Guidelines for

Best Friends™

Master Trainer Certification

Training Certification
provided by the
Best Friends™ Developers &
Expert Leaders

Offered through
Health Professions Press
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Best Friends™ Overview

Background

When Virginia Bell created one of the first dementia-specific adult day centers in the country, she strove to provide more than a bandage to a disease that takes away the ability to share memories, thoughts and prayers; she wanted to support each person as a best friend would. The model of care that emerged uses life-affirming methods to draw out the strengths and unique personalities masked by Alzheimer’s disease. Virginia Bell’s vision has led to the development over the last 3 decades of a comprehensive program that is used to provide quality memory care coast to coast in the United States and in European, Asian, Middle Eastern, and South American countries.

Since the 1997 publication of the first book, The Best Friends Approach to Alzheimer’s Care, by Virginia Bell and David Troxel, the Best Friends™ model of care has gained global respect and demonstrated meaningful outcomes. Bell and Troxel have contributed to and been featured in numerous journals and other publications for their life-enhancing Best Friends™ work. Troxel is a frequent speaker and consultant for organizations and associations seeking guidance on this revolutionizing model of care, and both Bell and Troxel continue to partner with other pioneers in the field of Alzheimer’s care to develop applications of Best Friends™ within innovative programs in the U.S. and abroad.

This comprehensive, compassionate approach is grounded in the understanding that relationships are key in dementia care and that they require the essential elements of friendship: respect, empathy, support, trust, humor. These are the building blocks of an evidence-based care model that is easy for staff to embrace and has been proved both effective and replicable. Best of all, the Best Friends™ approach to dementia care is completely person-centered and flexible enough to adapt to each person’s remaining strengths and abilities. At the core of Best Friends™ is a relationship-based model that emphasizes the role of care partner, not just carer.

The Best Friends™ approach is a care initiative that introduces high-quality service and supports communities in their quest to create culture-changing communities of care. For more background on the Best Friends™ approach to dementia care, a downloadable Overview is available at http://bestfriends.healthpropress.com/about-best-friends. This report outlines the core elements of the Best Friends™ philosophy. It documents the successes of those who have used and endorsed the approach, including state-level agencies, Alzheimer’s Association chapters, and corporations providing care in a variety of settings, and it describes some of the programs undertaken by organizations who have partnered with the author-developers and the publisher, Health Professions Press (HPP), to use the Best Friends™ approach to improve the quality of care for the people they serve.
Best Friends™ Master Trainer Certification

The Best Friends™ Master Trainer certification has been designed to support individual trainers and organizations seeking high-quality programming for dementia care. Master Trainer certification not only covers the core elements of the Best Friends™ model of care but also delivers instruction in good adult learning principles and provides opportunities and materials for interactive learning. It is a “train-the-trainer” level training, whereby certified Master Trainers are instructed in how to reliably teach the Best Friends™ approach to a care community’s staff, colleagues, volunteers, and others.

Master Trainer certification is conferred once each training participant has demonstrated mastery of “train-the-trainer” instruction in the principles and practices of the Best Friends™ approach to Alzheimer’s care. This is a certification-level training that carries with it numerous benefits as well as obligations on the part of the recipient and the recipient’s employer (when applicable).

Best Friends™ Master Trainer certification is conferred to individual professionals who successfully complete their training through the program provided by Health Professions Press and Expert Leaders in Master Trainer instruction. The Master Trainer status is typically associated with the trainer’s place of employment and conveys certain privileges to the employer as well as the employee. Each professional who seeks Master Trainer certification must be sponsored by his or her employer, unless HPP approves a candidate for individual certification. When certification is conferred, in addition to benefits for the awarded individual, that employee’s employing organization also gains the advantage of using the designation Best Friends™ Environment for a location (see Organizational Privileges and Designation) at which the Master Trainer works for the employing organization.

These Guidelines cover the general policies and principles under which the Best Friends™ Master Trainer Certification program operates. More details on terms and conditions are covered in the Master Trainer Agreement executed upon successful completion of training. HPP reserves the right to change the policies set forth in these Guidelines from time to time. HPP also welcomes suggestions for enhancing the operation of the program. Participate in the vibrant community of Best Friends™ Master Trainers and visit the Best Friends™ Portal (http://bestfriends.healthpropress.com) for helpful information.
**Best Friends™ Master Trainer Certification: The Elements**

**Leadership**

The confidence to lead others in the provision of superior, relationship-centered care is a key benefit of achieving Best Friends™ Master Trainer status. The “train-the-trainer” model enables graduates to articulate the full vision of the Best Friends™ approach and participate in widening the access to this model of care that demonstrates a better way of interaction and caring for persons with Alzheimer’s disease and their families. Serving as mentors to their co-workers and others they train, certified Best Friends™ Master Trainers will be prepared to teach and to model the skills needed for a successful Best Friends™ care culture.

