

WELCOME

GINA GAMBARO

Director, Marketing & Business Development

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Asking a question is easy!

- About the topic being presented —
 - ❖ Click on the **Q&A** icon at the bottom of your screen
 - ❖ Type your question & hit Enter
 - ❖ Questions will be answered at the program's end, or offline if time runs out

- About technical issues or CE credit —
 - ❖ Click on the **Chat** icon at the bottom of your screen
 - ❖ Type your question & hit Enter
 - ❖ Our team will reply to your question right away

Housekeeping notes

- ▶ This webinar is being recorded for on-demand access later, after the series' conclusion
- ▶ To earn CE, you must attend the entire session
- ▶ **For those sharing a computer**
 - Complete a manual sign-in sheet before the program ends
 - Go to **Chat** to access the link for the sign-in sheet
 - Each participant must complete an evaluation to obtain CE credit
 - Instructions will also be emailed to the program registrant

The Power of First Impressions. Why your reputation and revenue hinge on your admissions process

Presented by:

Ari Shabat, MBA, MSM, LNHA

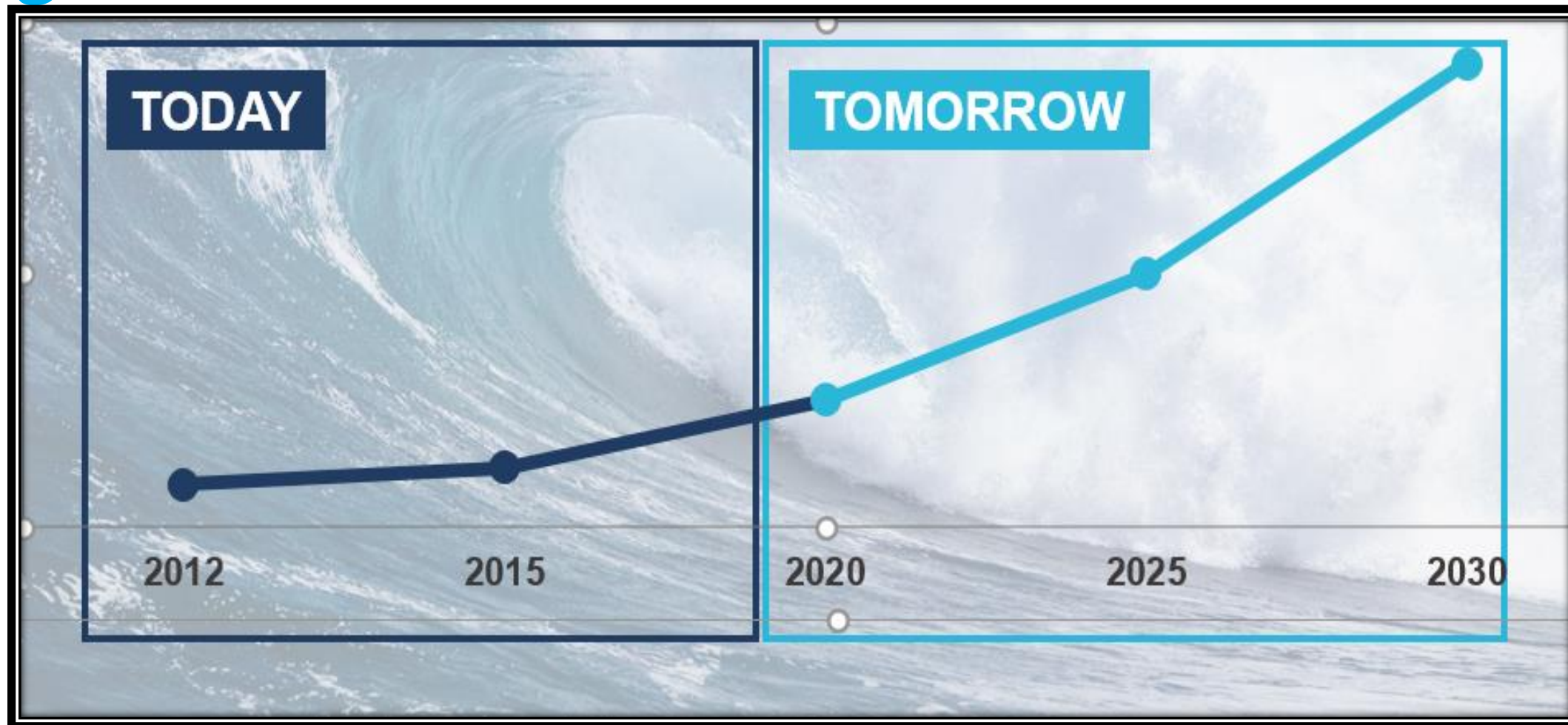
Reside Admissions

Founder and CEO

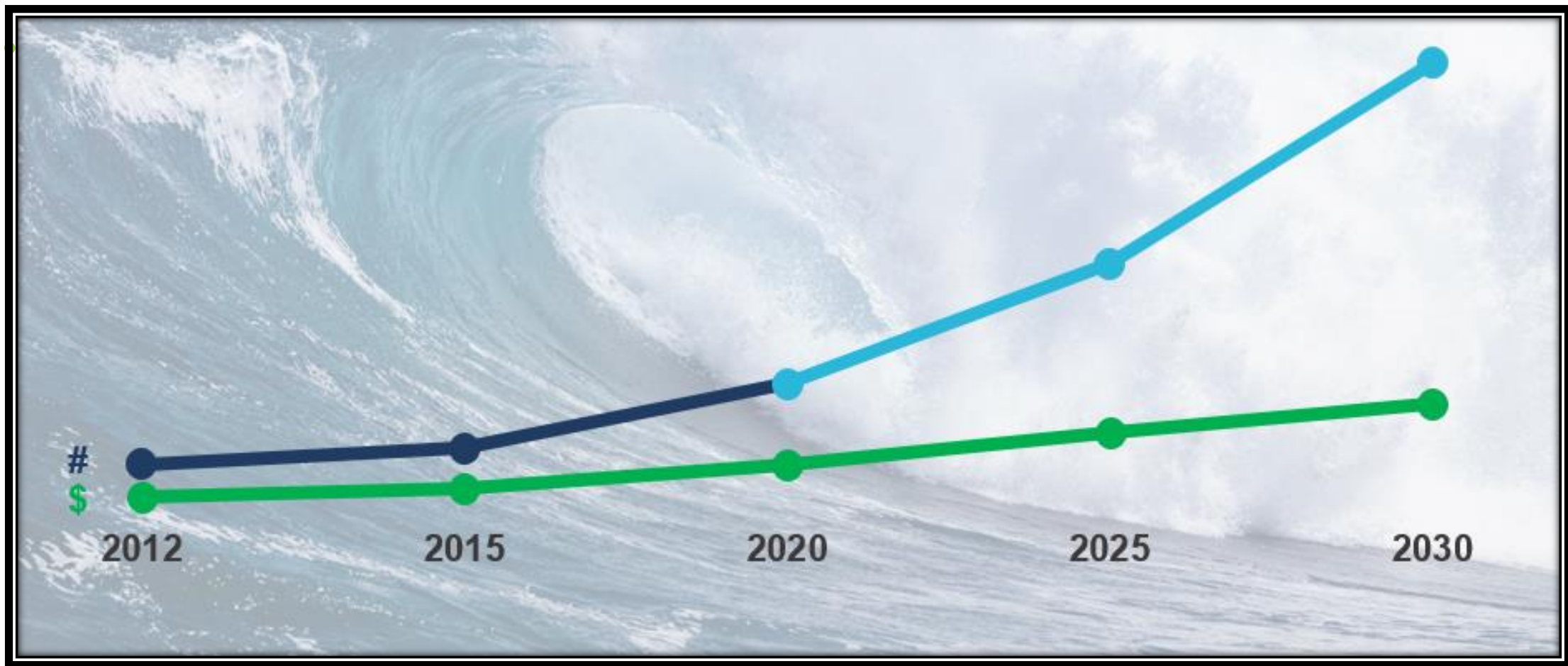
The transition of care is often the most fraught time in someone's healthcare journey. It's confusing. Particularly when there is uncertainty around a patient's potential outcome.

