



INSPIRE: Turning Passion into Impact – Leveraging Digital Media to Transform Aging and Caregiving



Melissa Batchelor, PhD, RN-BC, FNP-BC, FGSA, FAAN

Founder & CEO
March 24th, 2025

Let's Connect!



Let's Connect!



**Don't forget
to Exchange
Back!**

@MelissaBPhD

Objectives

- Reflect on *personal inspirations* and explore how they can be *transformed into meaningful action within healthcare*.
- Examine the *impact of digital media* in advancing *education, awareness, and advocacy for aging, dementia care, and caregiver support*.
- Identify *strategies for nurse leaders* to *leverage their expertise and passion to drive change through content creation, leadership, and community engagement*.
- Develop an *action plan* to incorporate *passion-driven initiatives into professional practice to create lasting impact*.

Objective #1

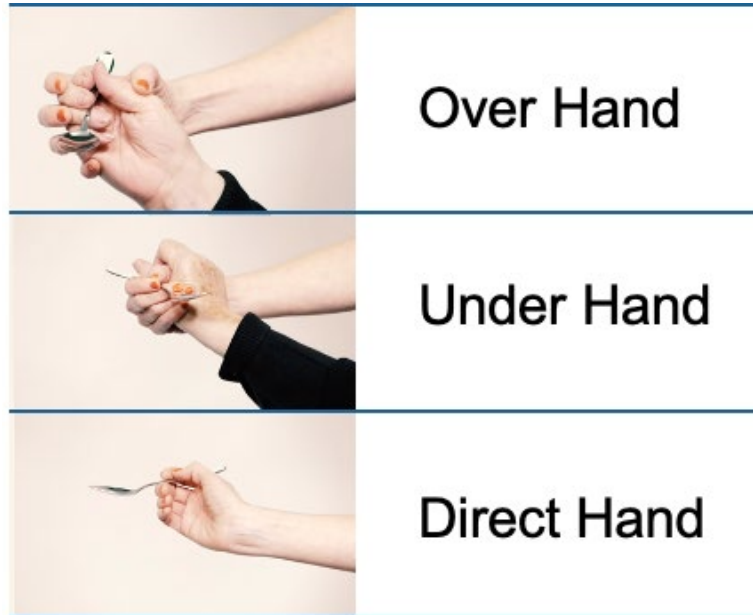
Personal Inspirations:

Transformed into meaningful
action within healthcare

About Me: *Clinical Practice* > *Academia*



About Me: *Program of Research*



***Course available at: MelissaBPhD.com/courses**

About Me: *Alzheimer's Disease Advocacy*



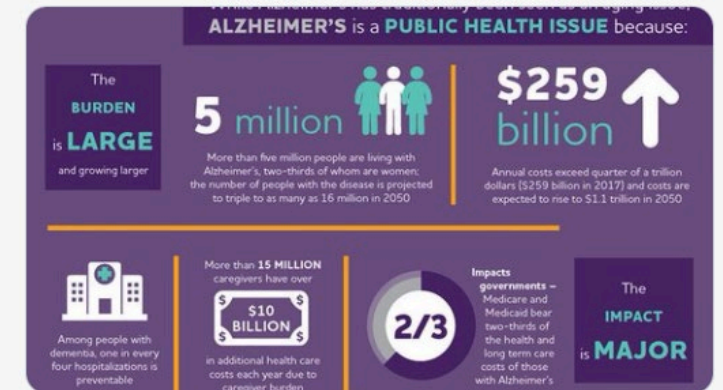
#BOLDAlzheimersAct



Ian Kremer @LEAD_Coalition · Dec 20, 2018

Today, we celebrate passage of the [#BOLDAlzheimersAct](#). Tomorrow, we continue the hard work of improving life for people with [#dementia](#) while building a [#publichealth](#) infrastructure to reduce the number of people who develop [#Alzheimers](#) & related disorders.

[#ENDALZ](#) [#caregiving](#)