Certification for key organizational staff as Best Friends™ Master Trainers, and designation of their employing organization as a provider of Best Friends™ Environments, enables employees and employer to not only distinguish themselves as leaders in personalized, holistic dementia care, but also be assured that they are engaged in providing the highest quality of care for the people and families they are serving.

Individuals who qualify as Master Trainers without affiliation with an employer are able to distinguish themselves as leaders, too. As Master Trainers they are qualified to impart their knowledge of Best Friends™ to others who are seeking a more nurturing way to care for people who have dementia. They will need to meet additional reporting metrics with HPP, and renewal terms may be different from those for employer-sponsored Master Trainers (for more information, please see Initial Certification in the Fees section).

**Personal Benefits**

Certification conveys numerous benefits and privileges to the Master Trainer:

- Receipt of a binder containing handouts of the PowerPoint slides for note taking
- Receipt of additional resources used in the training
- Choice of a Best Friends™ book as a personal copy that will be signed by the Expert Leaders at the Best Friends™ Institute
- Access to exclusive content for Master Trainers in the Best Friends™ Portal, including more than 8 staff-training modules (in PowerPoint slide format), handouts, activity prompts, marketing materials, wall displays, and logo files
- Receipt of a Best Friends™ branded USB flash drive to download exclusive Portal content
- Receipt of a Best Friends™ Master Trainer certificate, signed by the Expert Leaders
- Ability to train co-workers and volunteers in locations under the operation of the Master Trainer’s employer and/or ability to train others in accord with the terms and conditions of Master Trainer licensure
When applicable, distinction of serving as resident expert at the single work location where the Master Trainer is based and thereby conferring the designation of Best Friends™ Environment (see Organizational Designation section) on that particular location (see Organizational Privileges below)

Ability to hold free informational sessions on the Best Friends™ approach for the public as a form of community outreach by the Master Trainer’s employer (e.g., to recruit volunteers, to educate families of current or prospective clients)

Access to discounts and special offers on Best Friends™ products published by HPP

Organizational Privileges and Designation

Enrolling staff to complete Master Trainer certification enhances an organization’s name recognition in the field of dementia care, promotes the organization’s association with the Best Friends™ brand, and offers enhanced revenue potential and market distinction while also providing a high quality of public service. Above all, deciding to send staff for Best Friends™ Master Trainer certification is committing to an improved quality of life for both the people served by the organization and its staff.

Choosing to offer staff the opportunity to train to become Master Trainers in the Best Friends™ approach to Alzheimer’s care will:

- Bring distinctive recognition to an organization’s programs and services
- Ensure ongoing, sustainable professional development for staff
- Provide for fidelity and continuity in implementation of the Best Friends™ model
- Build staff confidence, experience, and skills
- Attract and keep families seeking a person-centered approach to care
- Provide a competitive advantage for business growth

The forward-thinking organization investing in Best Friends™ Master Trainer instruction will be able to:

- Promote professional development by identifying staff who meet entry qualifications to receive Master Trainer certification instruction
- Benefit from having on-site Master Trainers who are qualified to train co-workers and volunteers in the principles and practices of Best Friends™
- Designate one location in their program where a Master Trainer is based as a Best Friends™ Environment (see Organizational Designation section)
- Promote to families the adoption of the Best Friends™ philosophy of care and adherence to the Dementia Bill of Rights
- Display the trademarked Best Friends™ name and logo (in accord with provided trademark use guidelines)
- Receive discounts from HPP on Best Friends™ product purchases, beginning at 20%; higher quantity discounts are also available
- Take advantage of merchandising privileges to use the Best Friends™ marks on promotional literature and commodities (e.g., T-shirts, mugs, pens, flash drives, tote bags)
Receive periodic news and updates from HPP on Best Friends™ studies, activities, publications, and other new developments and have access to exclusive Master Trainer content in the Best Friends™ Portal on HPP’s website

- Participate, if desired, as a reseller of Best Friends™ products (details outlined by separate distribution agreement with Health Professions Press)
- Receive discounts on future registration fees for additional staff training at Master Trainer Institutes

Caregiving organizations who commit to the professional development of staff for Master Trainer certification in Best Friends™ may be for-profit companies, not-for-profit agencies, local associations, and other community entities. When an organization’s employees successfully complete Master Trainer certification, HPP will issue a three-way license agreement that details the privileges set forth above and elaborates on the terms and conditions for operating under Best Friends™ certification.

