

Springfield Dementia Care Project

June 2026

Only about one in three Medicare-enrolled Vermonters use the Medicare Part B Annual Wellness Visit benefit.¹ These visits are beneficial for brain and body health because they offer personalized health advice through risk assessment, preventive screenings and cognitive assessments. They can help with early detection of conditions such as Alzheimer's Disease and related dementias.

The Springfield Hospital Service Area has a similar Annual Wellness Visit benefit use rate. Local partners there shared concerns about high hospitalization rates for those with a Dementia diagnosis.² This information led to a collaboration between state and local partners to implement the Springfield Dementia Care Project in 2024. This brief provides an overview of the project, evaluation results, successes, challenges, and recommendations for future projects.

If you need help accessing or understanding this information, contact edwin.demott@vermont.gov.

Key Partners

- [Alzheimer's Association – Vermont Chapter](#)
- [North Star Health](#)
- [Springfield Hospital and Adult Day Services](#)
- [Senior Solutions](#)
- [Vermont Department of Health](#)
- [Vermont Ethics Network](#)

Goals

1. Increase awareness of Alzheimer's and related dementias.
2. Increase awareness and use of the Annual Wellness Visit.
3. Increase awareness about importance of Advance Directives.

Activities



Media campaign to encourage scheduling an Annual Wellness Visit, preventive care, and early identification of cognitive concerns.



Educational opportunities for residents to learn more about Alzheimer's and related dementias signs, care, and importance of advance directives.



Educational opportunities for local health care professionals to learn about registered nurse-led Medicare Annual Wellness Visits and available caregiver support resources.



HealthVermont.gov
802-863-7200

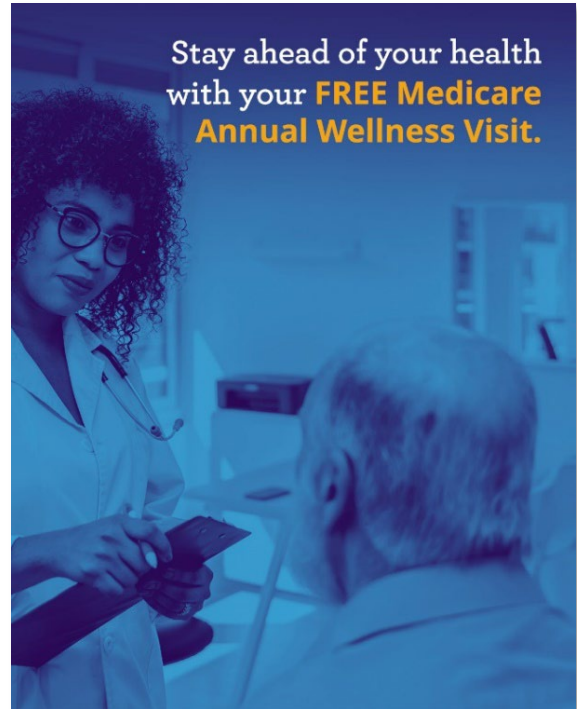


Media Campaign Results

The **media campaign** used social media, newspaper ads, and handouts to encourage residents to schedule an Annual Wellness Visit.

The **social media ads** ran from April 25– June 29, 2025, using Meta (Facebook, Instagram) and Google Display ads. Key findings include:

- Springfield residents saw the ads about 60 times on average.
- About 12% of residents engaged with the website after seeing the campaign message.
- Residents age 65+ had the highest campaign engagement indicating the message resonated with older adults.
- Women accounted for approximately 75% of the engagement across both platforms.
- Both platforms demonstrated cost-efficient ways to reach older adults (campaign metrics included in table).



Social media ads showed wide and cost-effective reach for older adults.