3

27

47



MelissaBPhD

About Me: *The Day Job*

Melissa Batchelor, PhD, RN-BC, FNP-BC, FGSA, FAAN
Professor & Director



School of Nursing

Center for Aging,
Health & Humanities

THE GEORGE WASHINGTON UNIVERSITY



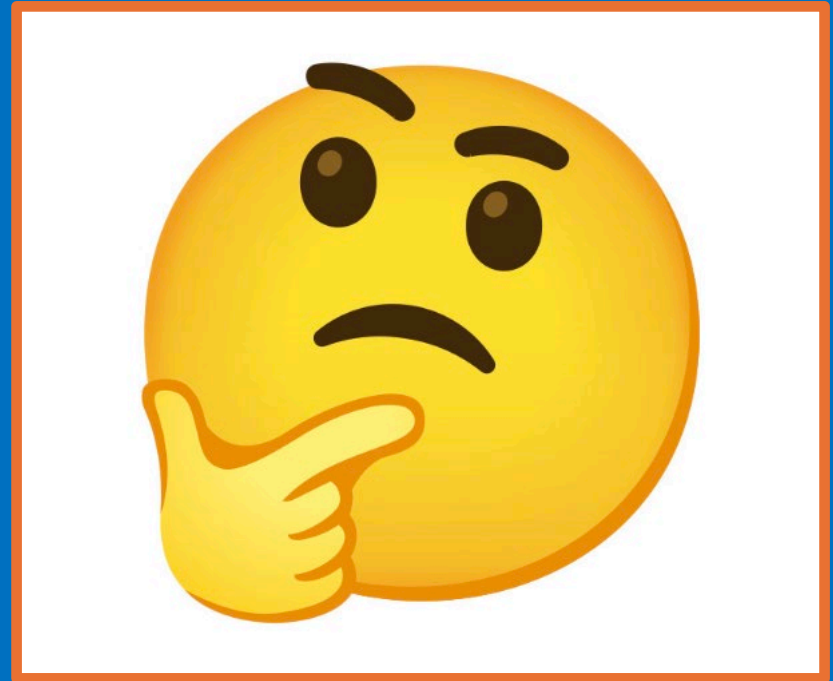
About Me:

Small Business Owner/ Founder

Melissa B PhD
P R O D U C T I O N S L L C



My Why



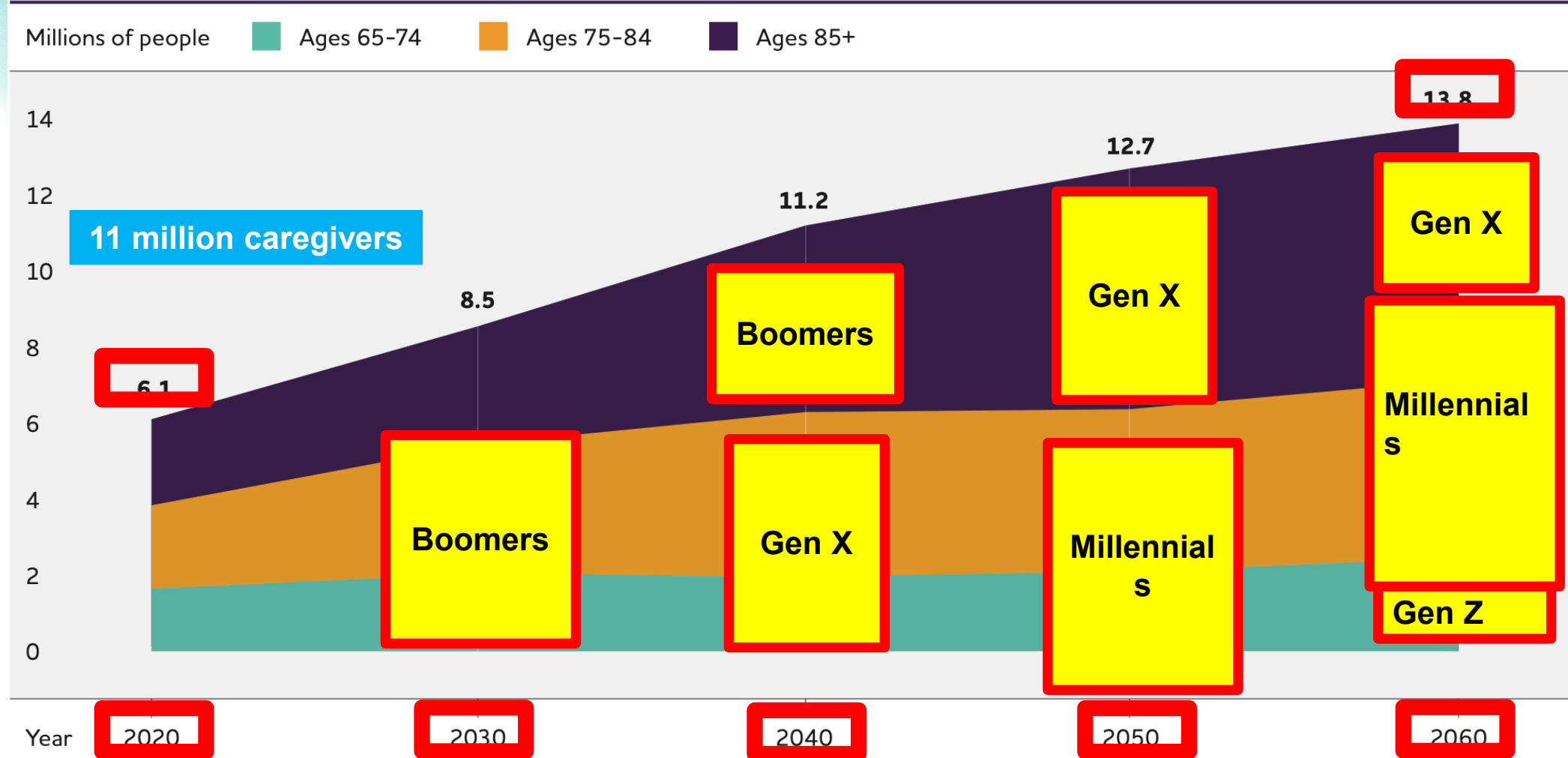
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The PROBLEM: Alzheimer's Disease