For organizations that send employees to the Best Friends™ Institute for the purposes of achieving Master Trainer certification, each Master Trainer who is based at a single, physical location and can ensure the day-to-day fidelity of implementation of the Best Friends™ principles and practices is rewarded with a Best Friends™ Environment certificate for that location.

**HPP Guarantees**

Health Professions Press will provide:

- Qualified Expert Leaders for the training of staff seeking certification as Best Friends™ Master Trainers
- Practical training materials for ongoing use
- Master Trainer certificates for those individuals successfully completing the training
- For organizations sponsoring employees for certification, designation as a Best Friends™ Environment to a location at which each Master Trainer is based
- An annual certification renewal process that requires Master Trainers to demonstrate their continuing knowledge, practice, and training of the Best Friends™ approach, thereby ensuring adherence to the Best Friends™ philosophy
Best Friends™ Master Trainer Certification: The Process

A High-Standard Trainer Certification

HPP operates within its respected Specialized Expert Training (S.E.T) professional development training model (see the About Specialized Expert Training section) to provide Best Friends™ Master Trainer certification. Following are the prerequisites, training components, schedule, fees, and renewal procedures associated with Best Friends™ Master Trainer certification.

Prerequisites

Individuals interested in completing Best Friends™ Master Trainer instruction must meet the following prerequisites:

- Submit the online application to Health Professions Press (visit www.healthpropress.com/bfai or request an application form by emailing bestfriends@healthpropress.com)
- Be employed in the field of dementia care or a related area of long-term or aging care
- Be well-versed in the essential principles of Best Friends™ care from the book *The Best Friends Approach to Alzheimer’s Care*, as demonstrated by passing a required pre-test as part of the application process
- Either be 1) “sponsored” by their employer, who will also commit to supporting implementation of the Best Friends™ philosophy, or 2) apply to HPP for approval to sit for Master Trainer certification as an independent individual trainer

To graduate with Best Friends™ Master Trainer certification, candidates shall:

- Complete training from an Expert Leader designated by HPP to provide Master Trainer instruction
- Participate in all components of the 2-day, in-person, train-the-trainer Best Friends™ Approach Master Trainer instruction (whether provided in an HPP-organized Institute or hosted on-site by an organization in coordination with HPP)
- Achieve understanding of the Master Trainer train-the-trainer materials
- Demonstrate training proficiency by participation in exercises and as observed by the Expert Leaders during the course of the training
- Prepare and present a short training demonstration on a Best Friends™-related topic
- Pass a post-test conducted prior to the conclusion of the Best Friends™ Master Trainer training
- Be approved by the Expert Leaders and receive written certification to engage in training in the Best Friends™ model
- Enter into a Best Friends™ Master Trainer Agreement, signed by HPP, the individual, and the individuals’ employer (if applicable) that articulates through an annual license the rights and responsibilities associated with the Best Friends™ Master Trainer certification
Employers of successful graduates of Best Friends™ Master Trainer instruction shall:

- Sign the Master Trainer Agreement signed by their employee to ensure understanding of the rights and responsibilities in using the Best Friends™ training certification
- Observe the guidance provided by HPP in the proper use of HPP materials (e.g., Best Friends™ logo files) in support of their advertisement of the liaison to Best Friends™
- Provide HPP with periodic reports of their efforts involving Best Friends™ training and promotion

**Training Components**

The Master Trainer 2-day training experience provides:

- Advanced instruction in the key elements of the Best Friends™ approach to Alzheimer’s care
  - Understanding the experience of dementia
  - Building relationships and applying the concepts of friendship and the “knack” of care
  - Embracing the life story
  - Mastering communication techniques
  - Transforming activities and engagements
  - Identifying what constitutes a Best Friends™ environment
  - Building a supportive care team
- Strategies to support staff recruitment, development, and retention
- Ways to enhance training programs, including lessons, exercises, and instructive games for staff education
- Techniques for sustaining and reinvigorating Best Friends™ programming over time
- Guidance for creating distinctive memory care programs
- Comprehensive instruction in adult education principles
- Opportunities to demonstrate new knowledge and skills acquired