Allen Pindell, CIO, Lexington

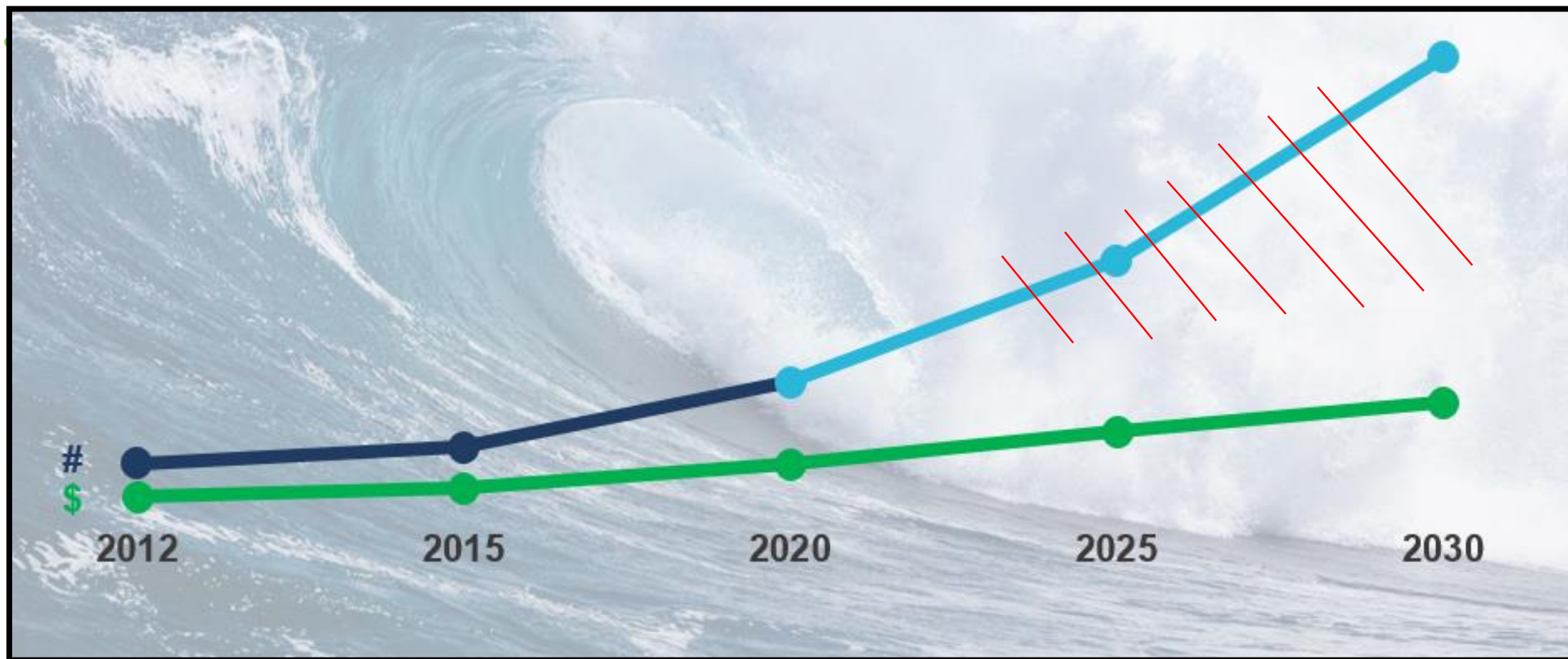
Population Growth Age 80-84



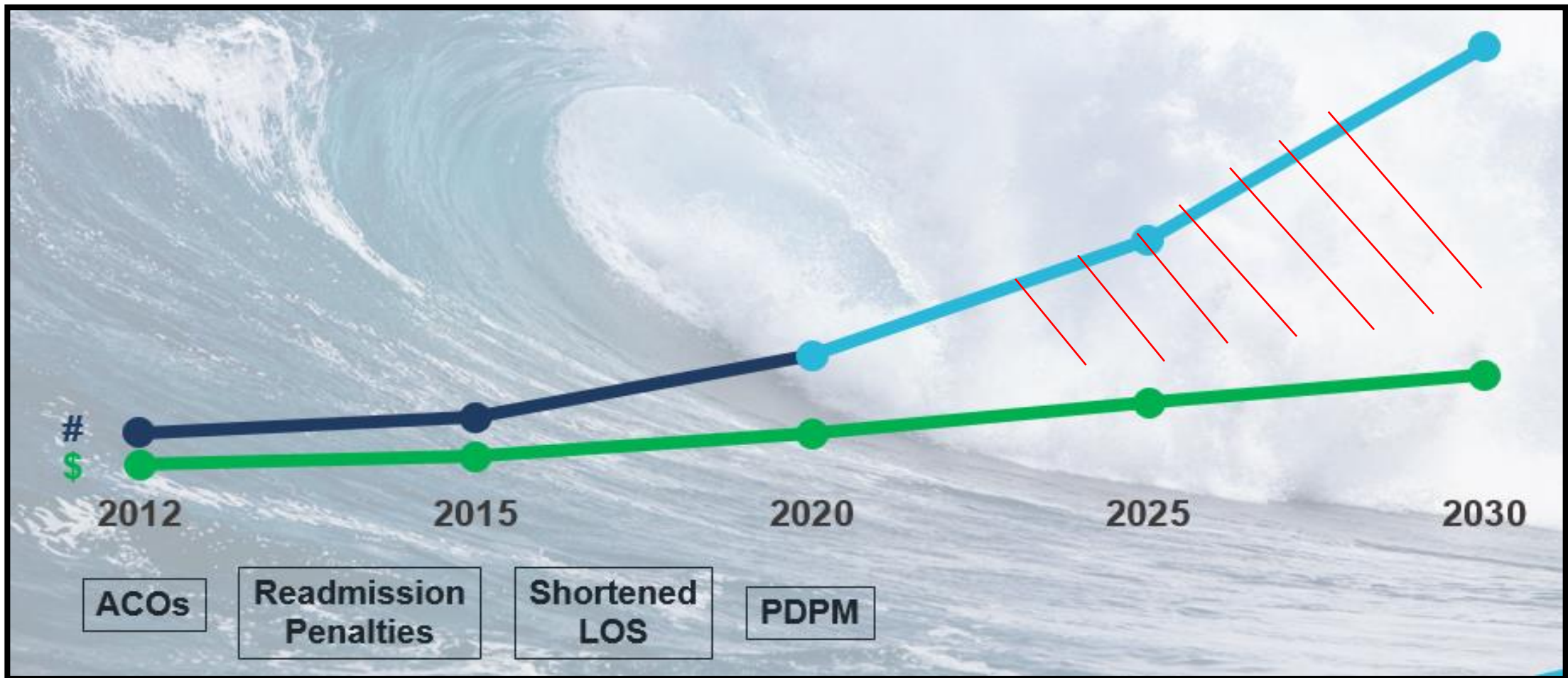
Population Growth Age 80-84



Population Growth Age 80-84



Population Growth Age 80-84



Expectations



Expectations vs. Reality



Expectations vs. Reality

Expectations/Desires ←-----→ Reality
GAP

The GAP is where Frustration and Disappointment Lies

* Renovate Your Relationships, by Scott Vaudry, MD

Level Setting Expectations



First Impressions



First Impressions

Study done by Princeton psychologists that found it takes only 1/10 of a second to form an impression!