Projected Number of People Age 65 and Older (Total and by Age) in the U.S. Population with Alzheimer's Dementia, 2020 to 2060



CAREGIVING: Who & Where



**11 million
Caregivers
(2:1 ratio)**

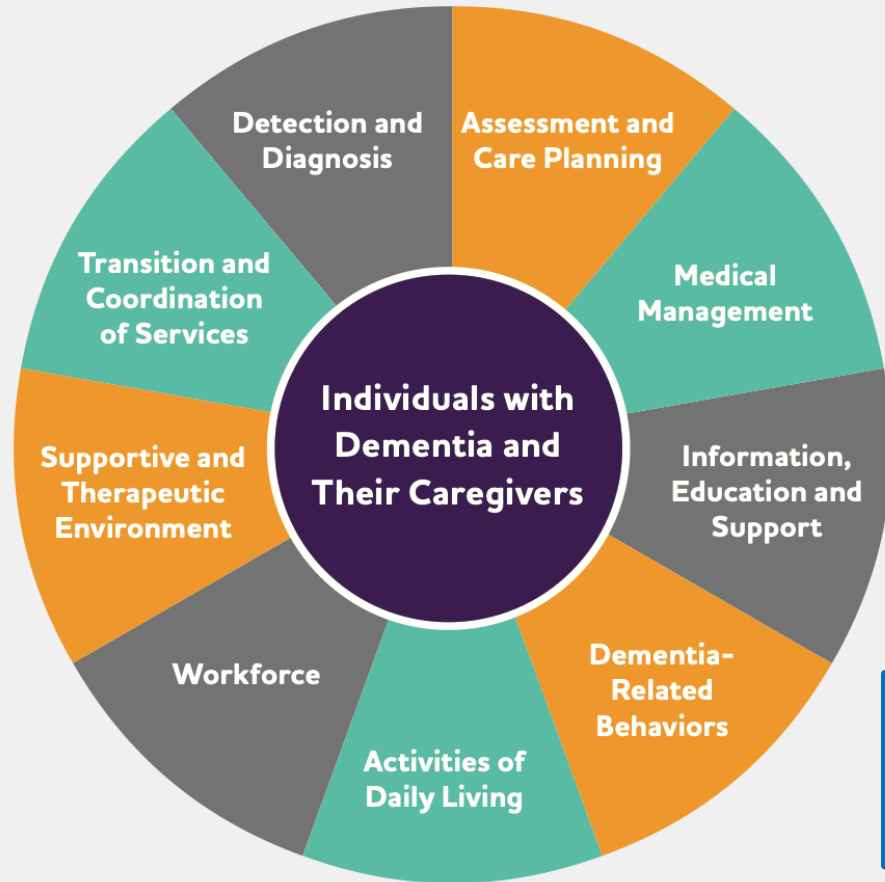


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Contributing Factors

#1 Caregiver Burden



#2 Healthcare Expertise Gap



5.7 million Physicians and Nurses
<1% are board-certified in geriatrics

Let's Connect!



Traditional “Gold Standards”

PUBLICATIONS

- Top-tiered, peer reviewed journal articles
-

BRIEF REPORT

Experimental Comparison of Efficacy for Three Handfeeding Techniques in Dementia

Melissa K. Batchelor-Murphy, PhD, RN, FNP, Eleanor S. McConnell, PhD, RN, GCNS-BC,* Elaine J. Amella, PhD, RN, FGSA, FAAN,[†] Ruth A. Anderson, RN, PhD, FAAN,[‡] Connie W. Bales, PhD, RD,[§] Susan Silva, PhD,* Angel Barnes, RN, BSN,* Cornelia Beck, RN, PhD, FAAN,[¶] and Cathleen S. Colon-Emeric, MD, MHS, FACP***

Traditional “Gold Standards”



PRESENTATIONS

- Interprofessional scientific conferences
- Podium and Poster

Strategies Used by Nursing Home Staff to Promote Nutrition in Residents with Advanced Dementia

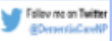
Melissa Batchelor-Murphy, PhD, RN-BC, FNP-BC^{1,2}; Eleanor McConnell, PhD, RN, GCNS-BC^{1,3}; Angel Barnes, BSN, RN¹; Tracey Yap, PhD, RN, WCC, FAAN¹; Susan Kennerly, PhD, RN, WCC, FAAN⁴; Cathleen Colon-Emeric, MD, MHS, FACP³

¹Duke University School of Nursing; ²Robert Wood Johnson Foundation Nurse Faculty Scholars Program²; ³Duke University Medical Center³; ⁴East Carolina University School of Nursing⁴


What We Learned:

1. Training to promote nutrition in people with advanced dementia should include strategies for tapping into remaining sensory ability
2. Feeding behaviors should be reframed as a form of communication; and through trial and error, interventions can be identified