Each attendee at the Master Trainer session will be expected to:

- Complete a pre-test at the outset of instruction
- Attend all sessions of the 2-day training, reading and using the provided training materials
- Participate in activities throughout the training, including, at the Expert Leader’s option, quizzes, written exercises, small-group work, and group presentations
- Successfully complete a post-test
- Submit a training evaluation

For interested candidates, continuing education credits (9) are available from the National Certification Council for Activity Professionals (NCCAP). Other professional CEU categories may be available for particular Institutes. Contact bestfriends@healthpropress.com for further information.
Schedule

HPP typically schedules Best Friends™ Approach Institutes for Master Trainer Certification at least one time per year. Dates, locations, and Expert Leaders providing the instruction will be announced at www.healthpropress.com/bfai. Hosted institutes are held at a comprehensive conference facilities venue, such as a hotel or education center, equipped with necessary training ancillaries (e.g., projectors, wide screens, workshop-style room set-ups) and providing amenities for attendees’ comfort and convenience. These hosted institutes provide the appropriate venue for individual attendees or small groups (typically 10 or fewer people) from a single organization. Attendance at a training institute will usually be in a range of 25–50 people to ensure a personalized approach to training.

For larger groups from a single organization (minimum of 11 or more, unless special permission is granted from HPP), the entity may request that training be held at the location and dates of the organization’s choice (contingent upon availability of an Expert Leader(s) for those dates and location). In this scenario, the organization shall provide the training venue at no cost to HPP and cover travel costs for the necessary training staff, in addition to the training fees per the schedule set forth below or as worked out for the particular circumstances.

The schedule for the 2-day training at the Best Friends™ Institute will run approximately 8:30AM–4:30PM daily. This includes breakfast, lunch, and refreshment breaks. Day One begins with Institute check-in and Day Two ends with small-group presentations and testing.

Fees

Master Trainer certification conveys an initial 1-year term of certification. Thereafter annual extensions are available upon completion of the renewal process (see Certification Renewal section below).

Initial Certification

The cost of initial certification includes all the costs to attend a 2-day Master Training and complete the certification process. Individuals and organizations interested in Master Trainer certification should watch the HPP website for announcements of Best Friends™ Approach Institutes offering Master Trainer Certification.

The general fee schedule for Best Friends™ Master Trainer certification is set forth below:

<table>
<thead>
<tr>
<th>Best Friends™ Approach Institute*</th>
<th>Registration/Certification Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular rate</td>
<td>$1,300/2-day training</td>
</tr>
<tr>
<td>Early bird discount</td>
<td>$1,100/2-day training</td>
</tr>
</tbody>
</table>

*Early bird discounts are typically available until 3 months prior to an Institute. HPP may from time to time modify the general fee schedule set forth above. For specific fees and exact dates associated with each Institute, visit the Best Friends™ Portal (http://bestfriends.healthpropress.com).
The 2-day training cost is guaranteed to be a comprehensive fee that covers:

- At least 16 hours of on-site, in-person instruction across 2 days (with included seminar amenities)
- Professional learning environment
- Training materials and handouts formatted in a binder for attendees to keep and re-use
- PowerPoint slides and other training materials for replication and use in the Master Trainer’s location (available by download following training and final certification; trainers also receive a Best Friends™ branded USB flash drive to hold files)
- Networking opportunities with the Expert Leader and fellow attendees

The Registration/Certification Fee is due in advance of training and is nonrefundable except as specified in the Policies and Procedures posted for each Best Friends™ Approach Institute. It is the individual attendee’s responsibility to successfully complete all components of the course. Upon graduation and the conferring of Master Trainer certification, the new Master Trainer shall receive:

- A certificate authorizing status as a Best Friends™ Master Trainer, signed by the Expert Leaders
- A written license agreement, the Master Trainer Agreement*, executed by the new Master Trainer and HPP and co-signed by the Master Trainer’s employer when applicable
- An author-autographed copy of a book of the Master Trainer’s choice from the Best Friends™ suite of products

*At the time the Master Trainer Agreement is drawn up, the Master Trainer shall have the option to request additional licensing privileges (may require approval by the trainer’s employer) that authorize permission to engage in Best Friends™ training beyond the instruction of co-workers and volunteers, that is, to deliver fee-based training to interested groups of carers. Additional licensing terms and fees apply for this privilege and must be agreed to by the Master Trainer to receive his or her Certificate. For more information, contact bestfriends@healthpropress.com to ask about the Best Friends™ Master Trainer “certificate extension.”

