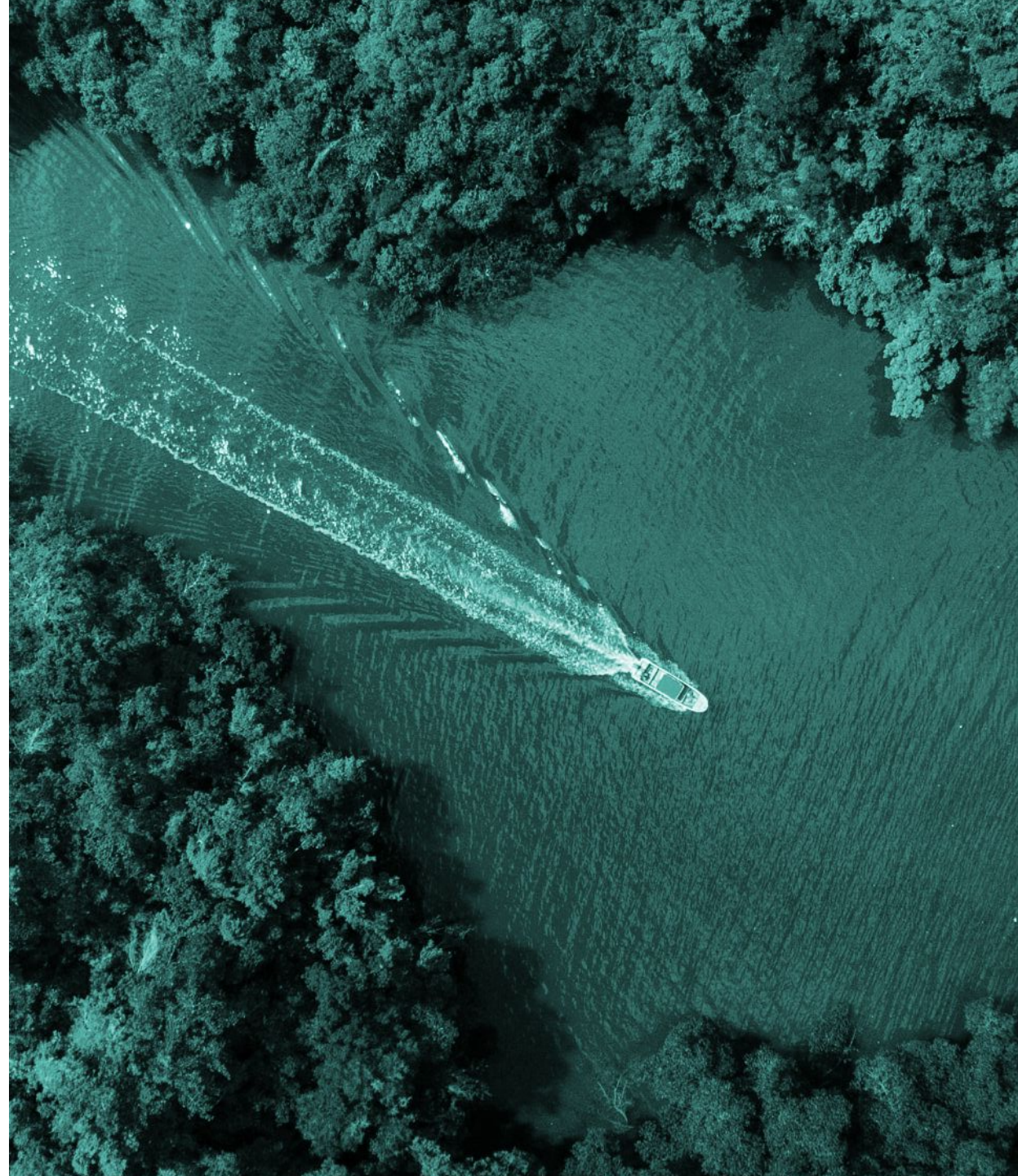


The New Face of Your Economic Buyer: Building Trust In The First 14-Days

May 17, 2022





10

YEARS

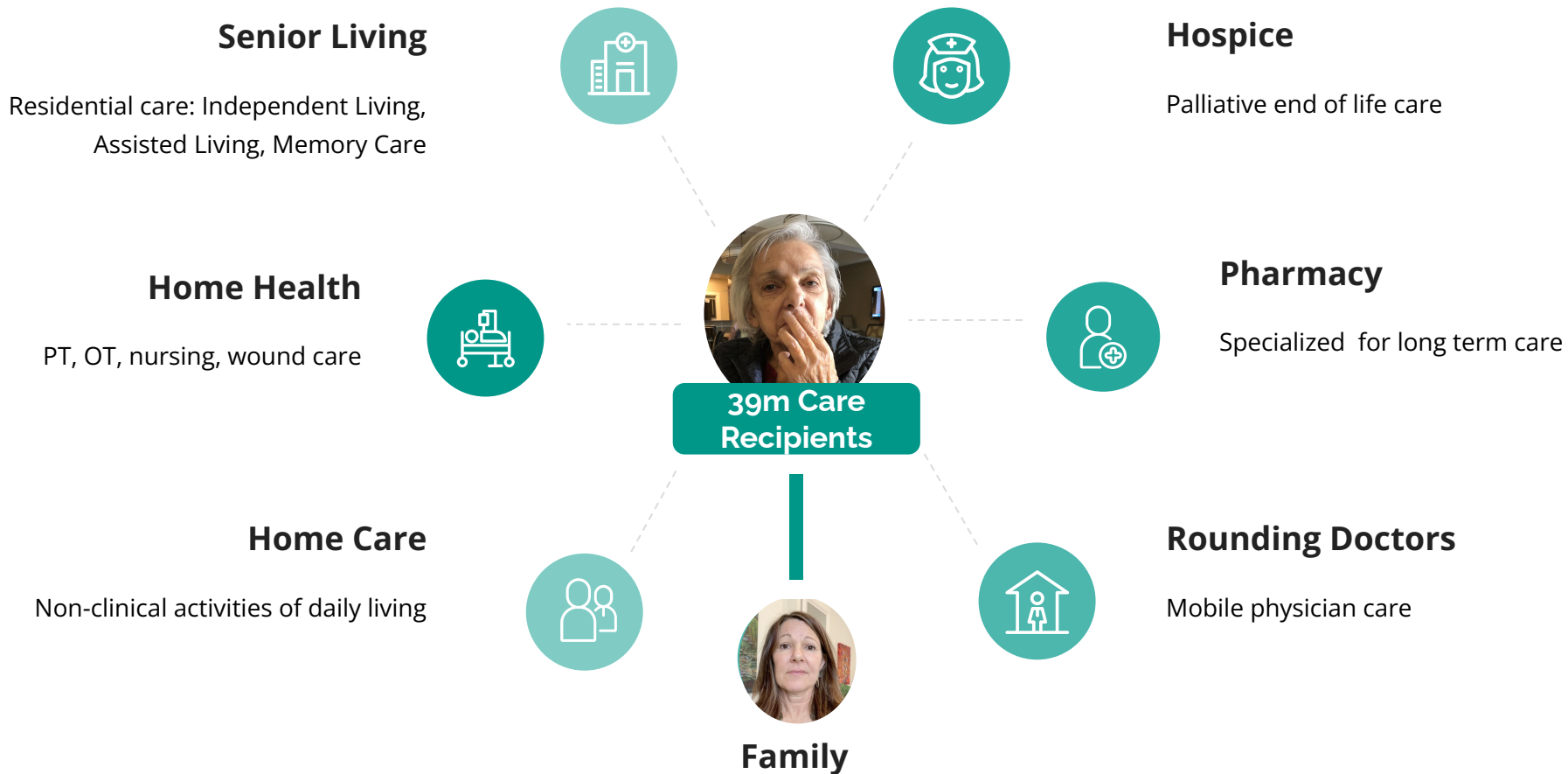
37

PROVIDERS

\$600k

SPENT

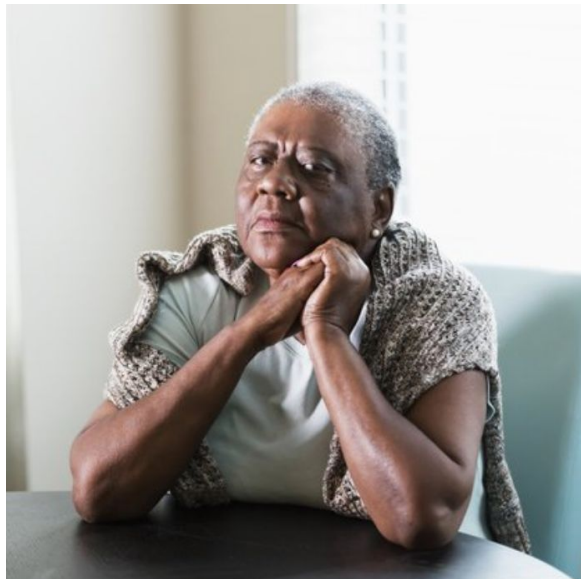
Care management is a complex problem in a half trillion dollar industry





What The Research Says...

