

Community Outreach Strategies

Presenter:



Tricia Whaley, Senior Director of Provider Relations
CHR Consulting Services, Inc.

Objective

- discuss community outreach strategies and how to implement
- empower team members to meet the needs of the customer
- provide leadership with simple and effective ways to consistently recognize and communicate with referral partners and team members tools that will help continue to meet the needs of customers now and in the future

Outreach strategies are systematic efforts aimed to fill the gap between a service and a referral partner or community need.

1. Create
2. Implement
3. Empower
4. Recognize
5. Communicate

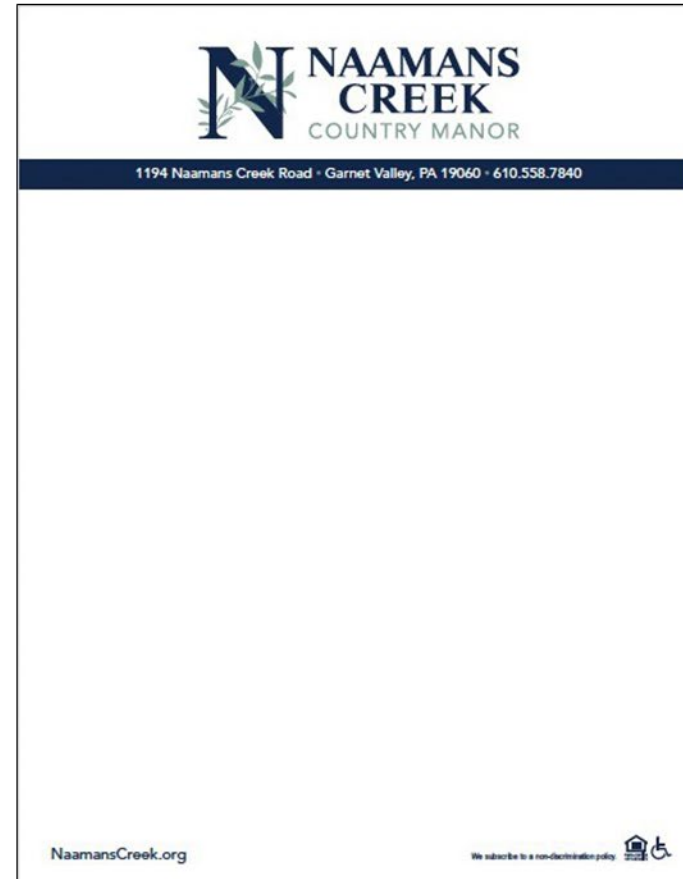
Create

Create key print pieces to quickly and effectively communicate services and capabilities.

Professional Collateral

- Business cards (with and w/o QR Code)
- Letterhead (print and digital)
- Stickers
- Capabilities flyer (print and digital)
- Brochure/rack card (print and digital)
- Google review flyer
- Promotional items
- Resident welcome kit

Business Cards / Letterhead



Clinical Capabilities Flyer

Naamans Creek Country Manor Clinical Capabilities

CMS 4-Star Facility

24/7 Admissions

90 Licensed Beds

SERVICES:

- Short-term rehabilitation
- Long-term care
- Respite care

COMPLEX MEDICAL CARE:

- Diabetes management
- Hospice and palliative care
- IV fluids, IV antibiotics and IV meds
- PICC management
- Surgical drain management
- Flutter valves
- PleurX catheters
- Pain management; CADD pumps
- CPAP, BiPAP
- Permanent feeding tube management
- Bariatric (less than 350 lbs. and case-by-case)

WOUND CARE:

- Surgical, including drain management
- Ostomy management
- Diabetic
- Negative pressure wound therapy

DIAGNOSTIC TESTING AND CONSULTATIONS:

- Stat lab tests and X-rays
- EKG, venous Doppler and cardiac echo
- On-site support: Dental, podiatry, eye and ear
- Telepsychiatry and telepsychology

ON-SITE THERAPIES:

- Up to 7 days per week
- Physical therapy, occupational therapy and speech-language pathology

ADMINISTRATOR

Angela Fancher, NHA

MEDICAL DIRECTOR

Dr. Alison Leff, MD

DIRECTOR OF NURSING

Karen Cassidy, RN

DIRECTOR OF ADMISSIONS/MARKETING

Jeanine Sharkey
610.558.7840 – Office phone
267.739.6066 – Admissions cell
610.675.3314 – Fax

SOCIAL SERVICES DIRECTOR

Kris Newby, MSW

METHODS OF PAYMENT:

Medicare, Medicaid Assistance,
MA Pending, Private Pay, Managed
Care

INSURANCES ACCEPTED*

AllWell; Aetna; AmeriHealth
Caritas/IBC; Cigna; Gateway Health;
Humana; IBC; Keystone Mercy; PA
Health & Wellness; UnitedHealthcare;
UPMC

*If you do not see an insurance plan listed, please
call to inquire as this list may change.

This institution is an equal opportunity
provider and employer.



Updated: 7/2023



CONSULTING SERVICES, INC.



1194 Naamans Creek Road | Garnet Valley, PA 19060 | 610.558.7840 | NaamansCreek.org

Naamans Creek Country Manor is a not-for-profit skilled nursing and rehabilitation center.

Brochure



*A Nonprofit Skilled Nursing
Care Community*



**Short-term, Long-term
and Rehabilitative Care**

At Naamans Creek Country Manor, our patients are important, and seeing them rest, recover and rehab is why we do what we do. Because of this, we have created an environment that feels like a home while offering the healthcare services needed. It is our pleasure to meet patients with warm smiles and service.