Introduction

- Optimizing mealtime experience among people with dementia requires:
 - Technical solutions (supplements)
 - Adaptive feeding interventions tailored to behaviors
- Behaviors are communication, not resistance
- Improving adaptive feeding skills may improve resident outcomes
- **Study Purpose:** Explore adaptive strategies employed by nursing home (NH) staff when residents with advanced dementia exhibit challenging behaviors



Results Demographics

Characteristics	N	Percentage*
Gender		
Male	1	1.9
Female	51	98.1
Race		
Hispanic or Latino	1	1.9
Asian or Pacific Islander	0	0
Black/ African American	26	53.8
White or Caucasian	23	44.2
Other	0	0
Training Background		
RN	7	13.5
LPN	19	36.5
CNA	19	36.5
Other	7	13.5
Dementia Care Training		
Yes	37	72.5
No	14	27.5

Training


- No formal dementia skills training reported
- Bathing Without a Battle techniques mentioned as a way of addressing mealtime challenges
- Some reported facility-specific training, primarily for managing aggressive behaviors during daily care (e.g., showering, dressing)

Communication Pathways

- Informal
 - Verbal
 - Primarily Peer-to-Peer for routine situations & IDT consulted for complex/ difficult situation
- Formal
 - Documentation in medical record
 - Care Planning

Results Described Behaviors

- Behavioral Challenges
 - Feeding Behaviors
 - Aggressive Behaviors
- Dysphagia
 - Coughing, Choking, problems with swallowing
- Functional/ Physical
 - Trouble with hands, vision
 - Difficulty managing utensils



Discussion


- **Training:** No formal training related to managing mealtime behaviors – Most common response was to “walk away”
- **Challenging Behaviors:** Behaviors included “typical” feeding behaviors, but also more aggressive meal behaviors
- **Interventions:** Potential transfer of training for one ADL (bathing) to managing mealtime behaviors
- **Novel finding:** Putting sugar on food
- **Communication:** Primarily verbal communication of what works and what doesn’t

Conclusions




- ♦ To improve nutritional outcomes of NH residents with advanced dementia, training program(s) should focus on enhancing the mealtime experience.
 1. Training should include information on tapping into remaining sensory ability of resident
 - Vision, Hearing, Taste, Smell, and Touch
 2. Feeding behaviors should be reframed in training to be interpreted as a form of communication
 - Turning head away and not opening mouth may merely mean the resident doesn’t like the food being offered
- ♦ Through trial and error, determine what feeding behaviors mean and intervene appropriately

Acknowledgements

The first author would like to acknowledge the support of the NACD/CNE Grant M. Page Fellowship, National Institute of Nursing Research (P30NR014138), Anderson/Goehry, PhD, Duke University School of Nursing P30 Center of Excellence: Adaptive Leadership for Cognitive/Behavioral Science, and the Robert Wood Johnson Foundation Nurse Faculty Scholars program