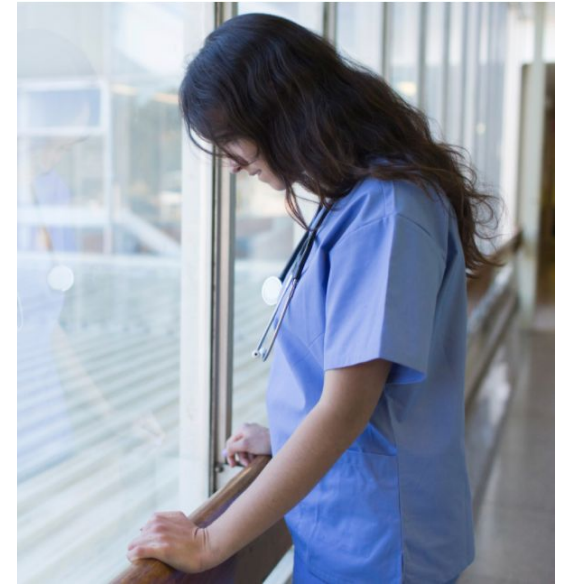
Resident



Family

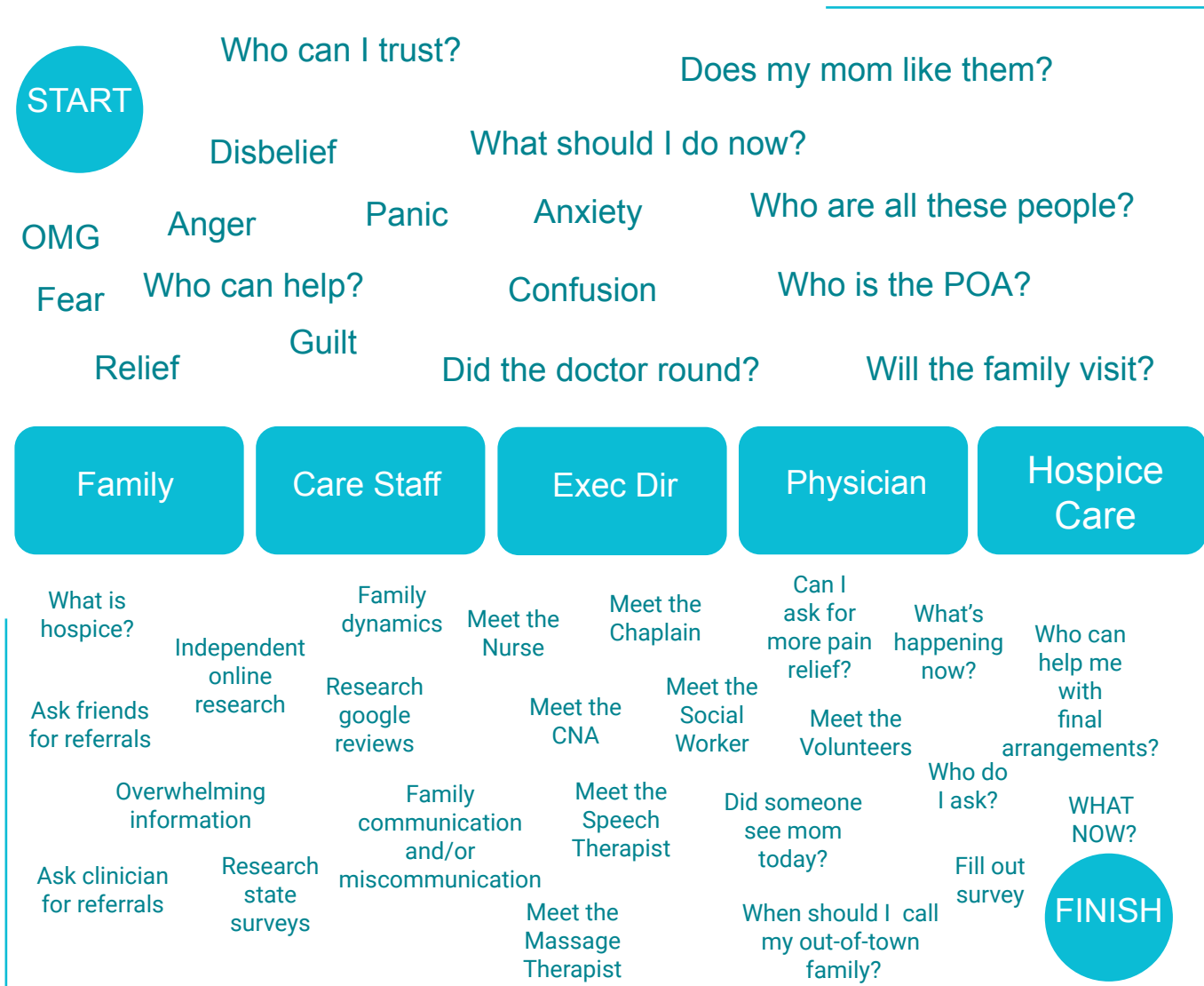


Staff





The Reality Of Today's Communication



Demographics Have Changed