*Our admissions team is
here to answer any
questions you have.*

Please contact them at:
610.558.7840 or
naamansadmission@naamanscare.org



1194 Naamans Creek Road
Garnet Valley, PA 19060
610.558.7840
NaamansCreek.org

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NaamansCreek.org

Services

- Post-operative care
- Physical, occupational and speech-language pathology services up to seven days per week
- Orthopedic, stroke and neurological rehabilitation
- Vascular and amputee management
- Palliative and hospice care
- Cardiac care services
- Rehab for joint replacements
- Wound care
- Respite care
- Alzheimer's/dementia care
- Long-term care
- Short-term care



Naamans Creek Country Manor offers a variety of services for residents. Team members have experience working with a variety of diagnoses and conditions, including individuals with Alzheimer's/dementia. Each resident receives an individualized plan of care, and family involvement is welcome and encouraged.

Short-term Care

This type of care is designed for short-term patients who need medical care and/or rehabilitation to prepare to return home or lesser level of care.

Long-term Care

This type of care is designed for residents who need daily care on a long-term basis and choose the center as their home.



Amenities

- Private and Semiprivate rooms
- Wi-fi
- Guest meals
- Diverse activities calendars tailored for patient needs
- Pet friendly
- Flexible visiting schedule
- Private dining area for family functions
- Cable and telephone access
- Meals tailored to special diets
- Spiritual life programming
- Beauty salon/barber shop
- Beautiful sunrooms, gardens and walking paths



Rack Cards

Pre-surgery Planning

Lighthouse Nursing Care Center wants to help you prepare for your post-surgery needs. Early preparation can alleviate fears and concerns so you can focus on a smooth transition to recovery.

Prior to Surgery

- Meet with therapists
- Take a tour and see rehab suites
- Meet the care team
- Verify insurance coverage

Specialized Therapy

Physical, occupational and speech therapies are provided by our full-time, on-site team. Therapy is available daily, including weekends and holidays. Each patient receives an individualized care and treatment plan based on their specific goals and abilities.

Nursing Care

Our skilled team of nurses and CNAs provide the medical care you may need during recovery, including wound care, medication and pain management.

Call 781.286.3100 to schedule your private tour today!



LIGHTHOUSE
Nursing Care Center

204 Proctor Avenue • Revere, MA 02151

LighthouseNursing.org This institution is an equal opportunity provider and employer. 




River's Bend is a Continuing Care Retirement Community located near Barkley Lake in Kuttawa, Kentucky. As a CCRC, we are able to provide a broad range of services tailored to meet a variety of healthcare needs as residents and patients experience changing care needs.



300 Beech Street • Kuttawa, KY 42055

RiversBendRC.org This institution is an equal opportunity provider and employer. 

Pre-surgery Planning

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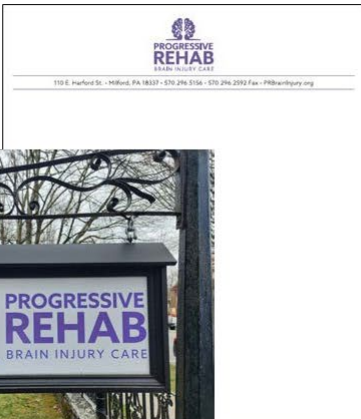
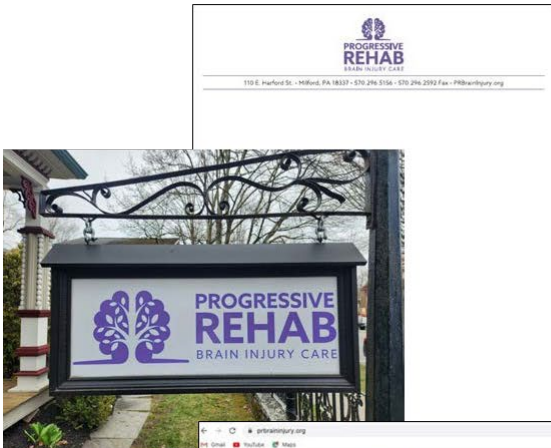
Call 610.558.7840 to schedule your private tour today!



NAAMANS CREEK
COUNTRY MANOR
A Not-for-Profit Organization

1194 Naamans Creek Road • Garnet Valley, PA 19060

NaamansCreek.org This institution is an equal opportunity provider and employer. 




PROGRESSIVE REHAB
BRAIN INJURY CARE

Services offered

- Physical therapy
- Occupational therapy
- Speech-language pathology
- Vision therapy
- Neuropsychology treatment
- Vocational services
- Recreational services
- Case management services

110 E. Harford St. • Milford, PA 18337
(570) 296-5156 • (570) 296-2592 Fax
PRBrainInjury.org






River's Bend has open apartments!

Your new assisted living apartment is missing just one thing:
you!

Our assisted living apartments are designed for seniors who need a little help with daily living. Our team is available 24-hours per day should need arise. Apartments are empty, ready to be customized with furniture so it feels more like home.

Call 270.388.2868 today to learn more!

 **River's Bend** 300 Beech St.
RETIREMENT COMMUNITY Kuttawa, KY 42055
RiversBendRC.org

 This institution is an equal opportunity provider and employer.

**MOVE-IN READY APARTMENTS
for your loved one!**

The assisted living apartments at River's Bend are designed for seniors who need a little help with daily living. Our team is available 24-hours per day should need arise. Apartments are ready to be customized with furniture to feel more like home.

Call 270.388.2868 today to learn more or view photos by visiting RiversBendRC.org

 **EOE** This inclusion is an equal opportunity provider and employer.

 **River's Bend Retirement Community**
300 Beech Street
Kuttawa, KY 42055
RiversBendRC.org



 **River's Bend** *Our nonprofit community*
RETIREMENT COMMUNITY **HAS OPEN ASSISTED LIVING APARTMENTS!**

River's Bend has open apartments!



Your new assisted living apartment is missing just one thing:
you!


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 **River's Bend**
RETIREMENT COMMUNITY

300 Beech St.
Kuttawa, KY 42055
RiversBendRC.org

This institution is an equal opportunity provider and employer. 