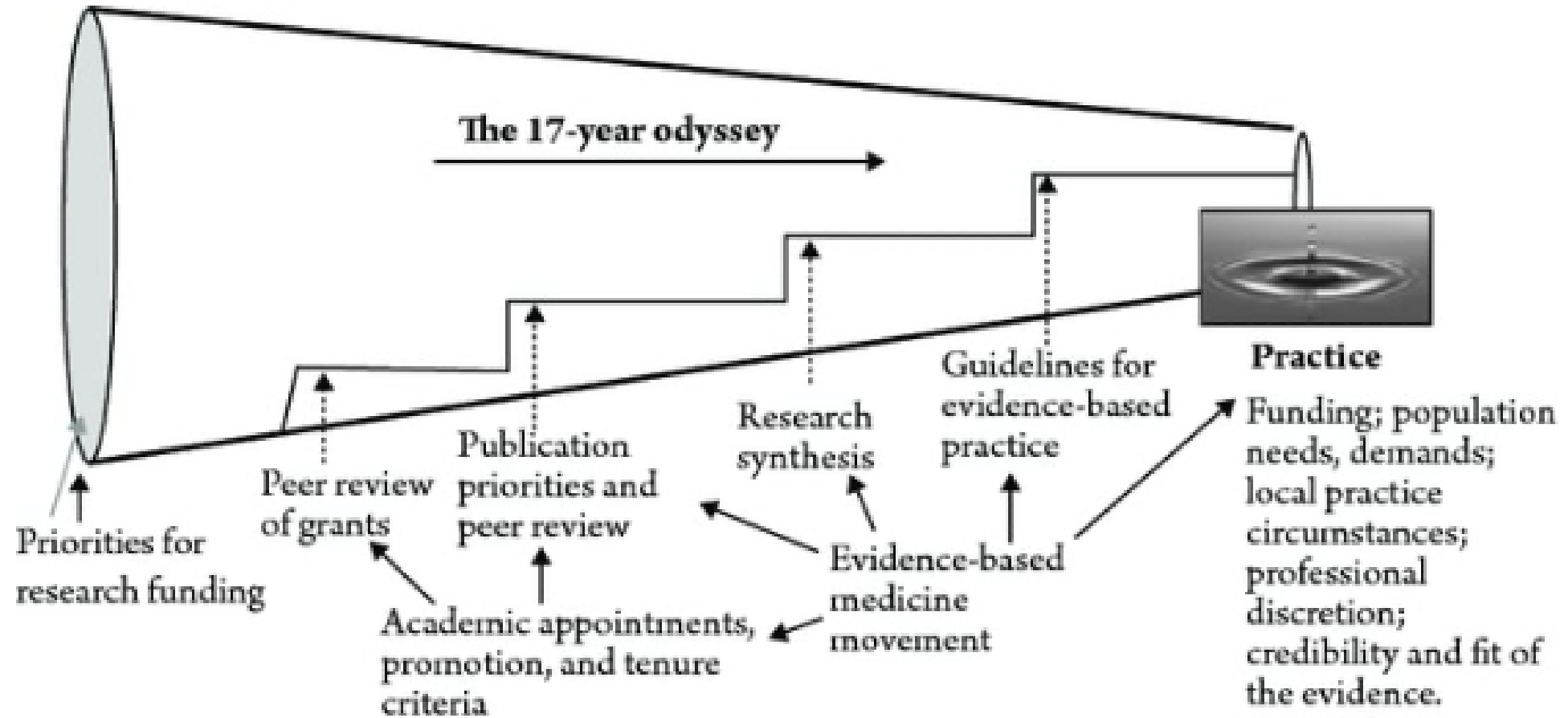


Reported Interventions

Resident <ul style="list-style-type: none">• Knowing preferences• Finger foods/ change textures• Put sugar on foods	
Caregiver <ul style="list-style-type: none">• Walk away/ leave them alone• Change caregiver• Coaching/ prompting resident	
Environment <ul style="list-style-type: none">• Move out of chaotic environment• Make environment more homelike• Assign dining room based on resident ability	

presented by MelissaBatchelor-Murphy PhD, RN-BC, FNP-BC

The 17-year Odyssey



Colditz, G. A., & Emmons, K. M. (2018). The Promise and Challenges of Dissemination and Implementation Research. In R. C. Brownson, G. A. Colditz, & E. K. Proctor (Eds.), *Dissemination and Implementation Research in Health: Translating Science into Practice* (2nd ed.). Oxford University Press.

Objective #2

Impact of Digital Media:

**Advancing Education, Awareness,
and Advocacy for Aging, Dementia
Care, and Caregiver Support**

2007-2010: My journey begins....

Atypical Presentation in Older Adults with Complex Illness

[Home](#) / [Tools](#) / [Videos](#) / [GNEC Gerontological Nursing Podcasts](#) / Atypical Presentation in Older Adults with Complex Illness



g nec podcast atypical presentation in older adults with complex i... ⌚ ➦

Atypical Presentation in Older Adults with Complex Illness

American Association of Colleges of Nursing | THE JOHN A. HARTFORD FOUNDATION INSTITUTE FOR GERIATRIC NURSING

All Videos

- How to Try This Videos
- GNEC Podcasts
- The Inside Scoop Healthcare Series

2015: YouTube Channel



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2018+: Updated Handfeeding Demo Videos

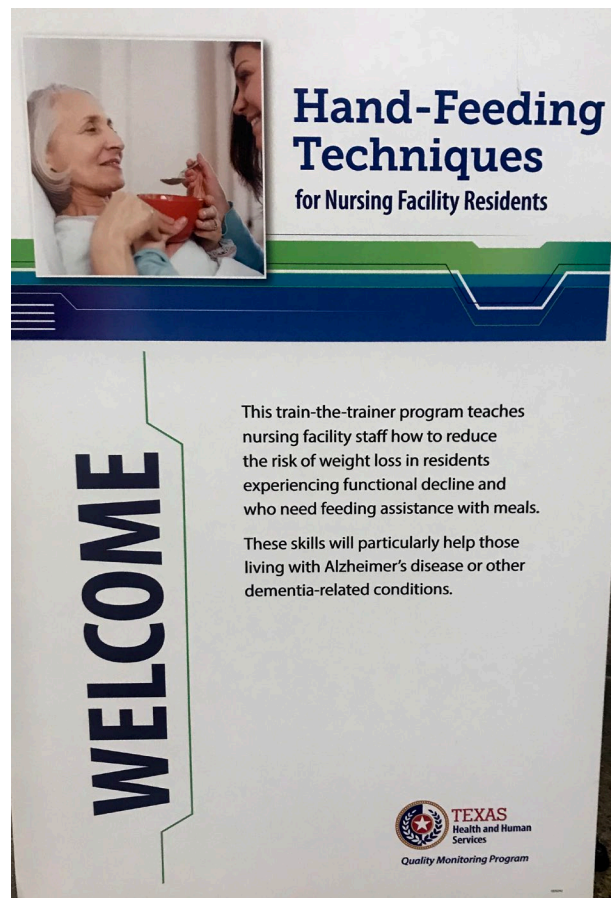
2018 Update of the Handfeeding Technique Demonstration Video:



MelissaBPhD.com/NOSH

[@MelissaBPhD](https://www.instagram.com/MelissaBPhD)

2018: Statewide Demonstration Project



2020: AARP + ShareCare Award

2020 Sharecare Awards Finalists



Family Caregiving
How-To Video Series
/ Special Diets

AARP

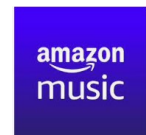
Family Caregiving How-To Video Series
/ Special Di..

