

GUIDE Model Strength in Partnerships Fact Sheet

MODEL BACKGROUND

The Guiding an Improved Dementia Experience (GUIDE) Model is a voluntary national model offered in all states, U.S. territories, and the District of Columbia. The GUIDE Model has two participant tracks, one for established dementia care programs and one for new dementia care programs.



DURATION

The GUIDE Model will run for 8 years with a one year pre-implementation period to support new program development.



BENEFITS

The GUIDE Model provides an alternative payment methodology for participants to deliver comprehensive dementia care with the aim of improving quality of life for people with dementia and their caregivers.



PATIENTS

Model patients are community-dwelling Medicare FFS patients, including patients dually eligible for Medicare and Medicaid, who have dementia.

A GUIDE Participant has the option to contract with other organizations to meet the care delivery requirements of the model. This document provides general suggestions for partner identification and outreach; it is not intended to endorse certain organizations/organization types.

PARTNERSHIP OVERVIEW



PARTNER ORGANIZATIONS

If a GUIDE Participant contracts with other Medicare providers/suppliers or non-Medicare enrolled organizations to meet the GUIDE care delivery requirements, these contracted partners will be known as "Partner Organizations."



PARTNER ORGANIZATION ROSTER

The GUIDE Participant will be expected to maintain a list of Partner Organizations ("Partner Organization Roster"). GUIDE Participants may change partnerships or form new ones at any point during the model.



PARTNER ORGANIZATION OVERLAP

Both Medicare-enrolled and non-Medicare enrolled entities may contract with and be a Partner Organization to more than one GUIDE Participant.

PARTNER ORGANIZATION TYPES

GUIDE Participants may contract with different types of Partner Organizations to meet model requirements. The following are a few examples:



Community Based Organizations*



Home Health Agency



Hospice Agency



Physical / Occupational Therapy Practice



Area Agencies on Aging

*Home and community-based/long-term services and support providers including organizations which provide respite services, caregiver education and training, support groups, adult day health, and personal care services.

IDENTIFYING POTENTIAL PARTNERS

Model participants can use a combination of strategies and resources, provided below, to identify and engage potential Partner Organizations.



Classify potential partners by services provided and geographic location.



Prioritize potential partner organizations by presence in a community and experience with population both in terms of cultural competency and dementia capability.



Evaluate potential partner organizations with supplemental information, such as the following resources:



[**CMS STAR RATINGS**](#)



[**ACL Resources**](#)



[**NIH ADRC Directory**](#)



Consider identifying and engaging partners who serve underserved populations with higher incidence of dementia.

ENGAGING PARTNERS

The following suggested tactics and messaging can help facilitate partner engagement.

ENGAGEMENT TACTICS



Use existing partner networks to identify new partners. Contact current partners in your network and share GUIDE materials and messaging. Include an ask for current partners to share GUIDE materials with their networks.



Identify and contact new partners. Use publicly available Medicare provider lists and other resources to identify providers in your area for initial outreach through email, calls, or meetings.



Engage CBOs, associations, and other professional organizations. Contact connector organizations such as CBOs or national, state, local professional or trade associations to identify partner organizations and initiate outreach.



Share model communications materials, including available fact sheets and model website links to ensure clarity and consistency of model messaging.

PARTNER MESSAGING



The GUIDE Model provides an opportunity for partners to enhance care coordination and care delivery within a geographic area, improving outcomes for people with dementia and their caregivers.



The GUIDE Model's learning and network systems will enable participants to share education with partners to advance their existing capabilities and expand their network.



Funding Incentives*: Partner Organizations should expect to be compensated through their contracts with GUIDE Participants for the services that they are providing as part of the GUIDE Model.

Note: GUIDE Participants will receive a monthly Dementia Care Management Payment (DCMP) for providing the GUIDE Care Delivery Services to each patient. Participants and Partner Organizations negotiate contracts to determine compensation for services delivered.

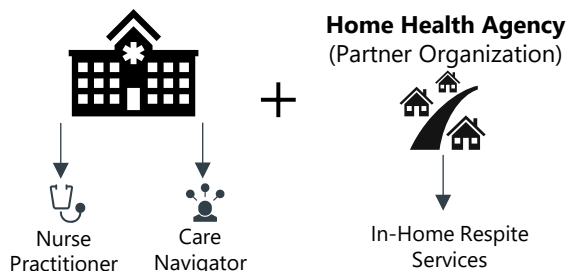
*For more information on the DCMP and other payments, please visit the [Payment Methodology Paper](#).