*A respite
may be just
what you need!*



Caring for a loved one can be a full-time job. We understand and are here to help! 

On a short-term basis, let us provide 24-hour nursing care for your loved one. Take a well deserved break — you have earned it.

Call 270.388.2868 today to learn more!

 **River's Bend** 300 Beech St.
RETIREMENT COMMUNITY Kuttawa, KY 42055
RiversBendRC.org

Implement

Community Outreach tools / resources:

- Monthly outreach plan
- Advertising and best practices
- Referral account listing (secondary and tertiary)
- SWOT analysis
- Competitive analysis
- Monthly education calls

National Stress Awareness Month

Use this month to bring attention to the negative impact of stress. There are a wide variety of resources you can utilize to learn more about stress and anxiety for yourself and to help identify it in team members and residents. Learn more: <https://hr.nih.gov/working-nih/civil/national-stress-awareness-month>



Occupational Therapy Month

Use this month to celebrate the Occupational Therapy team members who work in your center!

Learn more: <https://www.acta.org/events/calendar/ot-month>

Recognition Ideas:

- Work with your therapy provider to cater lunch for the therapy team in honor of the Occupational Therapists.
- Have the center leadership team write thank you notes for the Occupational Therapists who work in your center.
- Additional ideas can be found on the AOTA website, as well as promotional items the center or therapy department can purchase to help celebrate.



National Parkinson's Awareness Month

The theme for this year is: It's Time to #Take4orPDI
Learn more: <https://www.parkinson.org/AwarenessToolkit>

Recognition Ideas:

- Recognition ideas can be found on the Parkinson's Foundation website.



1

National Volunteer Week

April 21-27

This week is designed to inspire, recognize and encourage people to seek out meaningful ways to engage in their communities. As a leadership team, identify a community organization and find various ways the center team members can lend support.

Recognition Ideas

- Send all active volunteers a hand-written thank you note from the center leadership team.
- Have residents create a card or note and send to active volunteers.
- Host an appreciation breakfast, brunch or gala for all volunteers.

Social Media:

Take a photo of one or more of your volunteers working with residents. Post the photo of all volunteers for the difference they make.

Administrative Professionals' Day

April 24

(To include: receptionist(s), administrative assistant(s), admission/community outreach, business office, central supply and medical records team members.)

Recognition Ideas

- Send a hand-written appreciation note to each team member.
- Host a breakfast or lunch recognizing these team members.
- Provide each team member with a small token of appreciation.

Social Media:

Post a photo of the team members in these roles and thank them for their service.

April Fun Days

April 3 - National Walking Day
Take a lap around the center, and encourage mobile residents to join in the walk.

April 11 - National Pet Day
In July 2023, Centre Care raised more than \$1,000 for PAWS by holding a cutest pet contest. More than 70 pet photos were submitted and three winners were chosen. Make this event your own this year as a fun way to give back on National Pet Day!



2

Mother's Day

May 12

Take time to celebrate all mothers, and the impactful women in our lives. Write a card, give a gift or buy some nice flowers. Make sure female residents are celebrated (whether they have children or not!).

National Skilled Nursing Care Week

May 12-18

The 2024 theme is "Radiant Memories - A Tribute to the Golden Age of Radio." Radiant Memories is also a call to honor the enduring legacy of skilled nursing care centers.

Learn more here: <https://www.ahcancal.org/Education-Events/Pages/NSNCW.aspx>

Recognition Ideas:

- Download resources from the AHCA/NCAL website or order promotional collateral ahead of time for your residents.



May Fun Days

May 13 - National Apple Pie Day
Bake apple pies with residents or get some apple hand pies to share.

May 31 - National Smile Day
Post photos of residents and team members with their best smiles. Deliver smile-y cards to referral sources or simply try to smile more as you walk around your center on this day.