Family has more access to information and is faster to complain.

Senior Living Has Changed

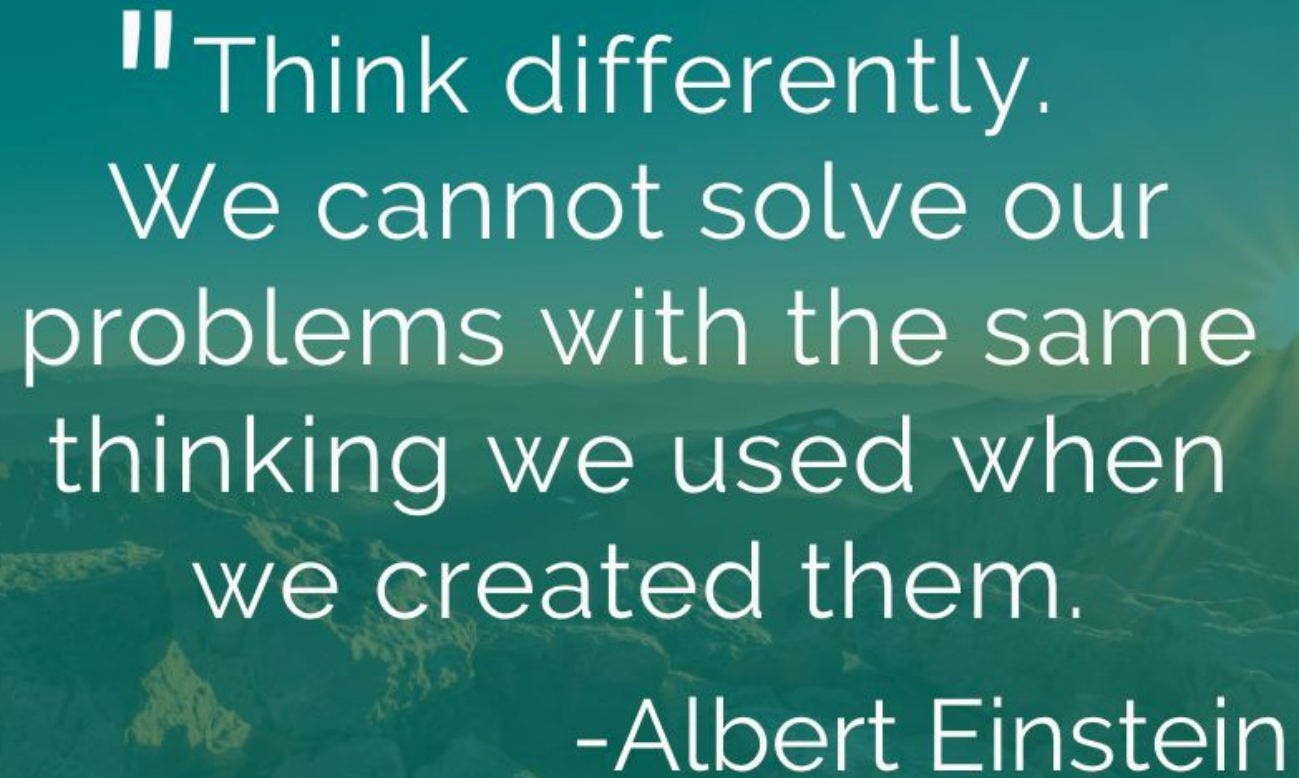
Senior Living is much, much more than it used to be.