This means that before we even get sufficient time to demonstrate our abilities, the first impression is already cast.

Often, those first impressions are irreversible.

What does my admissions PROCESS say about my facility's perception as a caregiver for this resident?

First Impressions

Studies show that first impressions are made within the first 17 seconds of meeting someone new

- 55% of that impression is based off of appearance
- 7% is based on the words used
- 38% is based on tone of voice

Once again, this means that before we even get sufficient time to demonstrate our abilities, the first impression is already cast.

Often, those first impressions are irreversible.

What does my admissions PERSON say about my facility's perception as a caregiver for this resident?

First Impressions

How we appear

What we do

What we say

COLORS EVERYTHING

about who we are
our organizational culture
our organizational priorities
and personal convictions

Obvious Do's & Don'ts for Admissions

DO'S

- Designate a "greeter" who will meet the new resident at the door upon their arrival.
- Escort new residents to their new room in a dignified manner.
- Inquire immediately whether there is anything the staff member could do to make the resident comfortable and welcome.
- Offer refreshments and a good meal to both the resident and family.
- Reassure and comfort the resident until they feel safe.
- Try to remain with the resident until the nurse arrives to do the initial assessment and evaluation.
- Return to the room frequently just to "check in."
- Provide an admissions day kit available with practical items for the resident, such as padded socks and basic toiletries.

DON'TS

- Don't leave the newly arrived resident alone for an extended period of time until sure that they have comfortably acclimated.
- Don't assume that the resident and their family will familiarize themselves with the protocol and other vital information without a staff member's help and explanations.
- Don't engage in "sensory overload" with the new resident. Instead, answer each question carefully and patiently.

Judah Gutwein, LNHA, Regency Post Acute, Rehab & Nursing Centers

First Impressions

At the Facility



At Home



First Impressions: COVID-19

At the Facility



At Home



Connection



What is Person-Centered Care?

Connection

- **Connection** is the energy that exists between people when they feel seen, heard, and valued
- **Empathy** fuels Connection
- The Four Attributes of Empathy
 - To be able to see the world as others see it,
 - To be non-judgemental,
 - To understand another's person's feelings,
 - To communicate the understanding of that person's feelings.

Connection

- **Attributes of GREAT Admissions staff:**
 - Connection is the energy that exists between people when they feel seen, heard, and valued
 - Empathy fuels Connection
 - The Four Attributes of Empathy
 - To be able to see the world as others see it,
 - To be non-judgemental,
 - To understand another's person's feelings,
 - To communicate the understanding of that person's feelings.