In conjunction, the Master Trainer’s employer (when applicable) and HPP shall

- Confirm the location at which each Master Trainer will be located
- Determine how the employer may use the designation Best Friends™ Environment

HPP will ensure that the employing organization of the successful Master Trainer receives:

- Results of the pre- and post-training assessments completed by the trainee(s)
- Information (and art files when appropriate) enabling use of the Best Friends™ name and logo at locations with staff certified in the Best Friends™ approach
- A Best Friends™ Environment certificate for each single location at which a Master Trainer is based

HPP encourages organizations to undertake training for a group of their staff to create a community of Best Friends™ expertise. In this way, Master Trainers have a cohort of colleagues with whom to collaborate in the initiation of this holistic, person-centered model of care for their communities.
Certification Renewal

To maintain certification after the initial year, it is each Master Trainer’s responsibility, with the knowledge and agreement of his or her employer (when training has been sponsored by the employer), to petition HPP for reauthorization at least 3 months before the expiration of his or her term of certification. The petition may be submitted in writing either by email to bestfriends@healthpropress.com, or by mail to Best Friends™ Master Trainer Certification Renewal, Health Professions Press, P.O. Box 10624, Baltimore, MD 21285. HPP will provide the Master Trainer with instructions on preparing a renewal portfolio. The Master Trainer will be asked to update employment information, provide written documentation of his or her use of Best Friends™ in the prior period of certification, and demonstrate continued understanding of the Best Friends™ approach and proficiency in training. Certification renewal is granted upon review and approval of the Master Trainer’s renewal portfolio.

Certification renewal is currently priced at $295 per trainer per year, or $495 per trainer per year for Master Trainers who are operating with “certificate extension.” A “certificate extension” grants authorization to a Master Trainer to provide training on a fee-based basis in accord with policies added to the Master Trainer Agreement. Please direct any questions about renewal terms and conditions to bestfriends@healthpropress.com.

Upon successful renewal, the Master Trainer shall complete an annual renewal Addendum to the Master Trainer Agreement (also signed by the employer when applicable) and receive a dated sticker to affix to his or her Master Trainer certificate (also the Best Friends™ Environment certificate, if applicable) indicating the renewed certification period.
Options for Participation

Training Options

Best Friends™ Approach Institutes for Master Trainers

HPP typically schedules Best Friends™ Approach Institutes to provide instruction for Master Trainers on an annual basis. HPP holds these trainings in different geographic regions of the country (e.g., Annapolis, 2010; San Diego, 2011; Louisville, 2012; Orlando, 2013; Baltimore, 2014; Vancouver, WA/Portland, OR, 2015). Details about trainings are posted at www.healthpropress.com/bfai. The 2-day offerings at a Best Friends™ Approach Institute provide all the requisites of training for Master Trainer achievement.

On-Site Training for Master Trainers

HPP offers very attractive pricing discounts to organizations who are interested in arranging for Master Trainer certification instruction for groups of 11 or more employees. These on-site trainings provide date and location flexibility to organizations and also allow for some customization of instruction. Please write to bestfriends@healthpropress.com to inquire about the details of such arrangements.

Ongoing Participation after Certification

Upon receipt of Master Trainer certification, Master Trainers and their employers will find there are a number of advantages and options to support excellence in their delivery of care. Some of these are described in this section.

Special Printings and Premium Editions

HPP offers opportunities to organizations to order special printings and premium editions of Best Friends™ books and other products published by HPP. With purchase of a minimum quantity (contact HPP for details about the discounts offered with these purchases), special book printings can be arranged. For example, an organization’s name and logo can be added to the cover of the books purchased. A cover letter can be printed in the opening pages of the book. Not only does the organization get the books at a reduced price, but the special printing also enables the organization to include a customized message for staff or a welcome note for families or prospective clients. The Best Friends™ Daily Planner makes an ideal record keeper to customize with an organization’s logo and provide to each staff member caring for residents in the Best Friends™ way.

Premium editions offer the opportunity to customize Best Friends™ content to serve the needs of an organization or even an individual Master Trainer. With creative planning (and approval) by organization staff, HPP, and co-authors, an existing Best Friends™ book or other HPP product may be modified to create premium editions. For example, an organization could add a selection of its own activities to one of the Best Friends Book of Activities to create a premium edition to highlight and encourage the
continuing adoption of Best Friends™ practices within the organization. This type of product works well as a staff motivator and to promote program advantages to prospective clients. Or, select a slimmer collection of Best Friends™ content to make a customized booklet to use as an educational tool or promotional giveaway. For an individual trainer who is running training workshops, a premium edition can be a way to create a Best Friends™ product that is included in the price of the training and provides a long-term reminder of the trainer.