Communication Must Change

One study indicated that daily collaboration in senior care happened only 23% of the time.

”

What Thinking Can You Set Aside?



” Think differently.
We cannot solve our
problems with the same
thinking we used when
we created them.
-Albert Einstein

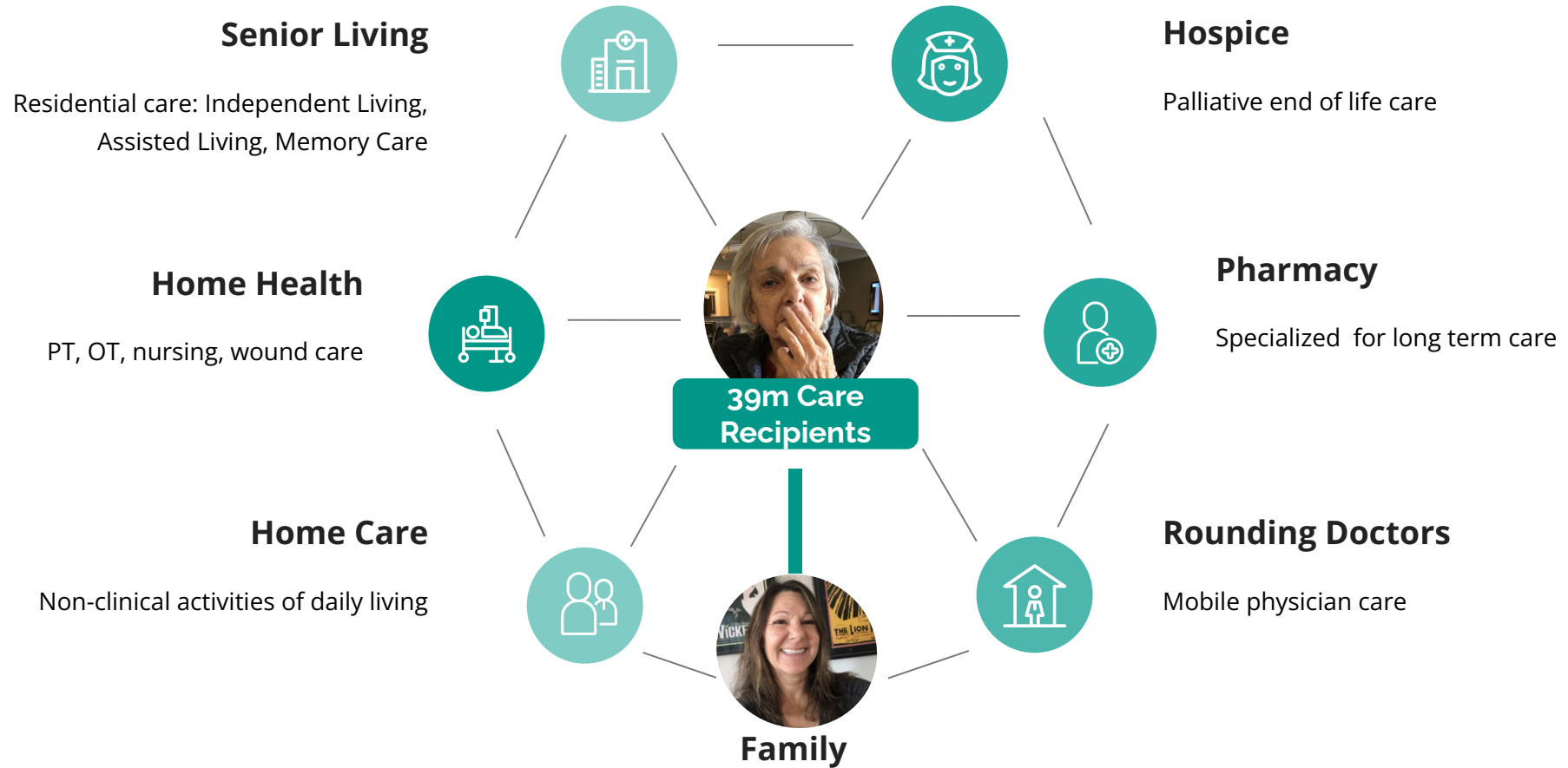


The Connection Imperative

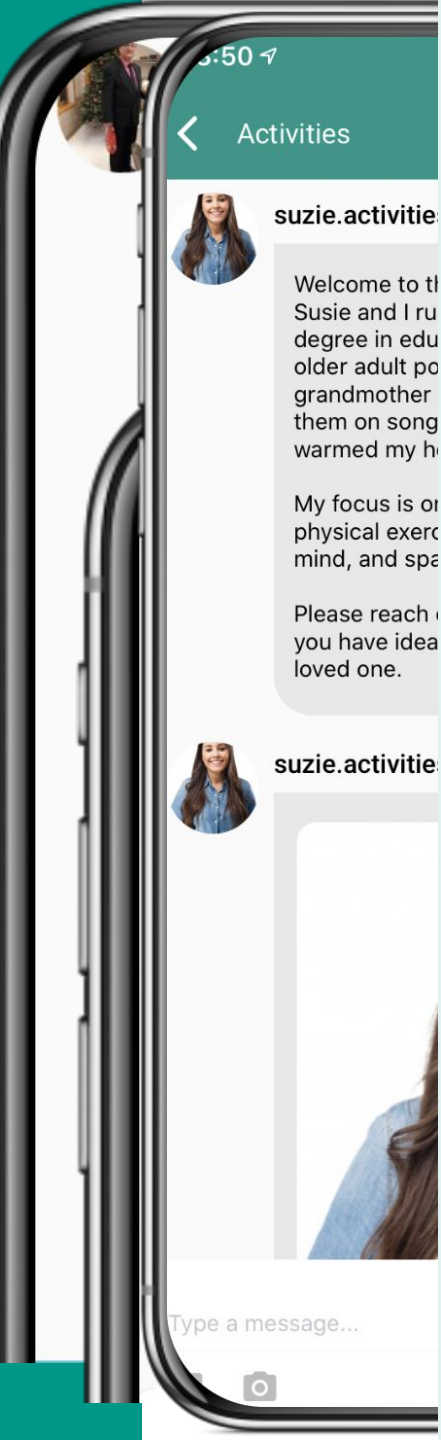
- **Communication**
- **Collaboration**
- **Education**
- **Network**



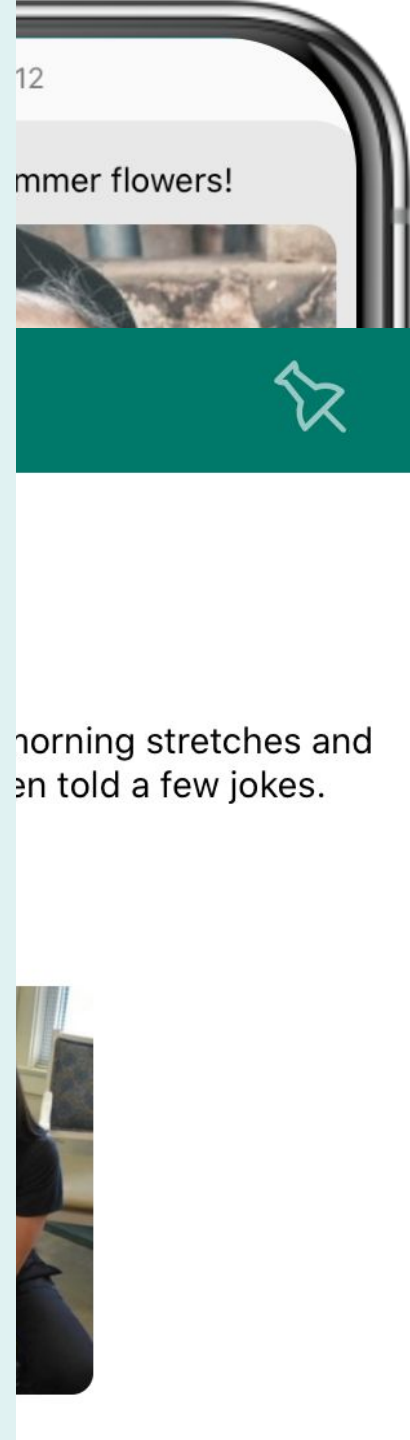
Connected Care



Share special moments! (Like blowing kisses.)