4

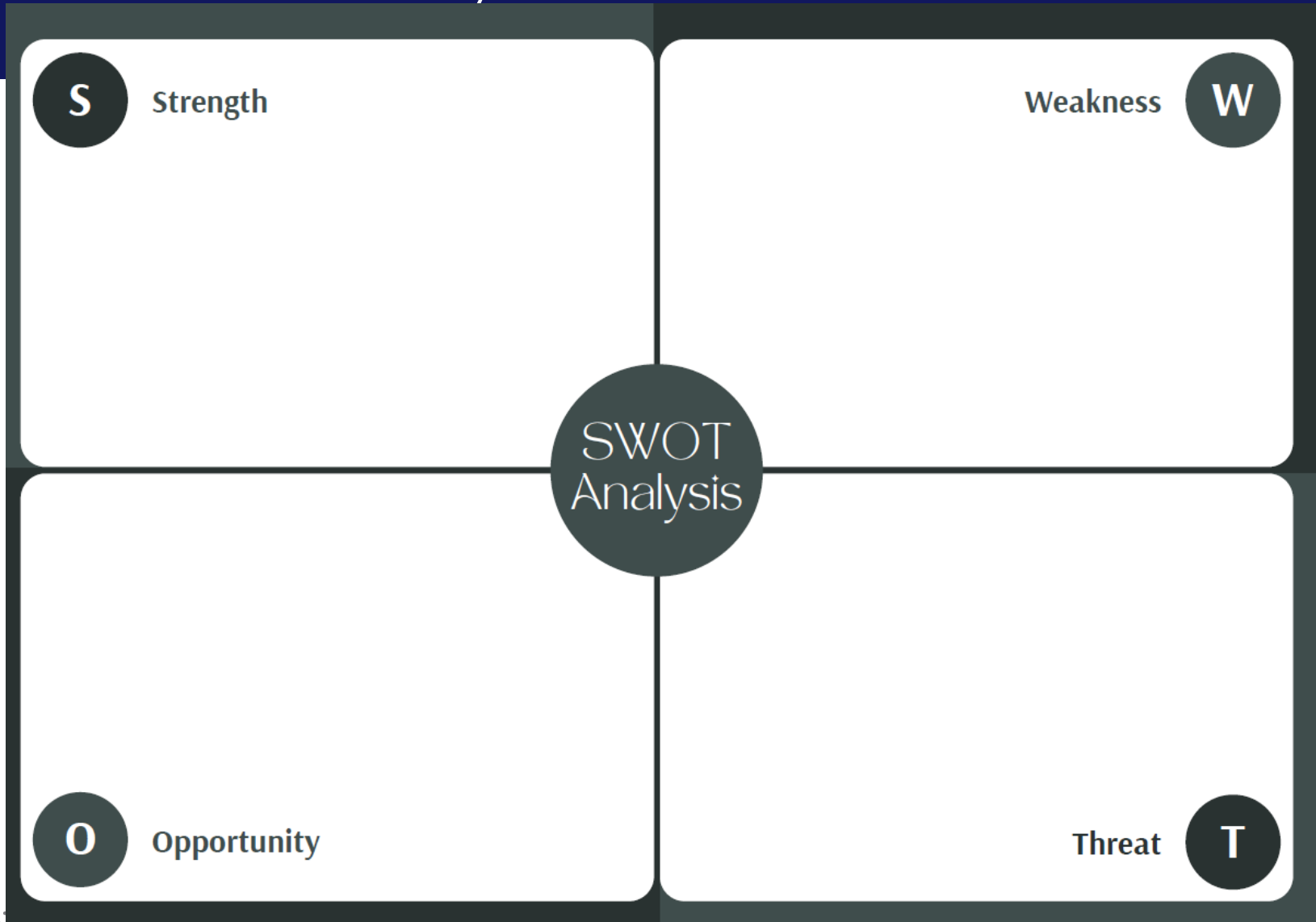
Community Outreach Plan

Monthly Community Outreach Plan			
CENTER: <input type="text"/>		MONTH/YEAR <input type="text"/>	
The Goal of the Quarterly Community Outreach plan is to be your "road map" to help drive your center business plan. Please identify your strategic goals (how you are going to continue to move your business forward) and list them here.			
EXPECTATIONS			
Hospital visits (bed holds; non bed holds; potential patients)			
SNF Collaborative Meetings (monthly or quarterly)			
Networking Events: schedule/attend at least 2 monthly			
Community Outreach -Internal: host at least 1 quarterly			
Community Outreach - external: participate in at least 1 weekly			
Hospital / SNF Collaborative meetings	Date/Time	Next steps	Comments (outcomes)
Networking Events (Chamber, Rotary, Geriatric Care, United Way, etc.)	Date/Time	Next steps	Comments (outcomes)
Community Outreach Events (Senior Center, Parades, Meals on Wheels, etc.)	Date/Time	Next Steps	Comments (outcomes)
Internal Community Outreach Event (at least one qtrly)	Date/Time	Next Steps	Comments (outcomes)

Referral Account Listing

Book of Business						
	DATE: []	DATE REVIEWED: []	*recommend that the book of business is reviewed quarterly			
#	REFERRAL PARTNER	ADDRESS	PHONE	FAX	CONTACT NAME	EMAIL
1						
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SWOT Analysis



Competitive Analysis

MONTH/YEAR Competitive Analysis for [Center Name]

Your Center Name	Your Center	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5
Community Information						
Ownership						
Profit or Nonprofit						
Type						
Administrator at time of completion						
Percentage of occupancy (as of DATE)						
Closest hospital to campus						
Are they part of a CRCC?						
#1 Referral Source						
Miles from center to #1 referral source						
Total Number of Beds						
Total number of beds						
Square footage of different room options						
Daily Rates (enter individual room/apartment information)						
Levels of Care (enter specifics per center)						
Additional Fees						
Community Fee						
Pet fee						
Respite available (Y/N) If so, include fee						
Second Person Fee						
Your Center Name Your Center Competitor 1 Competitor 2 Competitor 3 Competitor 4 Competitor 5						
Additional Services and Rates if not included in Daily Rate						
Cable						
Telephone						
WiFi						
Transportation with assistance						
If certain items aren't included but are offered as an add on, what are they and cost?						
Online presence						
Google rating						
Number of Google reviews						
Active Facebook page? (post within last month)						
Community Amenities						

Monthly Educational Calls

- Topics
- Speakers
- Guidelines
- Resources
- Outcomes

Empower

A thorough interview and screening process leads to a quality team member to supplement the team, ensuring a quality customer experience throughout the process and community outreach initiatives.

Recruit, Onboard, Retain

ORIENTATION Checklist

Job Title: Director of Admissions Hire date: _____

FACILITY: _____

Employer: THE ADMINISTRATOR, WORKS CLOSELY WITH SENIOR AND/OR REGIONAL CONSULTANTS (Community Outreach / Provider Relations)

Reports to: _____

GENERAL PURPOSE:
Director of Admissions will be provided with orientation that should result in meeting or exceeding budgeted census and payer mix for the facility by increasing inquiries and the referral base, growing a new base of business while retaining existing business.

ORIENTATION TO JOB FUNCTIONS:
The following is to be completed, reviewed and returned for forward to Human Resources.

Topic	Date Completed	Trainer Initials	Further Training Needs / Comments
1. Interdepartmental Introduction/ Education			
Administration			
Director of Learning			
Social Services			
Business Office			
Registration/Admission Coordinator			
Changery			
Activities			
Diets			
Client Support			
Independent Living			
Personal Care			
Assisted Living			
Chiropractic			
Medical Director			

Revised 04/07/2023

- Online recruitment ad
- Orientation checklist
- Recognition (thank-you's)
- Evaluations

Example job requirements

- Computer skills, including Word, Excel, PowerPoint etc.
- Excellent written and verbal communication skills.
- Strong organizational and general office skills.
- Problem-solving and excellent customer relations ability.
- Strong public relations skills.
- Independent decision-making and critical thinking skills.
- Ability to work as a member of a team and collaborate with others
- Must have the skills to communicate effectively and follow through with priorities.