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2020: Weekly Podcast



YouTube



pandora



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2022: #SocialMedia in #Healthcare



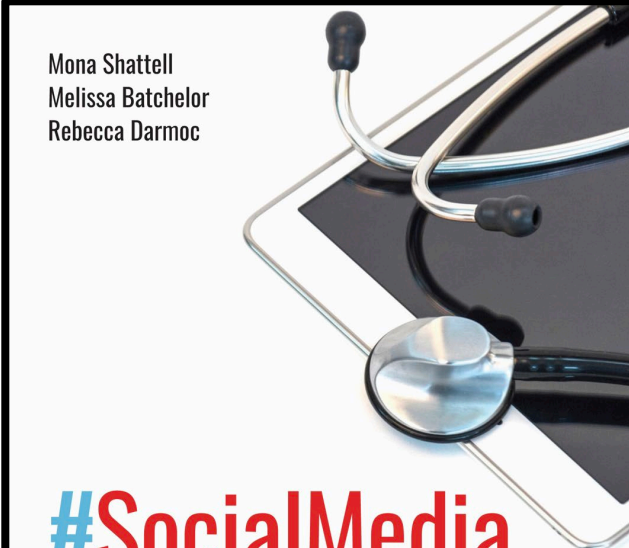
A practical, essential guide to social media for health care professionals

AVAILABLE NOW!

available at 



MONA SHATTELL, PHD REBECCA DARMOC MELISSA BATCHELOR, PHD



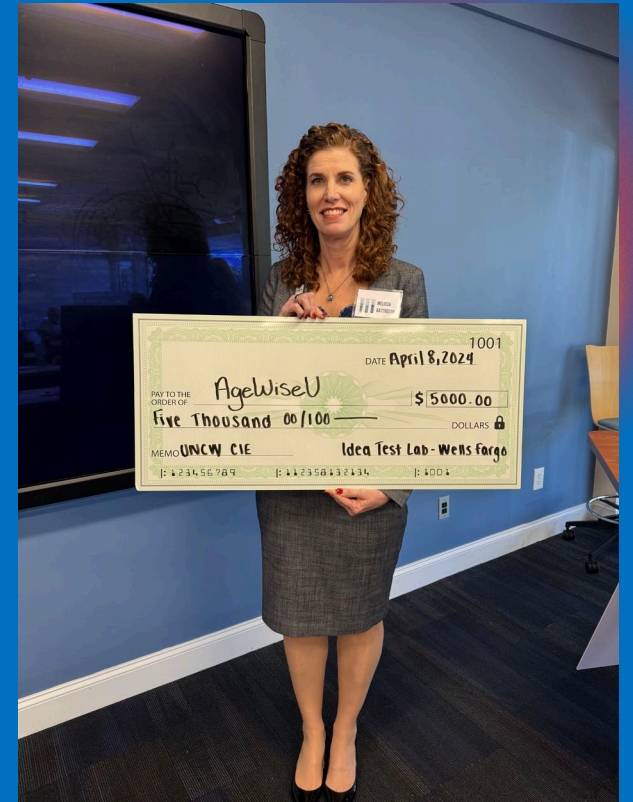
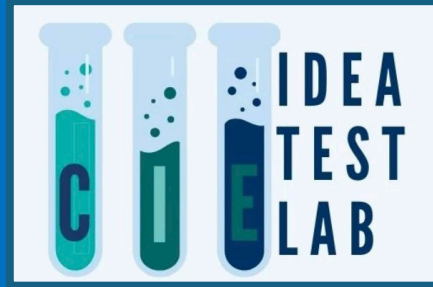
Mona Shattell
Melissa Batchelor
Rebecca Darmoc

**#SocialMedia
in #HealthCare**
A Guide to Creating Your
Professional Digital Presence

SLACK Incorporated

@MelissaBPhD

2024:



WOMEN IN TECH DEMO DAY

Melissa Batchelor, PhD, RN, FNP, FGSA, FAAN
Founder & CEO
April 8th, 2024

@MelissaBPhD

Objective #3

Strategies for Nurse Leaders:

**Leveraging Expertise and Passion to
Drive Change -
Content Creation, Leadership,
Community Engagement**

PROOF OF CONCEPT

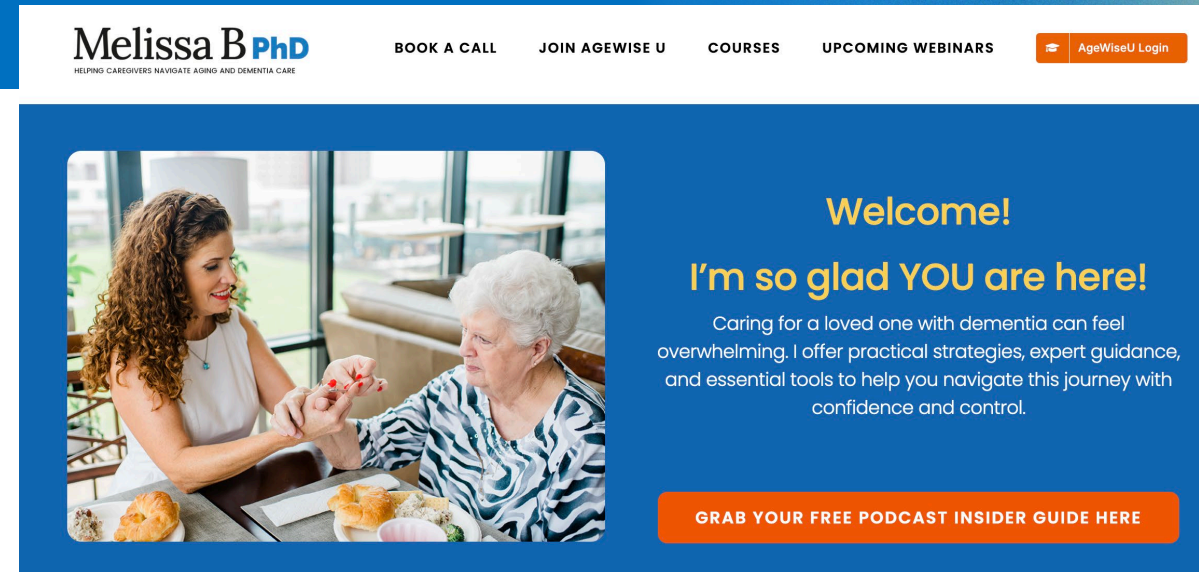


Top 10% Globally; Over 4M views

33K Subscribers

400-600 New every 28 days

******95% listeners are not subscribers***



600+ NEW Visitors each month

Let's Connect!



WHO we serve



FAMILY CAREGIVERS



**PERSON EXPERIENCING
BRAIN CHANGES**

**FRIENDS, NEIGHBORS,
CO-WORKERS**

ADULT CHILD OF AN AGING PARENT

Let's Connect!



HOW we help



Let's Connect!



AgeWiseU Membership

- Join a supportive community of people who understand your journey
- Gain skills to connect more effectively with your loved one
- Learn practical strategies to manage daily challenges
- Discover exclusive tools to reduce your stress and prevent burnout

BECOME A MEMBER

SOLUTION #1: *Membership Library*

**BECOME A MEMBER
TODAY!**



AgeWiseU

powered by **Melissa B PhD.com**

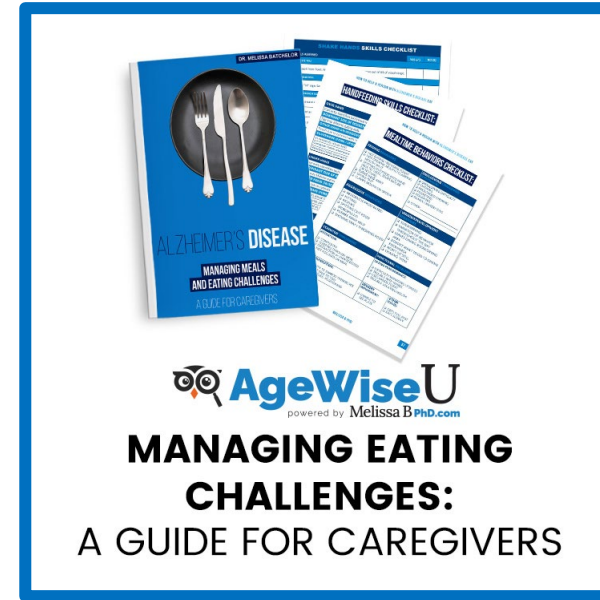
Online Courses

- Invest in your growth as a caregiver to improve life for you and your loved one
- Gain expert knowledge on dementia and aging, simplified for practical use
- Access step-by-step guidance that you can apply immediately
- Feel more confident making decisions about care and support

START LEARNING

Solution #2: *ONLINE COURSES*

**AVAILABLE
NOW:**



**IN THE WORKS:
(March 2025)**



Building an Email List Organically



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NEW

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HELPING CAREGIVERS NAVIGATE AGING AND DEMENTIA CARE

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[COURSES](#)

[UPCOMING WEBINARS](#)

Know the Symptoms: Early Warning Signs of Alzheimer's Disease

Monday, March 31st from 7–8pm ET

Early detection of Alzheimer's disease can make a significant difference in treatment options and quality of life. Join Dr. Melissa Batchelor for a 1-hour webinar where we'll explore the early warning signs of Alzheimer's and how they differ from normal aging.

