PointClickCare®

MANAGING YOUR COMMUNITY'S REPUTATION

Reputation is defined as the estimation in which a person or thing is held, especially by the community or the public generally.

Your reputation is your mark of distinction; it's what sets you apart from your competitors. When you establish and adhere to the actions that define your reputation, your level of commitment reassures your residents and clients that they can trust you.

95.7% of Senior Living respondents said referrals come from family or friends of a resident.

63.8% of Senior Living respondents said proper staffing and human resources management is required

Reputation management is especially important in Senior Living where word of mouth plays a vital role in increasing occupancy. In a survey conducted by Leading Age, 95.7% of the respondents reported that Senior Living referrals come from family members or friends and 63.8% of respondents say that a referral by a friend is the reason the resident moved into their community.

If you are interested in having the type of reputation that leads your resident and clients to recommend your community, you'll want to consider the following tips on managing your reputation.

Set the right expectations, from the start

Often, clients and residents have a very specific idea of what they can expect from a community. In order to develop successful relationships with your clients and residents, it is critical to have a mutual understanding of expectations. You need to understand the client's or resident's expectations and clearly communicate how you will meet those expectations. Make sure that you have the resources, tools, and staff expertise to meet those expectations before making promises.

Some very easy ways to do that include:

- Ensure resident and family members understand the exact services included in their service package.
- Review the list of actual services provided with the resident/family every 30 days.
- Communicate the process for service package review to the resident/family and communicate that as needs change, it may in turn cause changes to their service package.

Keep your word, keep promises

When we were kids, we were taught never to break a promise. But in the grown-up world, delivering on your promises is a technique that will land you more business. When clients and residents can rely on you to keep your promises, they will stay with you and refer more clients and residents to you.

Some very easy ways to do that include:

- Ensure your staff understands the promises made to each resident upon move-in.
- Establish standard communication processes to ensure your staff are well informed and know how to deliver on the commitments made.
- Implement standard documentation processes that give your staff the opportunity to provide real time feedback on residents, empowering your team to act quickly when needed.

Provide information of value

Keeping your promises goes beyond saying you're going to do something, you must show what you can do and what you have done. When you provide that type of documentation to your clients and residents, it influences them to choose your community over your competitor. Additionally, valuable information is a great short-cut to building trust.

Examples of information of value include:

- A calendar of all events within your community helps potential clients and residents better understand the number and types of activities within your community.
- A list of tasks performed for each resident, which will help the client make a better decision if service plan changes are needed for their family member.
- A personalized nutritional profile for each resident, including care plans, special diets, and allergies, lets the client know that you are invested in taking the best care of their family member.

If you're not constantly monitoring and improving your community's reputation, you could be sending potential customers to competitors who are. **Don't think an EHR platform can help you manage your reputation? Think again!** PointClickCare's leading cloud-based EHR platform improves care delivery, which makes you stronger.

With PointClickCare, you can deliver the highest quality of care by ensuring that your team has the right information at the right time, and that the intelligence of the health record follows each resident.

Your reputation is your mark of distinction, let us help you manage it.