Theme: Challenging current professional identity

- **Subtheme: Adjusting to familiar work in an unfamiliar role**
  - Guiding the older person
  - Planning and evaluating tasks
  - Guidance for family members
  - Strengthen the older person

- **Subtheme: Striving to improve the health system through a new role**
  - Information gathering
  - Working group meetings
  - Collaboration

- **Subtheme: Trust is vital to advocacy**
  - Act as the older person’s voice
  - Gaining trust
  - Disregard professional values