Recognize

Team Members

- Hip-Hip Hooray Board
- Team Member of the Month
- Random acts of kindness

Residents

- Resident of the month
- Rehabilitation success
- Testimonials
- Letters of appreciation

Celebrate



Congratulations **NICE GOING!**
GREAT! Way to Go!
Yea! **FELICITATIONS**
CHEERS Take A **BEST**
BOW! **WISHES!**

Our Shared Success

Our Shared Success

Mountain View would like to partner with you in your patient's road to recovery.

Enclosed you will find the most up to date information regarding your patient.

Thank you for being part of our health care team.

If you have any questions or concerns, please contact our facility at 570-644-4440.

Please feel free to visit our website at www.mountainviewnrc.com



Mountain View Nursing, LP dba Mountain View, A Nursing and Rehabilitation Center. We subscribe to a non-discrimination policy.

January 11, 2023

NAME of physician and/or specialist
Address
City, State, Zip

Dear Dr. _____,

Here at Centre Care Rehabilitation and Wellness Services we strive for continuity of care for our residents. We find that communicating with our resident's Primary Care and Specialty Doctors has shown to be a positive factor in their care.

This letter is to inform you that (enter name of resident) _____ was admitted to Centre Care on (enter date admitted) _____.

If you have any questions or concerns during their stay with contact us. When (enter name of resident) _____ we will provide you with a discharge summary along with a transition of care follow up appointment date at time of be sent via fax and/or hand delivered to your office.

We look forward to continuing to serve you and your patients.

Sincerely,

Nichole Rearick, RN
Admissions Director
Cell 215-498-3789
Office 814-278-8606
nrearick@tcomail.com

Date

NAME of physician and/or specialist
Address
City, State, Zip

RE: (enter full name of resident)

Dear Dr.

We appreciate the opportunity we had to provide care and services for your patient, _____ I wanted to make sure you are aware that we provided (enter first name of resident) with short-term rehabilitative care from (enter dates of stay). (Enter first name of resident) was discharged from our care at (enter name of facility) on (enter date of discharge).

For your convenience, I am including with this letter the physician discharge and/or discharge plan of care to home summary as well as the therapy functional status outcome report.

I invite you to reach out to our Director of Admissions, (enter name) at (enter phone number), if you have any questions regarding (enter first name of resident) or if you have any other placement needs.

We feel privileged to have provided short-term rehabilitative care to your patient and thank you for entrusting us to care for (enter first name of resident).

Sincerely,

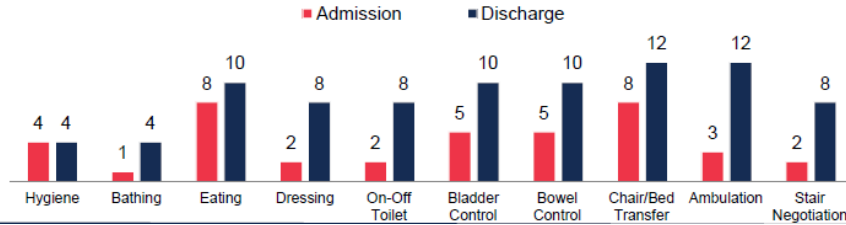
(enter name), NHA
Administrator

Resident Success Outcomes

Personal Progress Report Modified Barthel Index (MBI)

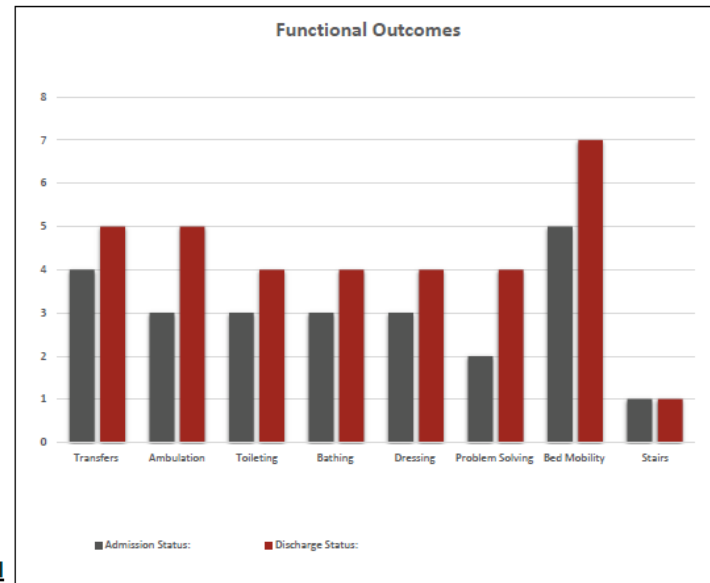


The SCORE giving insight into your level of independence.



Progress Report

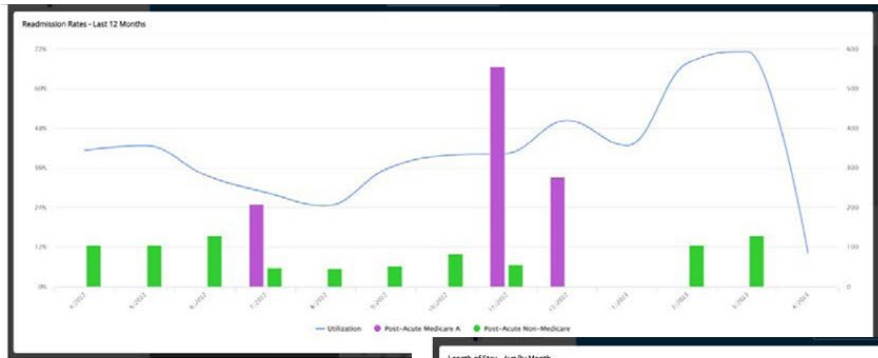
Name:
Diagnosis:
Physician:
Admission Date:
Discharge Date:
Discharge Location:



Resident Testimonial

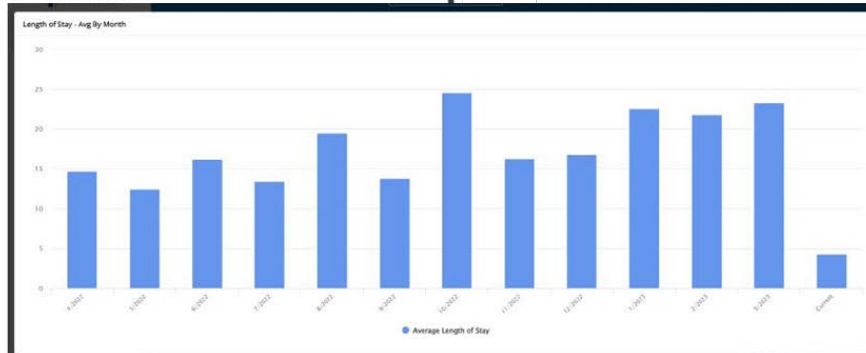
Outcome Scale			
1	Total Dependence	6	Stand By Assist
2	Maximum Assist	7	Supervision
3	Moderate Assist	8	Set-up
4	Minimum Assist	9	Modified Independence
5	Contact Guard	10	Independent

Key Metrics



Readmission Rates - Last 12 Months for

Date	Medicare Stays	Medicare Rehospitalizations	Medicare Readmission Rate	Non-Medicare Stays	Non-Medicare Rehospitalizations	Non-Medicare Readmission Rate
4/2022	4	0	0.00%	16	2	12.50%
5/2022	3	0	0.00%	24	3	12.50%
6/2022	1	0	0.00%	13	2	15.38%
7/2022	4	1	25.00%	18	1	5.56%
8/2022	3	0	0.00%	19	1	5.26%
9/2022	1	0	0.00%	16	1	6.25%
10/2022	2	0	0.00%	20	2	10.00%
11/2022	3	2	66.67%	15	1	6.67%
12/2022	3	1	33.33%	17	0	0.00%
1/2023	2	0	0.00%	18	0	0.00%
2/2023	2	0	0.00%	8	1	12.50%
3/2023	2	0	0.00%	13	2	15.38%
4/2023	1	0	0.00%	5	0	0.00%
Total	31	4	12.90%	202	16	7.92%





ed by, or at the behest of, the GAPM Committee for its review and
x consultation with the legal department. Immune from disclosure

Analytics

Referral data for your selected facility is displayed below.

Hospital Referrals to SNF
SNF Discharges to Hospitals

Hospital Referrals to SNF
 This table quantifies the number of acute referrals to SNF (by hospital) and associated financial/clinical outcomes. These figures are estimated based on CORE's review of the Medicare claims file.


View: 2022 - Through Q3  

Showing Top 7 Referring Hospitals

Name	Distance (Miles Away) ¹	Amt Paid to SNF ²	# Discharges to SNF ³	% Discharges to SNF ⁴	SNF ALOS ⁵	Hosp Re-Admit ⁶	Action
Riddle Memorial Hospital	6.3	\$411,232	33	47.8%	26.4	19.2%	View Details
Crozer-Chester Medical Center	7.6	\$231,086	14	20.3%	31.0	0.0%	View Details
Main Line Hospital Lankenau	16.9	\$95,463	<11	N/A	33.4	N/A	View Details
Chester County Hospital	10.1	\$73,709	<11	N/A	27.8	N/A	View Details
Paoli Hospital	13.9	N/A	<11	N/A	N/A	N/A	View Details
Hospital Of Univ Of Pennsylvania	18.3	N/A	<11	N/A	N/A	N/A	View Details
Christiana Hospital	13.9	N/A	<11	N/A	N/A	N/A	View Details

SNF Referrals to Home Health
Hospital Referrals to Home Health
Home Health to Hospitals

Hospital Referrals to Home Health
 This table quantifies the number of discharges to home health providers by local market hospitals without an intervening SNF admission. These figures are estimated based on CORE's review of the Medicare claims file.

View: 2022 - Through Q3 

Showing 7 Referring Hospitals

Name	# Discharges to Home Health	% Discharges to Home Health	Re-Admit from Home Health
Christiana Hospital	3,055	33.1%	14.7%
Hospital Of Univ Of Pennsylvania	1,984	21.5%	18.6%
Main Line Hospital Lankenau	1,128	12.2%	17.9%
Paoli Hospital	1,069	11.6%	14.8%
Chester County Hospital	980	10.6%	16.8%

Communicate

- Team member newsletter
- Resident newsletter
- Social media
- Testimonials (radio, website, etc.)
- Hand-written note / card

Community Outreach Standards

Community Outreach Team

Standard #	Standard	In compliance (Y/N)	Comments
	A community outreach team that consists of, at least, the NHA, DON, admissions, social services, activities and specialty unit directory (if applicable). The committee has a designated leader and meets monthly to review plan with documented minutes. (reviewer note: verify by reviewing meeting minutes)		
	The community outreach team has developed and executed current 30 OR 90 day plan. (reviewer note: review current plan)		
	Inquiry team is identified, including back-up coverage, and the receptionist and nursing supervisors has the schedule of back-up team members. (reviewer note: review listing of team and posting of schedule)		

TOUR Team

Standard #	Standard	In compliance (Y/N)	Comments
	Utilize tour readiness checklist to ensure tour readiness.		
	Model room is identified and set-up.		