Numerous possibilities for product generation can be explored. Whether the need is for a staff tutorial, a tribute for a new opening, or an educational product for a specific service, for example, a special printing or a premium edition is a way to distinguish an organization’s services.

Resource Distribution through a Reseller Role

Organizations with staff certified as Best Friends™ Master Trainers qualify to become non-exclusive distributors of the Best Friends™ books and other products published by HPP. Becoming a distributor gives large organizations the convenience of on-hand inventory and an opportunity to net some income or pass along discounts. Some organizations have used an internal web-site as a way for their communities to place orders and restock products for new staff or new families. The Best Friends™ product line offers valuable resources to all levels of professionals, from administrators to direct care staff as well as family members and volunteers. The Books and Related Products section in these Guidelines includes a basic list of products. Visit www.healthpropress.com for more information or to download a copy of the Best Friends™ Overview (http://bestfriends.healthpropress.com/about-best-friends) for product descriptions.

HPP has a straightforward distribution agreement for parties interested in this option, which enables a qualified business to purchase books from the publisher at a discount and resell the books to clients, residents, and families at the HPP suggested retail price or another price of the company’s choosing. The difference between the purchase price and the resale price to the end-user is revenue for the company. Organizations interested in serving in this sort of “bookstore” capacity should inquire with HPP.

Best Friends™ Portal and Networking

Master Trainers and their organizations become part of the unique community of Best Friends™ adopters certified to train in this life-affirming approach to dementia care. Each Master Trainer receives password-protected access to the Best Friends™ Portal on the HPP website. Through the Portal, Master Trainers are provided with supplemental training materials, handouts, and other items exclusive for Master Trainers, and the opportunity to exchange ideas and learn from one another. Through the Portal, Master Trainers will also be kept advised of Best Friends™ training and other events.

Partnerships and Advancement Opportunities

HPP and Best Friends™ Expert Leader instructors are available to work with Best Friends™ Master Trainer partners to expand the dissemination of the Best Friends™ care model into new communities and elder care programs. As an adopter of Best Friends™ Master Trainer certification, organizations
participating in this leadership initiative are positioned to deliver high quality dementia care and be recognized in their communities for outstanding service. HPP is further able to support such efforts through the availability of the Best Friends™ products and its S.E.T professional development training program, with customized training events, materials, and consultation services.
The Best Friends™ Expert Leaders and Product Line

Three of the Best Friends™ authors are the Expert Leaders who conduct Master Trainer trainings and oversee the award of Master Trainer certifications.

The Expert Leaders

Virginia Bell, M.S.W.

Virginia Bell, M.S.W., is Program Consultant for the Greater Kentucky/Southern Indiana Chapter of the Alzheimer’s Association. She is a pioneer in the dementia care field, having founded one of the first dementia-specific adult day programs, the award-winning Helping Hand Adult Day Center (funded in part through the prestigious Robert Wood Johnson Foundation), which for more than 25 years has been a model for dozens of other programs nationally and now, renamed the Best Friends™ Adult Day Center, also serves as a “teaching-learning center” for social work, nursing, and medical students from the University of Kentucky. She has published numerous journal articles and book chapters, she has co-authored five books with David Troxel, and she continues to work on other projects to expand Best Friends™. Bell has been recognized at the regional, state, and national levels for her leadership and good works, including prestigious awards from the American Society on Aging, the University and the state of Kentucky, and the national Alzheimer’s Association, and she has served on two Governor’s task forces on aging and Alzheimer’s disease. She has lectured about the Best Friends™ approach to Alzheimer’s care in more than 25 countries and presented at more than 20 Alzheimer’s Disease International conferences.

David Troxel, M.P.H.

David Troxel, M.P.H., is a consultant about dementia across the continuum of aging care. He served for a decade as President and CEO of the California Central Coast Alzheimer’s Association, Santa Barbara, California (1994–2004), and was previously Executive Director for the Lexington/Bluegrass Chapter of the Alzheimer’s Association. He sat on the Executive Board of the American Public Health Association as well as the Ethics Advisory Panel of the national Alzheimer's Association. David also has first-hand experience as a care partner to his mother, Dorothy, during her 10-year journey through Alzheimer’s disease. Troxel is in high demand as a speaker for regional and national events and is known worldwide for his writing and teaching in the fields of Alzheimer’s and long-term care. He has co-authored five books with Virginia Bell, continues to work on other projects to expand Best Friends™, and has written numerous articles relating to Alzheimer’s care, staff development, and training. He travels extensively consulting with providers and organizations interested in improving dementia care and implementing culture change through the Best Friends™ approach.
Tonya M. Cox, M.S.W.