Learn to recognize changes in memory, behavior, and communication that may signal the onset of the disease. We'll also discuss the importance of timely diagnosis and what steps to take if you notice symptoms in yourself or a loved one.

This webinar is ideal for caregivers, families, and anyone who wants to be proactive about brain health.

[REGISTER NOW](#)

Diagnosing Dementia: Tests, Tools, and What to Expect

Monday, April 28th from 7–8pm ET

Join Dr. Melissa Batchelor for this 1-hour webinar that walks you through the process step-by-step, from the first signs to receiving a diagnosis. Learn about the key tests and tools doctors use to evaluate memory, thinking, and behavior, including cognitive assessments, brain imaging, and lab tests.

We'll also discuss how medical professionals differentiate between Alzheimer's and other types of dementia. Whether you're concerned about yourself or a loved one, this webinar will help you understand what to expect and how to prepare for the journey ahead.

Knowledge is power—join us to feel informed and confident about next steps.

[REGISTER NOW](#)

NEW

1:1 CONSULTATIONS

Complimentary Consultation

- Book your free 30-min call today
- Ask your most pressing questions about aging, dementia, or caregiving
- Discover resources to help make your life easier
- Explore how Melissa can support you on your journey with a customized plan

BOOK A FREE 30 MIN CALL

1. Free Discovery Call

2. Single: 1-Hour Session

3. Package: 3 1-Hour Sessions)

Objective #4

Developing Your Action Plan:

Incorporating Passion-driven initiatives into professional practice to create lasting impact

Resource: #SocialMedia in #HealthCare Book



Mona Shattell
Melissa Batchelor
Rebecca Darmoc

**#SocialMedia
in #HealthCare**
A Guide to Creating Your
Professional Digital Presence

SLACK Incorporated


available at
amazon

**A practical, essential guide to
social media for health care
professionals**

AVAILABLE NOW!



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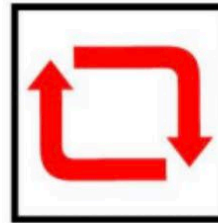
Mona Shattell
Melissa Batchelor
Rebecca Darmoc

**#SocialMedia
in #HealthCare**
A Guide to Creating Your
Professional Digital Presence

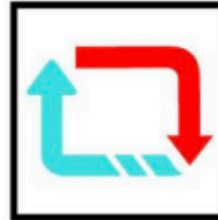
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The 3C's Model of Social Media Development

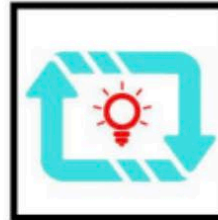
consume



contribute

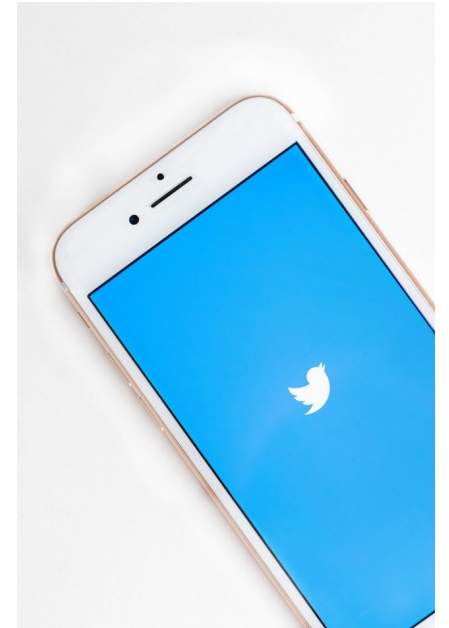


create



#pearl #crediblesources: *Like, Share, Comment*

- Research findings
- Changes in Practice Standards
- Advisory Opinions
- White Papers
- Political Events
- Image of Nursing
- Professional Organizations
- Healthcare Organizations
- Advocacy Organizations
- Academic Centers
- Regulatory Agencies



*Link your area of expertise to
national or wacky calendar event + trending media*

#DevelopAPlan

- **Be Deliberate**
 - Set Goals
- **Be Strategic**
 - Identify Development Opportunities
 - Teaching, Research, Scholarship, Service/Leadership
 - Develop a Plan with a Timeline
 - Skills to develop
 - Content Calendar
- **Work your plan** – Get' 'er DONE



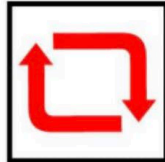
Professional Development Plan Considerations: *Skills, Content Strategy, National/ Wacky Calendars*



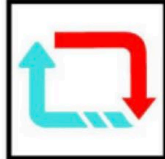
#workingtheplan

The 3C's Model of Social Media Development

consume



contribute



create



Learn new social media platform, educate family and friends (Retweet, Share)

Interpreting health information and translate for the public (Retweet, Share with comment); Blogging, Op Eds, Sharing conference events and work of others

Creating original content
Advocacy, Thought Leader (Podcast, TV/ Radio, Meeting with policymakers);

Let's Connect!



Follow us on social



Don't forget to Exchange Back!



THANK YOU!



with **DR. MELISSA BATCHELOR**
MelissaBPhD.com

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