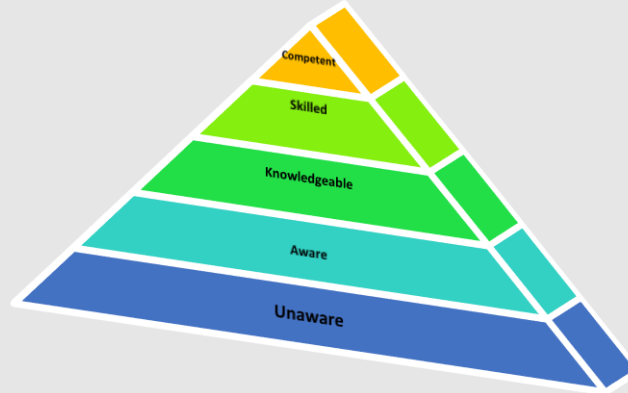


PAC Content Sharing Options

First, consider the following:

We believe that seeing a shift in culture and actually practicing these techniques doesn't happen overnight, in fact it might take months or years to shift from one level to the next.

To recognize this journey, we categorize organizations using the 5 tiers listed here:



Unaware	At unaware, maybe a few people know what Positive Approach to Care is or who Teepa Snow is	See the chart below for options to offer at each level...
Aware	At aware, almost everyone, including families, have seen videos or listened to Teepa, or a PAC Speaker	Option 1
Knowledgeable	At knowledgeable, viewers are not just watching the content, but must pass quizzes or interact in a skills training run by PAC Certified Trainers	Option 2-4
Skilled	At skilled, not only is everyone getting trained, but there are PAC Certified Coaches out working with others in real-time on skills	Option 1-4 + PAC Training
Competent	At competent, PAC begins recognizing Designated Organizations, who are regularly practicing and improving PAC techniques	Option 1-4 + PAC Training + PAC Coaching
Designated (AKSC)	Even with a PAC Organization Designation, there are different levels of engagement	Option 1-4 + PAC Training + PAC Coaching + Culture Change towards PAC

Here are the four ways you can get or use our content for groups:

1. **DVD or Online Streaming Video + annual per user license** = (\$30-45 initial purchase + \$10 annual license fee)
2. **In-Service Learning Kit** = Video + downloadable quizzes, handouts, and certificates (\$95 initial purchase + \$10 annual license fee)
3. **Online Group Learning** = All of the pieces listed for #2, but NO manual work, all views, quizzes, and certificates are managed online by our LMS and someone from your team is the group leader (around \$5-20 per user with a 50 user minimum)
4. **Upload the content to your own LMS** = Content + annual license (around \$5-18 per person)

What does PAC Offer?

Education, Training, Support, and Techniques... at 4 different levels

Awareness:

Bringing a new approach and way of thinking about dementia (PAC by Teepa Snow)

Talks, Webinars, DVDs, Videos, Books, Posters...

Knowledge:

Bringing a new approach and way of thinking about dementia with practice or accountability (PAC by Teepa Snow)

Awareness offerings PLUS Experiential Training, Quizzes, 50/50 share of talking

Skill:

Rounding out the practice of a Positive Approach with feedback on that practice (PAC by Teepa Snow)

Knowledge offerings PLUS Positive Feedback with Practical Skills, either in video or in-person, real-time coaching

Competence:

Showing PAC is present through interactions and relationships for all (PAC by Teepa Snow)

Skill offerings PLUS Empowerment of all involved with dementia care, including those living with dementia, to practice PAC first

Amount of Culture Shift:

Aware = 10%

Knowledgeable = 25%

Skilled = 50%

Competent=70%

The Journey to PAC Competence

Aware

- PAC Products
- PAC Resources
- PAC Speaker
- Teepa Talk or Webinar
- Videos from PAC
- PAC Content on LMS
- Offerings that make people say, "Oh!"

Knowledgeable

- Online Group Learning
- In-Service Learning Kits
- PAC Certified Trainer Led Workshops
- PAC Consulting Sessions
- Care Partner Support Series
- Offerings that make people say, "Hmm..?"

Skilled

- PAC Certification Courses
- PAC Certified Coaching Sessions
- PAC Mentor Led Champion Courses
- PAC Mentor Hours
- Offerings that make people say, "Ah-ha!"

Competent

- PAC Designated Organizations
- Offerings that make people say, "I've got this!"