Tonya M. Cox, M.S.W., is Executive Director for The Homeplace at Midway, a new Green House® community owned by Christian Care Communities, Inc. Her previous responsibilities as Director of Community Based Services for Christian Care included training and sustaining the Best Friends™ approach and overseeing the original Best Friends™ Adult Day Center in Lexington, Kentucky. She has also served as Vice President for Mission and Service for the Greater Kentucky/Southern Indiana Chapter of the Alzheimer’s Association, and for more than 15 years has been developing programs and services for persons with dementia and their caregivers, including working on national curriculum development for professional caregivers in various care settings. Cox presents locally and nationally on activity programming and dementia care. She is a co-author on two of the Best Friends™ books (The Best Friends Book of Alzheimer’s Activities, Volume One and Volume Two) and is contributing to a revised edition of the original Best Friends Approach to Alzheimer’s Care with Virginia Bell and David Troxel. She has served as co-chair of the Kentucky Alzheimer’s Disease Advisory Council and is a practicum supervisor for both the University of Kentucky and the University of Louisville Kent School of Social Work.

The Books and Related Products

The Best Friends Approach to Alzheimer’s Care
By Virginia Bell, M.S.W., and David Troxel, M.P.H.
This seminal volume introduces this groundbreaking and uplifting method for the care of people with Alzheimer’s disease.

The Best Friends Staff:
Building a Culture of Care in Alzheimer’s Programs
By Virginia Bell, M.S.W., and David Troxel, M.P.H.
Focusing on staff satisfaction, performance, and retention through the adoption of a Best Friends™ approach to dementia care, this book is filled with practical strategies for sustaining and re-invigorating Best Friends™ programming to transform a care culture.

The Best Friends Book of Alzheimer’s Activities, Volume One
By Virginia Bell, M.S.W., David Troxel, M.P.H., Robin Hamon, M.S.W., and Tonya Cox, M.S.W.
With the ideas and suggestions found in this book, any member of a program’s care staff can turn the simplest interaction with a person with dementia into an engagement that helps satisfy essential physical, emotional, and spiritual needs.

The Best Friends Book of Alzheimer’s Activities, Volume Two
By Virginia Bell, M.S.W., David Troxel, M.P.H., Robin Hamon, M.S.W., and Tonya Cox, M.S.W.
Promoting the art of being together, Volume 2 is a collection of 149 all-new activities for individuals with dementia that add both meaning and enjoyment to participants’ days, whether in an adult day center, home care setting, or residential care facility.
The Best Friends Daily Planner
By Virginia Bell, M.S.W., and David Troxel, M.P.H.
With ample space to record personalized ideas for ways to be a Best Friends™ to care recipients, this practical planner provide the Best Friends™ guiding principles, activities, and reflection questions for inspiration throughout the year.

Best Friends DVD
Produced by the Greater Kentucky/Southern Indiana Chapter of the Alzheimer’s Association
Here is a moving introduction to the innovative Best Friends™ approach to caring for older people with Alzheimer’s disease and related dementias. This touching 20-minute DVD profiles a model adult day program that is built around the Best Friends™ approach, showing its impact on participants, staff, volunteers, and families.

A Dignified Life, Revised and Expanded
The Best Friend’s Approach to Alzheimer's Care, A Guide for Family Caregivers
Recognizing the unique needs of family caregivers, the authors of The Best Friends Approach to Alzheimer’s Care re-wrote their classic book just for these readers. Illustrated through the real, heartfelt stories of persons with dementia, A Dignified Life shows how the Best Friends™ method can bring dignity to the lives of both those who have Alzheimer’s disease and those who care for them.

Best Friends™ T-Shirts
A high-quality cotton T-shirt featuring the colorful Best Friends™ logo is a simple but effective way for staff to show that they believe it takes Best Friends™ to provide the best care for people with dementia.

Best Friends™ Tote Bags
Prominently featuring the Best Friends™ logo in silver on a black background, this durable and attractive tote bag can be ordered for a nice reward to give best-performing staff.