EQ vs. IQ

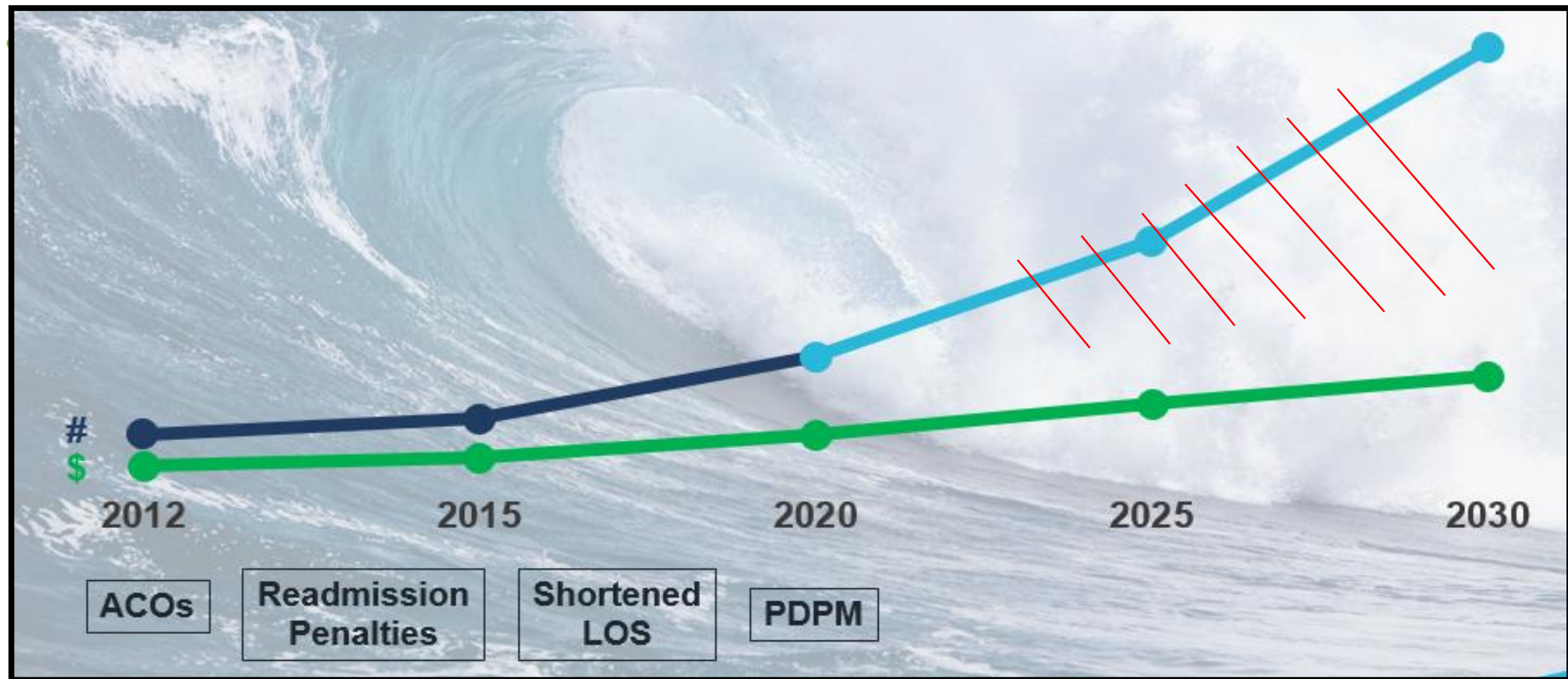
Minimize busy work, Maximize connections