Campaign metrics	Meta	Google Display
Reach Number of unique users.	10,566	--
Impressions Number of times an ad is displayed on a screen.	577,053	541,024
Engagement (website sessions/clicks)	2,227	2,257
Click-through rate Percentage of impressions that result in a click.	0.39%	0.42%
Average Cost-per-click Average cost paid for each click on an ad.	\$0.45	\$0.44
Total Cost	\$1,005.82	\$984.43

The Vermont Journal printed a **newspaper ad** describing the benefits of the Annual Wellness Visit and encouraging individuals to schedule an appointment. The ad ran on October 1 and October 15, 2025, and went to 3,323 addresses in the Springfield zip code.

The project team also developed **informational handouts** for both residents and health care providers. The provider handouts promoted clinicians to discuss advance directives to enhance patient care (see image to the right). The resident handouts contained messages promoting the Annual Wellness Visit. Partners planned to deliver handouts to program participants, but declining engagement prevented them from distributing the materials.

Enhance Patient Care By Talking About Advance Directives

Why Advance Directives Matter to Your Patients

- Clarify Wishes:** Advance directives ensure your patients' healthcare preferences are clearly documented, especially for situations when they may not be able to communicate.
- Prevent Family Conflicts:** They reduce the potential for disagreements among family members, providing clarity and peace of mind during difficult times.
- Ensure Appropriate Care:** Advance directives guide health care teams to honor patient values and wishes, ensuring patient-centered care.
- Reduce Emotional Stress:** Families benefit from the certainty of knowing their loved one's wishes, alleviating the burden of decision-making while also benefiting care teams in having instructions to follow.
- Offer Legal Protection:** Proper documentation helps protect your patients' rights and ensures their preferences are upheld.

Next Steps for Providers & Patients

- Provide patients with templates or forms to get started and send them to the CMS website.
- Suggest they involve family members or close friends in the process.
- Discuss Advance Care planning during your patient's Medicare Annual Wellness visit.

healthvermont.gov/wellnessvisits

Read more about the benefits of Advance Directives

VERMONT DEPARTMENT OF HEALTH

Educational Opportunities Reach

Educational opportunities for residents and health care providers reinforced the media campaign to increase awareness and knowledge about Dementia, screening, care, and resources.



A total of 66 residents attended the educational opportunities.

The Alzheimer's Association invited Springfield area residents to attend three educational opportunities on topics including: 10 Warning Signs of Alzheimer's and Dementia, Dementia Conversations, and Advance Directive Education Program during Winter 2025.



A total of 62 health care providers attended educational opportunities.

The Health Department coordinated training for healthcare providers on Nurse-led Medicare Annual Wellness Visits and Dementia Caregiver Support at the North Star Health Clinic and Mount Ascutney Hospital in the Springfield area.

Successes and Challenges

Partners coordinating Springfield's health communications and education plans highlighted successes, challenges, and recommendations for future projects.



Successes

- Updated state and local partners on Annual Wellness Visits and dementia related communication topics.
- The media campaign demonstrated cost-effective ways to reach older adults in the Springfield area.
- Developed media campaign messages and education materials which can support future projects.



Challenges

- Declining partner engagement throughout the year halted some media campaign activities, including handout distribution to residents.
- The lag in Vermont's Health Care Uniform and Evaluation System data prevented the project team from evaluating whether Annual Wellness Visits increased during the project period.

Recommendations for Future Projects

- The Springfield Dementia Care Project offers an established, replicable model and ready-to-use materials for state and local partners to use in their communities. Local communities interested in implementing a similar Dementia Care Project should reach out to edwin.demott@vermont.gov.
- Clear timelines, roles, and responsibilities at the start of the project can help maintain partner engagement and ensure shared understanding of project expectations.
- Consider ways to assess project goals in real-time, rather than relying on statewide data systems. For example, health systems could leverage internal access to electronic patient health records to monitor Annual Wellness Visits trends in real-time.

References

¹[2025 Medicare Annual Wellness Visits December](#)

²[2025 Alzheimer's, Related Dementias, and Brain Health Data Pages](#)