Photos by permission of Nancy Morr and Applewood Our House.





The Assertion

No one is in a better position than the care team to:

- Increase revenue
- Reduce lawsuits
- Improve quality of life



Problem Blindness

- “Families aren’t complaining.”
- “Half of families report getting enough information about their loved one.”
- “We call, email, set up video calls, send weekly newsletters. We don’t have time to do anything else.”



Scripps Gerontology Center Research

1/2 (55.3%) think they are getting the right amount of information about the resident.

Almost all of the families who think they are getting the right amount of information say they are told:

- a story or anecdote about the resident (92.0%)
- how the resident is spending time (87.8%)
- about the resident's mood (81.4%)



Why?

“In a high-trust relationship, you can say the wrong thing, and people will still get your meaning.

In a low-trust relationship, you can be very measured, even precise, and they’ll still misinterpret you.”















~ Stephen M. Covey

Cross-Org/ Cross-Role Collaboration

- Dr. Kerry Mitchell, Communication Expert
- Dr. Mary McCall, Communication Researcher
- Francis LeGasse, Owner/Operator
- Taylor Hulett, MC Communications Manager
- Bretagne Pullens, Long-Term Care Pharmacy
- Juliana Young, Home Care
- Mike Levenhagen, Senior Care Advisor
- Kristine Close, Trinity Senior Village
- Courtney Wentworth, Dignity Hospice
- Wendy Keefer, St. Andrews/Watermark
- Jennifer Fink, Family Member
- Michelle Olson, Gerontologist
- Christie Zeigler, Kavod Senior Life
- Kathleen Hsaas, Family Member
- Morgan Jenkins, Placement Specialist
- Jill Eelkema, Western Care Partners
- Terri Cassidy, Health Promotion Partners
- Laura Wilkerson, NP & Gerontologist



14-Day Communication Plan

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
 Move-In Day Exec. Dir. Intro Brief Evening Photo	Brief Morning Photo and Update 	Photo Update Staff Intro 	Visit 	Photo and Update 	Brief Morning Photo and Introduction 	Family Wellness Check-In 
Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14
Visit 	Staff Intro 	Photo and Update 	Photo & Ask about Resident 	Creative Engagement 	Reflection 	Family Wellness Check-In 

www.serenityengage.com

Objective: Create a trusted, collaborative partnership

Themes:

- Meet the Team
- Personal dialog
- Education / Micro-learning

Time Commitment:

- 5 minutes for key staff
- 2 times/week



Collaborative Care Series

Building Trust: Family & Staff Communication In The First 14-Days



Go From ↓

What family may be thinking:

- Am I doing the right thing?
- I hope I chose the right place.
- I hope Dad makes friends.
- Are the caregivers good?
- I hope he sleeps well tonight.
- I am so overwhelmed!

To →



mike.caregiver Sep 6th 14:00

Hi Genie! Your dad slept well, had a great breakfast this morning. He joined in the morning stretches and we are now painting outside in the garden. He seems to know a lot about birds. Is that something he enjoys?



genie.daughter Sep 6th 14:02

Oh that's awesome! Thank you for letting me know this. 🙏 It makes me feel so much better!

Yes, he was a bird watching fanatic! Ask him about the birds who would land on our fingers!

A conversation platform to build trust quickly, genuinely, and effectively between family and senior care teams.





Noteworthy and Extraordinary Outcomes

Studies show that collaboration in long-term care environments that includes family members has the following outcomes:

- Lower staff burnout
- Less staff and family conflict
- Reduced staff depression
- Fewer behaviors for residents
- Increased family participation
- Increased family perception of quality of care

SOURCE: Majerovitz SD, Mollott RJ, Rudder C. We're on the same side: improving communication between nursing home and family. Health Commun. 2009;24(1):12-20. doi:10.1080/10410230802606950



Why Now?

Communication is becoming The Job

100%

Education happens in the moment



Research show that microlearning is 20% more effective and contributes to 71% deeper learning.

There is a cost to getting it wrong

30%
move out

↑ Legal action

↓ Health outcomes



Key Takeaways

- Your new economic buyer/influencer is family.
- Start building trust before care begins.
- No one is in a better position than the care team to increase revenue, reduce lawsuits, improve quality of life.