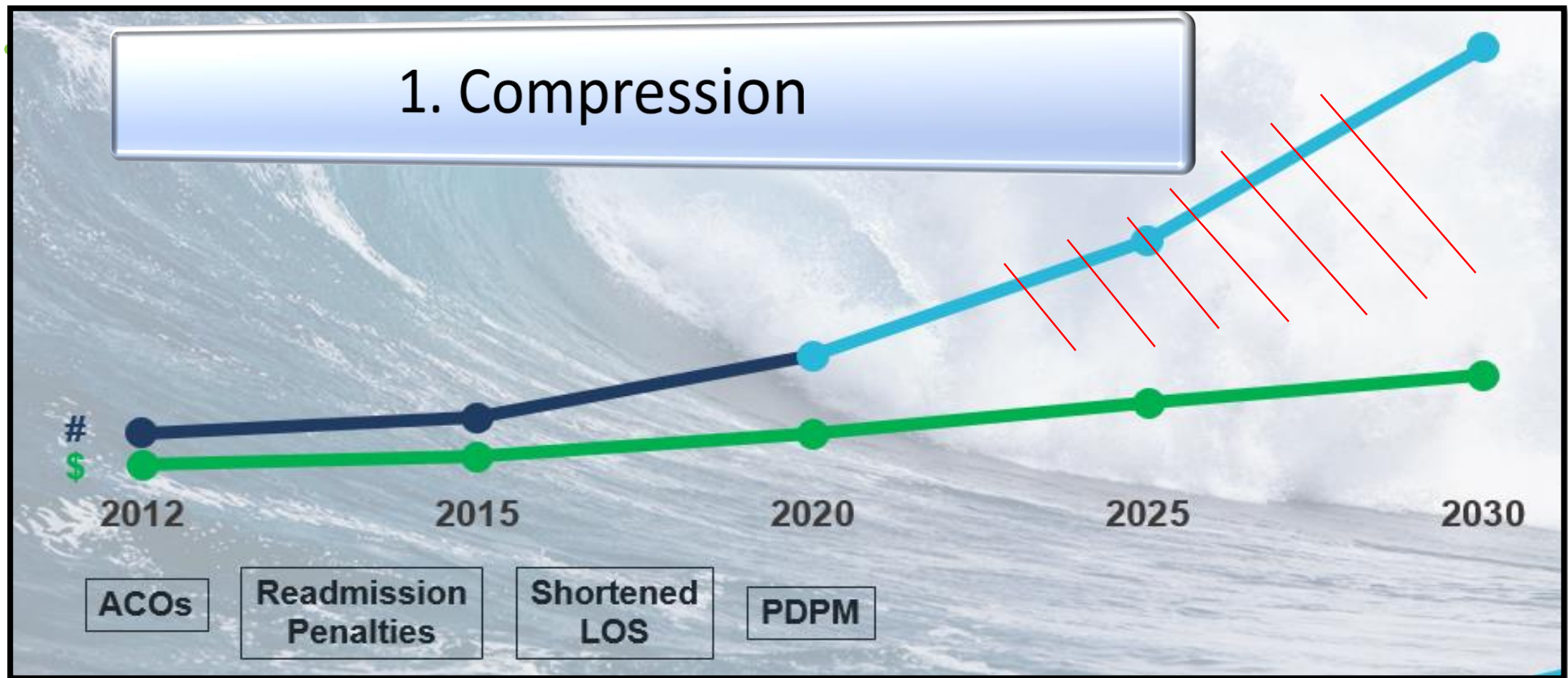
Minimize busy work, Maximize connections