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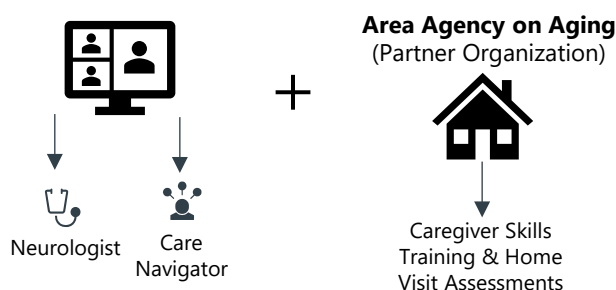
PARTNERING CAN HELP BUILD STRONGER DEMENTIA CARE PROGRAMS

Here are a few ways that GUIDE Participants and Partner Organizations are forming Dementia Care Programs ("DCPs"). For more information about the care delivery requirements under the GUIDE Model, please refer to the GUIDE Model [Request for Applications](#).

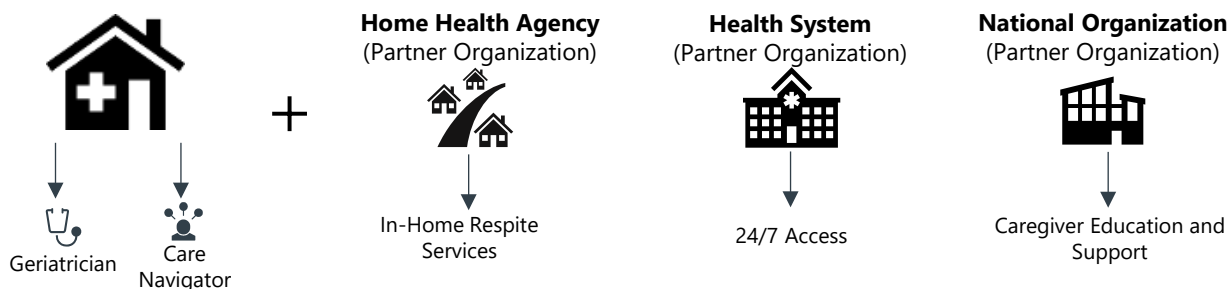
Example 1. A large regional health system provides 8 of the 9 care delivery requirements. They contract with a local Home Health Agency to provide in-home respite services.



Example 2. A telehealth company provides 7 of the 9 care delivery requirements. They contract with a local Area Agency on Aging to provide caregiver skills training and home visit assessments.



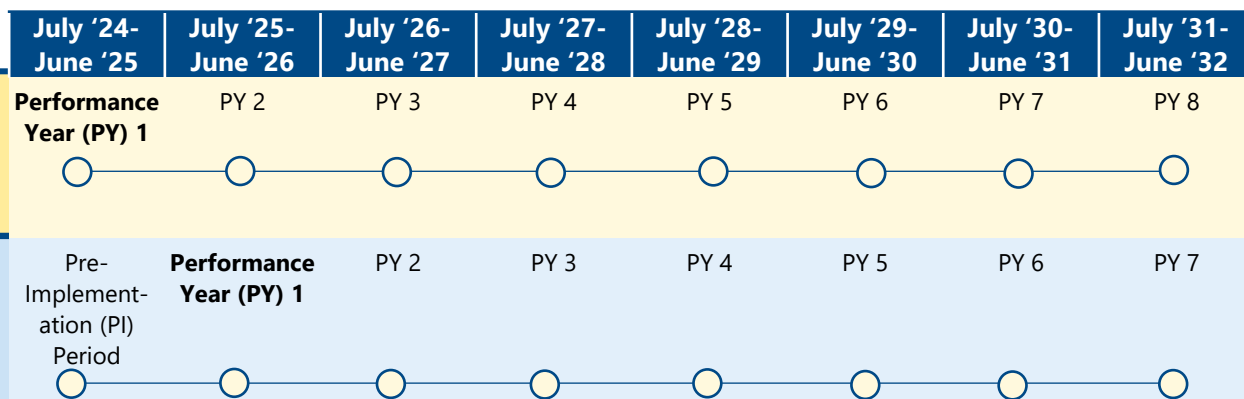
Example 3. A family geriatrics practice provides 6 of the 9 care delivery requirements. They contract with a local Home Health Agency to provide in-home respite services, a local health system to provide 24/7 access and a national organization to provide caregiver education and support.



CONNECTING WITH PARTICIPANTS

Organizations interested in partnering with a GUIDE Participant should visit the GUIDE Model website to obtain a [list](#) of GUIDE Model Participants. Partner Organizations are subject to program integrity screenings and must be approved by CMS before providing any services.

MODEL TIMELINE



Model Contact Information and Resources

Email: GUIDEModelTeam@cms.hhs.gov

Webpage: <https://innovation.cms.gov/innovation-models/guide>