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About Specialized Expert Training

A Professional Development Program

Based on a customized approach and named Specialized Expert Training, or simply S.E.T., HPP’s professional development program enables delivery of relevant, high-quality staff development and training to customers and prospective customers in a model that brings the professional development experience to the door of clients at the time they need it and for the purposes they articulate. The flexibility of the model enables HPP to design training events in collaboration with authors that can be tailored to individual customer needs. Experienced speakers teach participants effective practices for healthcare and long-term care settings, guide them through an activity program, or help them utilize proven management strategies.

HPP authors develop their trainings directly around the content of their books, the research behind their work, and their experiences in the field. The Best Friends™ approach has been one of the most sought-after topics in the S.E.T. program. The authors/speakers offer training in the following formats.

Customized Trainings

S.E.T. enables customers to learn directly from the authors of the resources, textbooks, and other products published by HPP. The program is simple and highly effective: HPP responds to professional development requests submitted by customers or prospective buyers, serves as a facilitator to determine customer needs and interests, and matches those interests to customizable seminar topics and author or speaker availability. Clients determine the venue for the training event and the professional development priorities for the participants. HPP also coordinates the details of seminar planning, handles the contractual paperwork, and follows up with a post-event evaluation process.

Best Friends™ trainings can range from keynotes and professional presentations to events of a few hours to a few days, depending on the topics to be covered and staff and program needs. Some of the topics offered include:

Introduction to Best Friends™: This introductory presentation teaches participants how to care for someone with dementia using the Best Friends™ approach. Caregivers learn to integrate the essential elements of friendship—respect, empathy, trust, and humor—into their care techniques.

Staff training: This workshop helps care communities enhance the quality of their dementia care programs and develop an effective, satisfied staff. A Best Friends™ author or other qualified trainer presents a training approach designed to help staff achieve better outcomes with residents and more rewarding experiences.

Activities programming: This interactive training demonstrates how to introduce meaningful engagements into the day and create activities in the moment. Participants learn communication and
conversation tips, how to use songs and musical tie-ins, how to create intergenerational activities, and ideas for unprogrammed times, including evenings.

Training Institutes

With expanding interest in professional development, “hosted institutes” have been added to the customized S.E.T. model. Attendees are brought together from a broad geographic area and different backgrounds. The mix makes for fruitful professional networking and a responsive learning environment conducive to a concentrated focus on a particular strategy or approach.

The Best Friends™ model was the first among HPP products to be featured in the hosted institute model. All of the standard procedures and safeguards of the S.E.T. model are applied to trainings held for Master Trainer certification.

As described in these Guidelines, S.E.T. hosts 2-day professional development training Institutes for Master Trainer certification in the Best Friends™ approach to Alzheimer’s care. Attendees enjoy an intensive professional development experience with interactive training, the opportunity for one-on-one exchange with one or more Best Friends™ Expert Leaders, and networking with others engaged in similar work from a broad range of settings and backgrounds.
About Health Professions Press

From Innovative Ideas to Respected Resources
—Leading the Culture of Care

Company Background

Health Professions Press, Inc. (HPP) is a specialist publisher focused on the broad range of issues in gerontology, long-term care, and health administration. Recognizing that society's needs in caring for an aging population were growing rapidly, HPP set out when it incorporated in 1989 to address these concerns with textbooks and practical, state-of-the-art resources that would help both professional and family caregivers meet their obligations. Today HPP products address a broad range of healthcare needs. The company is respected worldwide for its reliable, high-quality publications in the human services and has won numerous awards for its books.

The HPP Vision

Health Professions Press will be the leading independent publisher of healthcare and aging-related resources, providing the knowledge, tools, and inspiration necessary to improve the lives of people around the world. Working with innovative authors who are transforming their fields, HPP will advance progressive practice and research to change the culture of healthcare and revolutionize how we grow older.

The HPP Mission

Health Professions Press publishes high-quality, evidence-based resources of lasting value for healthcare professionals, researchers, students, and families. Recognized particularly for its titles in Alzheimer’s care, HPP has been dedicated since 1989 to advancing physical, mental, social, emotional, and spiritual health. Our award-winning books and other media span the fields of aging, long-term and acute care, rehabilitation, allied health, social work, psychology, and nursing. Partnering with our authors, HPP develops products and services that promote compassionate and holistic care, improve organizational leadership, foster more rewarding and satisfying care experiences, broaden professional knowledge, and preserve the individual dignity of those served.

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