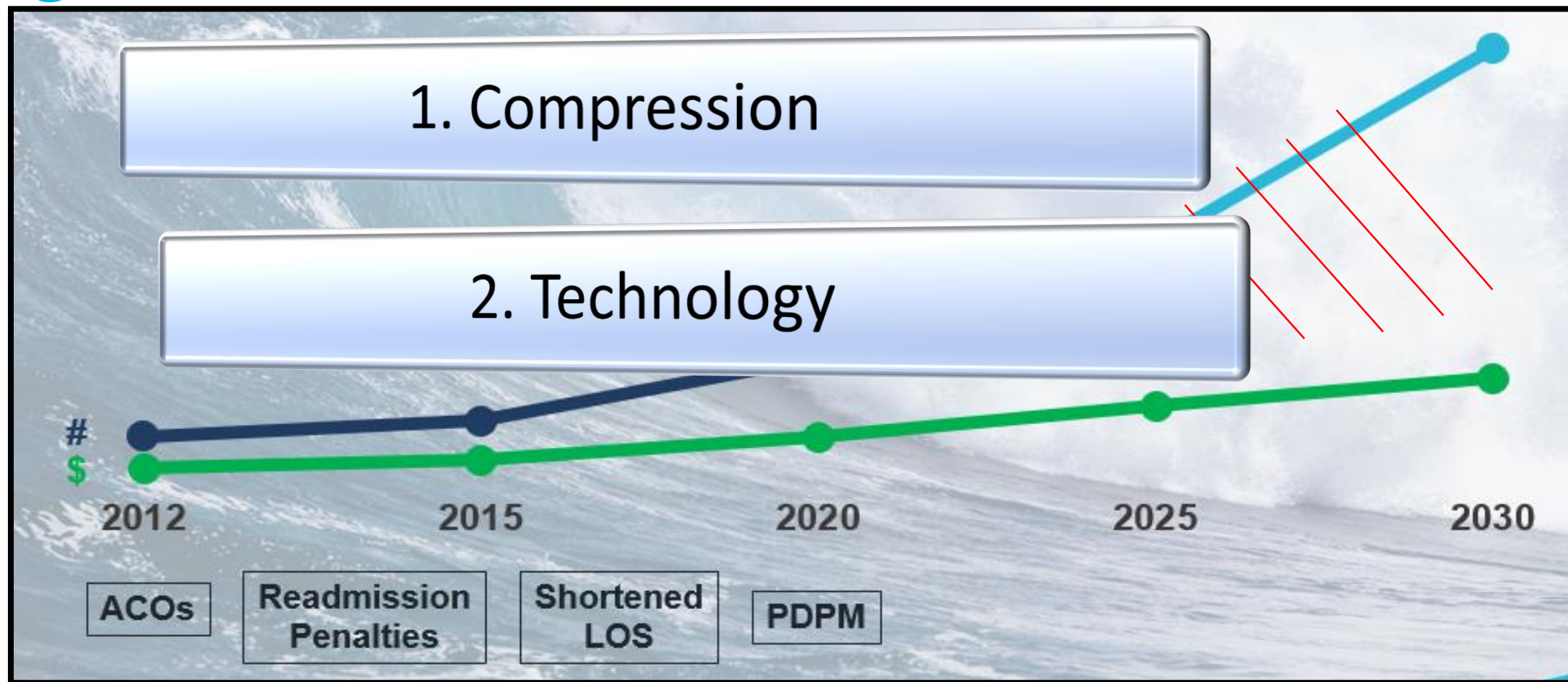
Population Growth Age 80-84



Population Growth Age 80-84



Population Growth Age 80-84



“The key to success in the new normal will be
Empowered Care, Actionable Intelligence, and
Integrated Care Coordination”

-Dave Wessinger, Chief Operating Officer, PointClickCare

[Why everywhere but admissions?!](#)

Reduce Professional Liability Risk

Post COVID-19:

Completion rate for
traditional admission
process is ~20%

Need technology to help
defend ourselves!

wsj.com

WSJ | OPINION

OPINION | REVIEW & OUTLOOK

Stopping a Lawsuit Epidemic

Plaintiff lawyers are massing to loot medical providers and employers in response to the coronavirus.

By [The Editorial Board](#)
April 23, 2020 7:07 pm ET

SHARE



“If you don’t create a great first impression, it’s much harder to achieve a positive lasting experience.”

- **Sven Gierlinger**, Vice President and Chief Experience Officer at Northwell Health, an integrated health system serving the greater New York area that includes 22 hospitals, 6,675 hospital and long-term care beds, and more than 550 outpatient facilities.

Admit with...

Connection
Empathy
Empowerment
Great First Impressions
Inspired Staff
Technology

Q & A

About CE credit

Administrator credit

This program has been approved for Continuing Education for one total participant hour by NAB/NCERS/IHCA

Obtaining CE credit

- ▶ Complete the evaluation at the conclusion of this program:
 - In your web browser
 - Also emailed immediately following this program
- ▶ For those sharing a computer to view the webinar:
 - Submit your sign-in sheet to the email address listed on the form
 - Each participant will then be emailed a link to the evaluation
 - Each person must complete an evaluation to receive CE credit
- ▶ Certificates should be emailed in about 30 days

Want more CE after this?

Next webinar:

Friday, October 9th

*Practical Pearls for
Geriatric Assessments*

Barb Bancroft

[ForumPharmacy.com](https://forumpharmacy.com)

THANK YOU!

Contact me with questions:

Ari Shabat, MBA, MSM, LNHA

Reside Admissions

Founder and CEO

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