ADMIT Program

Standard #	Standard	In compliance (Y/N)	Comments
	Clinical Admission Grid (R,Y,G) list is in place to define clinical capabilities and has been reviewed/updated quarterly with team signatures. (internal use only)		

Facility Clinical Capabilities Sheet is in place, up-to-date partners.
(reviewer note: capabilities she provided too)

CUSTOMER SERVICE, SERVICE RECOVERY Program

Standard #	Standard	In compliance (Y/N)	Comments
	Concierge Program is in place		

COMMUNICATIONS Program

Standard #	Standard	In compliance (Y/N)	Comments
CO - 40	At least one community education program is provided quarterly inside facility or <i>outside</i> of the facility. (reviewer: review facility community outreach plan to see if identified and interview staff completed)		
CO - 41	At least four annually. (i.e. Thanksgiving)		

FIRST IMPRESSIONS – reviewer utilize Tour Readiness Checklist

MONTHLY ROUTINE REPORTS



Outreach Team

- Consists of, at least, the NHA, DON, admissions, social services, activities and specialty unit directory (if applicable)
- Monthly or quarterly plan
- S.M.A.R.T goals
- Competitor analysis
- Book of business
- S.W.O.T


Tour Team

- At least three deep
- Tour readiness checklist
- Model room
- Pre-conference
- Post tour
- Bed acceptance


Inquiry / Admission Team

- At least three deep
- Response time 15 minutes or less
- Clinical admission grid (R,Y,G)
- Inquiry to admission checklist
- Concierge program
- Admission document signing

Customer Experience > Customer Service



Overall
perception of
your community,
based on their
interaction with it



Refers to
specific
touchpoints
within the
experience

Customer Experience

Whether through email or in person,
you only get one chance to make a good
first impression.

First Impressions: Checklist

Daily Tour Prep									
<p>You only get one chance to make a good first impression.</p> <p>It is the responsibility of the ED and the leadership team to assure that the facility is clean and uncluttered, and we are providing for our guests. Each business day the team should complete the tour to make sure the center is tour and guest ready. The task completed at least once a day and incorporated into the daily routine. The information in this report is used for the purpose of quality and performance improvement.</p>									
Center:	Y / N	Action/Responsible Person	Center:	Y / N	Action/Responsible Person	Center:	Y / N	Action/Responsible Person	Comp.Date
Exterior Signage			Center:			Main Laundry Room			
Sign is visible from the street and well-maintained. Clean, painted, free of damage.			Lighting levels are adequate. Ceiling lights are clean and in good condition. Lightbulbs are same color and style.			Mirrors are clean and free of chips or cracks.			
Illuminated at night.			Ceiling or ceiling tiles are clean and free of damage.			Towel paper and paper towel dispensers are full and secured to wall.			
Ground sign is adequately landscaped. Seasonal flowers in place.			Windows are clean and free from finger prints. Window sills are clean.			Shower curtains, liners, and hooks are in good condition.			
Facility Grounds/Exterior			Corridors						
Parking lot sealed and striped, free from debris/grass clippings. Pot holes are filled and cracks are filled.			Vents/filters are clean and free of dust.			Flooring and base is clean and free of scratches, cracks, and tears.			
Directional signs in place to designate front entrance.			Wastebaskets are in place and are clean.			Walls are clean and free of stains and wall material is in good condition.			
Parking signs are in place and are straight. Including handicap, visitor, and team member signs.			Supplies are stocked, organized, and stored properly. Items are labeled properly and in date.			Filters are clean. Ceiling vents are clean.			
Handicap spaces area visible, well marked, and well maintained.			Corridors			Lighting levels are adequate. Ceiling lights are clean and in good condition. Lightbulbs are same color and style.			
Striping is visible and fire lanes are noted with appropriate paint.			LVT/LVP/Tile or carpet clean, free of tears or scratches, and free of odors.			Ceiling or ceiling tile are clean and free of damage.			
Parking lot is well lit. Lights are free of bugs and cobwebs. Lamp posts are painted and well maintained.			Wallpaper intact, paint maintained, and cove base free from wax build-up.			Washer and dryer are functioning properly and dryer vents are clean.			
Side exit lights are operational and provide adequate lighting.			Door frames are painted.			Linen barrels are neat and tidy. Free of odors.			
Exterior furniture is clean and in good condition. Cushions are clean and in good condition.			Doors are in good condition. Free of scratches and gouges.			Chemicals are labeled and appropriately stored.			
Trash receptacles are in place and clean.			Windows are clean and free from finger prints. Window sills are clean.			Clothing racks are in place and are orderly.			
Fencing is in place as needed and is in painted or pressure washed.			Lighting levels are adequate. Ceiling lights are clean and in good condition. Lightbulbs are same color and style.			Clothing label system is in place. Label machine is in place and in use.			
Seasonal flowers and potted plants in place.			Ceiling or ceiling tiles are clean and free of damage.			No hand written signs are posted, taped or pinned to the wall. Signs are necessary and framed.			
Lawn and landscaping attractive and well maintained. Free of weeds and leaves are raked.			Handrails are appropriate size and are in good condition.			Family/Resident Laundry Rooms			
Trees and shrubs are trimmed back from the roof and windows.			Vents/Filters are clean and free of dust.			Flooring and base is clean and free of scratches, cracks, and tears.			
Sidewalks are level and clear.			Fire extinguishers are in place and inspection tag is up to date.			Walls are clean and free of stains and wall material is in good condition.			
Roof, gutters, downspouts, siding, shutters, doors, walls are in good condition and free of growth/fading.			Hand sanitizers are filled and dated.			Filters are clean. Ceiling vents are clean.			
Roof, gutters, and downspouts are free of leaves, tree limbs, and debris.			Paging system is working and used only as needed.			Lighting levels are adequate. Ceiling lights are clean and in good condition. Lightbulbs are same color and style.			
Windows are clean and free of bugs, leaves, debris.			Corridors are free of clutter and carts/equipment are not stored in the corridors to block exits.			Washer and dryer are functioning properly and dryer vents are clean.			
			Signage is in good condition, hung at appropriate level, and level.			Countertops/cabinetets are free from scratches and chips.			
			Evacuation signs are professionally printed and hung in an appropriate frame.			Sinks are clean and properly functioning.			
			No hand written signs are posted, taped or pinned to the wall. Signs are necessary and framed.			Chemicals are labeled and appropriately stored.			
			Attractive picture and/or wall hangings are spaced throughout corridors.			Clothing racks are in place and are orderly.			
			Decorations are appropriate in type and style and hung in an appropriate manner.						

