
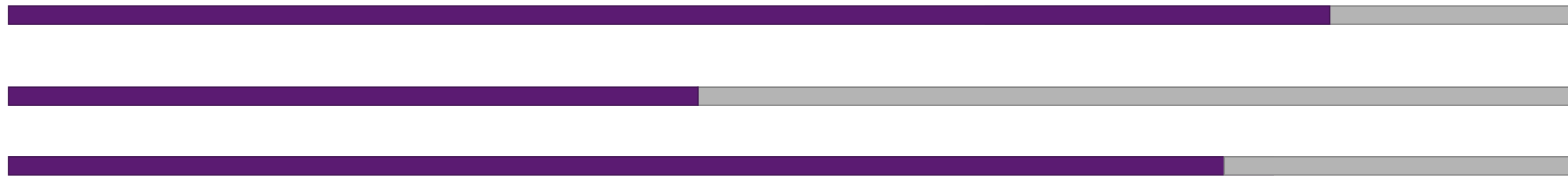
CONTEXT

An IFAS is a training centre that trains people to become health care assistant. This health and social training course lasts one year and grant a State diploma. It consists of 1,435 hours of theoretical, institute, clinical and internship teaching.

USE OF TECHNOLOGY

The training is available remotely in several French institutions. This is why it is conceivable that the integration of this virtual simulation into one of their training courses could be very useful for learners who cannot necessarily follow the training in a centre. It could also be a tool that adds an additional motivational factor.

Establishment	Swiss Alzheimer's Association
Staff members	10'000
Sponsors	130'000
Category	Association
Burden	The financial resources
Goal	Improve the quality of their services

Interest

Purchasing power

Use of technology
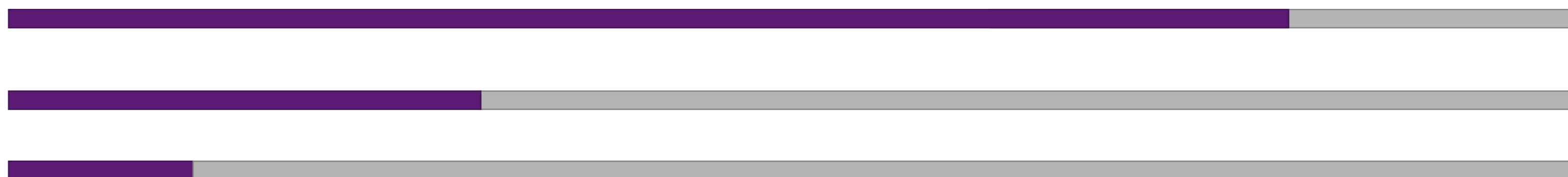
CONTEXT

The Swiss Alzheimer Association is committed to improving the living conditions of all people concerned with Alzheimer's disease. People with dementia and their families are supported for care and support and to ensure that this support is financially sustainable.

USE OF TECHNOLOGY

Family caregivers receive the information and training to deal with daily situation. It could be interesting for the association to extend their offer by using the simulation.