PAC Content Sharing Options

PAC Service Offerings with Pricing

Services	Audience Recommended	Level of Offer	Method	Time/Per Unit	Price Per
Teepa Private Consults	Family	AKS	Virtual	Hourly	\$150.00
Teepa Private Consults	Org	AKS	Virtual	Hourly	\$300.00
Mentor Private Consults *30 min FREE	Family/Professional	AKS	Virtual	Hourly	\$45.00
Mentor Private Consults	Org (for up to 5ppl)	AKS	Virtual	Hourly	\$100.00
Mentor Private Skills Coaching	Family/Professional	AKS	Virtual	Hourly	\$45.00
Teepa Webinars	Org (fam or prof)	A	Virtual	Hourly	\$750.00
Mentor (Speaker) Webinars	Org (fam or prof)	A	Virtual	Hourly	\$375.00
Private Webinar Recording 1 hr	Org (fam or prof)	A	Virtual	1 Week	\$100.00
Private Webinar Recording 2-4 hr	Org (fam or prof)	A	Virtual	1 Week	\$200.00
Private Webinar Recording 5+ hr	Org (fam or prof)	A	Virtual	1 Week	\$300.00
Private Webinar Recording	Org (fam or prof)	A	Virtual	1 Year	\$1,500.00
Private Webinar Recording + OGL	Org (license+up to 50 users)	AK	Virtual	1 Year	\$775.00
Private Champion Courses 1-4	Org (for up to 20ppl+OGL)	AKS	Virtual	2 hrs/1 of 4 courses	\$900.00
Private Champion Courses 1-4	Org (for up to 20ppl+OGL)	AKS	Virtual	8 hrs/4 courses	\$3,400.00
Private Champion Courses 1-4	Org (for up to 20ppl+OGL)	AKS	Virtual	16 hrs/8 courses	\$6,660.00
Private Champion Course Recording 2-4 hrs	Org (license+up to 50 users)	AK	Virtual	1 Year	\$200.00
Private Care Partner Support Series	Org (for up to 15 fam)	AK	Virtual	5 x 1.5 hr sessions	\$750.00
Private Professional Skills Sessions	Org (for up to 15 prof)	AKS	Virtual	5 x 1.5 hr sessions	\$750.00
Private Certification Bundle (6 coach, 3 trainer, 3 admin FREE) +products (1 mini skills poster set, 25 dcg), +2 private champion sessions 25ppl each +recordings 1 yr with Champ 1+2 OGL 50ppl +1 private prof skills session	Org	AKS	Virtual	2 x 5 hr days + 1hr x 12 weeks in groups of 3-4	\$21,000.00
Research and Policy Services State/Gov/Univ - Federal programs or Evidence Based research/policy driven	Org or Prof	AKS	Virtual	variable	variable
Organization Designation	Org	AKSC	Virtual	yearly \$500 renewal	\$1,000.00

PAC Content Sharing Options

Events	Audience Recommended	Dates	Method	Time/Per Unit	Per person
Public Certifications (Trainer 14, Coach 2, Consultant 6)	Prof (25 max)	2xmonth	Virtual	3 days x 4 hrs + 3 hrs f/u + 7 hrs pre-course video	\$1,900.00
Public Champions 1-4 (12)	Fam or Prof (25 max)	4xmonth	Virtual	2 hr/course	\$49.00
Public Care Partner Support Series (11)	Fam (15 max)	1xmonth	Virtual	5 x 1.5 hr sessions	\$50.00
Public Care Partner Support Series Part 2 (?)	Fam (15 max)	starting 2nd quarter	Virtual	5 x 1.5 hr sessions	\$50.00
Master Class with Teepa +Online Course for individuals- Filling the day with Meaning + License to Share + GEMS specific content per course + 3 Brain Conn Café Lesson plans with materials + 4 hour Masterclass with Teepa)	Fam or Prof (20 max w/ 5 mentors)	June 2 - Emerald June 3 - Amber June 4 - Ruby 2 nd set possible Nov 17,18,19	Virtual	4 hr live course + 3 hr BCC content + 2 hr FTDWM content	\$500.00
In-person Engagement Course +4 public champion courses + Filling the Day with Meaning + Engagement Guide + Free book from FL group	(25 max)	Nov 17-18	In-Person	2 days x 8 hrs + 3 hrs f/u + 7 hrs pre-course video	\$1,900.00
Recertifications (Group or 1:1)	Cert Comm (1,800 per year)		Virtual	1 hr	\$100.00
Advanced Consultant (CPSS content + license)	Cert Comm Tr+Cons (max 7)	Jan 13 + 27 Apr 13 + 27 Jul 16 + 30 Oct 14 + 28	Virtual	2 days x 4 hrs + 1 hr f/u 1:1 with video/demo	\$750.00
Advanced Trainer (2) (1st First Responders, 2nd Late State Care or DCP? + license to share + build AELCs)	Cert Comm Trainer ONLY (max 25)	June 8 + 22 Aug 13 + 27	Virtual	2 days x 4 hrs + 1 hr f/u 1:1 with video/demo	\$750.00
Advanced Coaching - PAC Skills Make the Difference + script (huddles/in the moment)	Cert Comm Coach ONLY (max 15)		Virtual	2 days x 4 hrs + 1 hr f/u 1:1 with video/demo	\$750.00
PAC Annual Conference	ALL	Nov 14-16	Virtual	3 days x 6 hrs per day	\$250.00

PAC Content Sharing Options

Products	Audience Recommended	Method	Time Frame	Price
DVD	Individual	In-Person	No limit	\$45.00
Online Stream	Individual	Virtual	No limit	\$30.00
License to share content	Per org or per content		yearly	\$10.00
In-Service Learning Kit	Prof or Org (for prof)	In-Person	renew \$10 yearly	\$105.00
Online Group Learning	Org (for prof)	Virtual	yearly \$5-20 per user	\$5.00
Online Group Learning	Prof	Virtual	yearly \$5-20 per user	\$5.00
Learning Management System (LMS) upload	Org (for fam or prof)	Virtual	yearly \$5-20 per user	\$5.00
Relationships	Audience Recommended	Method	Time Frame	Price
ODJ Sponsors Tier 1 - logo and link on ODJ + page	Org	Virtual	1 month	\$50.00
ODJ Sponsors Tier 2 - article, video/pic, link, Live presence on SM, logo and link on page	Org	Virtual	6 months	\$500.00
Conf Sponsor Ruby	Org	Virtual	Yearly	\$2,000.00
Conf Sponsor Amber	Org	Virtual	Yearly	\$1,000.00
Conf Sponsor Emerald	Org	Virtual	Yearly	\$600.00
Website Sponsor Page	Org	Virtual	6 months	\$250.00