Customer Experience: Telephone Etiquette

Sample Call-in / Walk-in / Back-up Inquiry & Tour Procedure

The receptionist / staff member covering the reception desk will notify the Admission Director that an inquiry call has been received or a tour has arrived. **Do not interrupt a tour or appointment in progress.**

Phone Call

If the Admission Director is unable to take the call, the receptionist should let the caller know (NAME of Admission Director) is with an appointment or out of the building (let them know for what period of time) and offer to either take a message by completing the blue inquiry card or speak to the "Back-up person" listed below who will complete the blue inquiry card. The blue inquiry card should be forwarded to (NAME of Admission Director) immediately.

"I'm sorry, (NAME of Admissions Director) is with an appointment. Would you like to leave a message and have him or her call you back or would you like to speak with (NAME) _____, our (title) _____ who can also tell you about (place name of facility here)".

"I'm sorry, (NAME of Admissions Director) is out of the building for (period of time - days, afternoons). Would you like to leave a message and have him or her call you back or would you like to speak with (NAME) _____, our (title) _____ who can also tell you about (place name of facility here)".

Tour

If the Admission Director is unable to provide a tour, the receptionist / staff member will notify one of the following individuals to meet with and tour the prospective client, in the order below:

1. Admissions Coordinator (if applicable)
2. Social Service Director / Team Member
3. Business Office Manager / Team Member
4. Nursing Home Administrator

For tours, a prospective client should not be made to wait for more than 5 minutes under any circumstances.

While waiting for the staff member to arrive, the receptionist should offer coffee / refreshments and receptionist should complete the blue inquiry card with them and let them know whom they will be meeting with. The receptionist should give the card to the staff member touring. At the end of the tour, the blue card, with comments, should be forwarded to (NAME of Admissions Director).

If there is a delay in getting someone to tour the customer, the receptionist should offer refreshments and direct them to a comfortable waiting area or to browse in the gift shop (if facility has one). Offer them a brochure, a tour packet, and a photo album to look at.

If a walk-in or tour occurs on a weekend, evening or holiday, please follow the same procedure as above except receptionist will provide tour.

DATE: _____ TIME: _____

NAME OF CALLER: _____

POSITION INQUIRING ABOUT: _____

CALLER return phone number: _____

Best time to call: _____

COMPLETED BY: _____

Provide to Human Resources for follow-up (pink card)

DATE: _____ TIME: _____

NAME OF CALLER: _____

INQUIRING about care for (self, parent, relative): _____

_____ Short term _____ Long Term _____ Alzheimer/Dementia _____ Respite

CALLER return phone number: _____

Best time to call: _____

COMPLETED BY: _____

Provide to Admissions for follow-up (blue card)

...are the guidelines to most interactions with potential customers and job applicants from members. And the single most critical reality check: get a customer's consent to do business with you or potential future team member roles to apply for your open positions.

Invitation Time:

- Consideration:** A patient or unique reception affects on your business. Your receptionist should make with connection and invite customer in form written and verbal communication.
- Basic Identity Knowledge:** Confidence about your knowledge. Your receptionist should know the ins and outs of your reality and be able to understand the logic of your orders.
- Organization:** Receptionists use a clear logic throughout the day. Without exceptional organizational skills, they could use critical judgment or forget to call a customer back, making it hard to serve for your business.
- Powerful Receptionist:** Receptionists are the face of your company. They have should make callers to work with your business - not turn them away.
- Technical Skills:** Receptionists work with multiple communication channels - providing phone, text, and email. They may also be responsible for scheduling appointments and making documents online. A receptionist who communicates and understands with technology will make fewer mistakes and handle more calls in a day.
- Exceptional written and verbal communication:** Interactions with your receptionists should provide about your business. Receptionists should be able to communicate clearly, quickly and accurately in both writing and oral communication. Great customer experience can bring long-term and evaluate their communication skills during the interview and follow-up process.
- Professionalism:** This one goes without saying - a clean and professional receptionist reflects poorly on your company and can defeat potential callers or visitors.

6 Essential Etiquette Rules

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...these 6 phone etiquette rules

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...NAME) from

...[INSERT ISSUE] /

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...ays

Concierge Program

WELCOME TO
 *Care Centers of Nassau*

Sign Installation



Concierge Program

- Families and friends have commented about the improved efficiency of our home visits
 - Utilized the cart as a way to improve the check in and out process for home and therapeutic visits
 - Decrease in missing items for visits
 - Organized
 - Professional
 - Enjoy being greeted upon return

Concierge – Home Visit



Guardian Angel/Care Companion

To check-in with each new resident, encourage relationships and to improve the quality of care for individuals we serve.

Department managers will be assigned a grouping of rooms to:

- Provide an additional “friend” or contact
- Get to know the resident
- Proactively solicit feedback
- Community with resident’s family
- Check room (call bell in reach, fresh water, etc.)

Each day the Guardian Angel/Care Companion will visit the resident:

- First seven days of admission OR throughout stay

Partnership Programs

- Form a partnership with a local pharmacy
- Connect with a learning institute
- Connect with a food bank, shelter, school and offer to host a food drive, a back-pack/school supply drive
- Create a newsletter
- Start monthly themed coffees-n-chats
- Start monthly themed luncheons
- Start a monthly walking group

Learn More about CHR:

Thank you!

We appreciate you
joining us for the
first presentation
to kick off PACAH.