“We cannot solve our problems with the same thinking we used when we created them.”

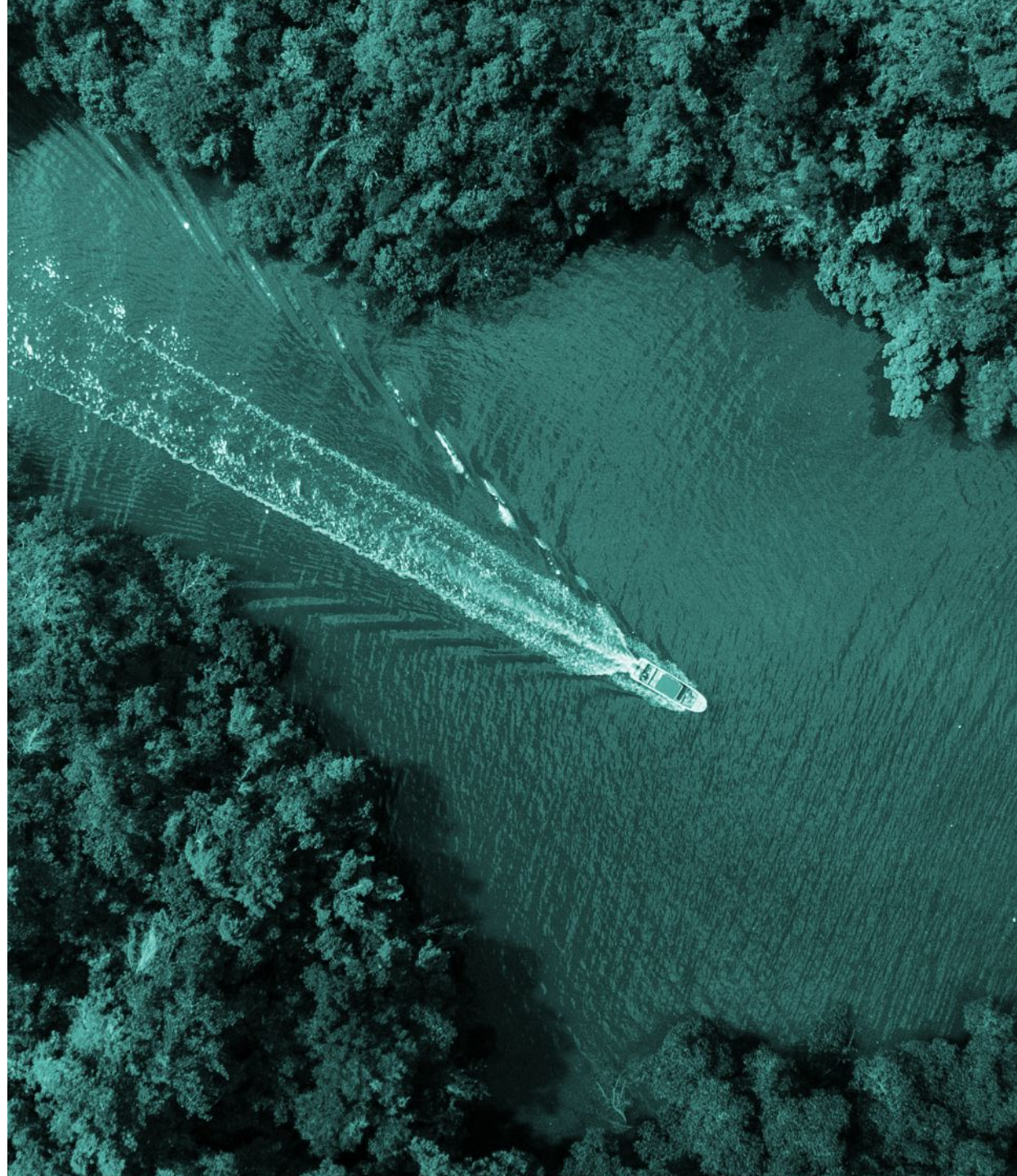
~ Albert Einstein

Questions?

Katherine Wells, CEO

katherine@serenityengage.com

720.515.8839





Who Am I?



Katherine Wells



- Speaker
- Podcaster
- 10 years family caregiver
- 4 years in senior care
- 500 people interviewed
- 25+ years software marketing executive
- MBA, MA in Psychology & Communication