

CAHF 2021 Annual Convention
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Communication Beyond Crisis

About us

- **Bethany Murray, NHA**
 - Generations Healthcare Administrator, Cedar Crest Skilled Nursing and Rehab Center
- **Gianelle Kiangara, NHA**
 - Generations Healthcare Administrator, Bayberry Skilled Nursing and Healthcare Center
- **Deborah Pacyna**
 - CAHF Director of Public Affairs

Bethany, NHA

- Grew up in the first on-site daycare inside of a Skilled Nursing Facility in California
- Graduated from the University of San Diego




Gianelle, NHA

- Interned in the Dietary Department of a Skilled Nursing Facility during undergrad
- Graduated from UC Davis



Communication with:

- Resident's families
- Residents



- Staff
- Government Agencies

Communication

Push Vs. Pull

- Push: Information the facility sends out with out being asked for it
 - Robocalls/ Calling families, Sending out notices, reporting
- Pull: Requests made to the facility for information
 - Families/ organizations/ etc reaching out to facility with question

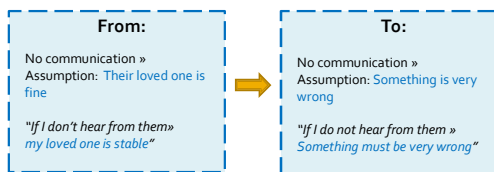
Residents and Their Families

- Status Quo: *The existing state of affairs*
- Role of the Status Quo in communication
 - No communication » Assume the Status Quo

Residents and Their Families

- No communication » Assume: (Status Quo)
- COVID-19: Paradigm Shift
 - Status Quo changed from: *Stability* to *Mayhem*

We went:



Residents and Their Families

- Challenge: Set a new Status Quo
 - Information Push



Residents and Their Families

- Challenge: Set a new Status Quo
 - Information Push

What is **EXPECTED** to happen next?

- Steps you are taking to assess the problem
- Steps you are taking to address the problem
- Expectations based on outside information or standard developments

When will they hear from you?

- Situations that would trigger communication
 - Ex: "If your loved one develops symptoms or tests positive for COVID-19 we will call you directly"
- Time frame that will trigger communication
 - Ex: We will call you with updates on Friday.

Strategies

- Add to the "Piggy Bank"
 - Preemptive communication
 - Do not give them time to fester
 - Be consistent
 - Listen for the "real" concern or interest
 - Offer alternatives, provide a "win" to adversarial residents/ families
 - Framing
 - Problem, *but don't worry* _____ [Positive]



Specific Cases

- Try to figure out what the Resident/ Family member questioning when deciding your response
 - **Premise:**
 - ie. Questioning COVID-19, or questioning vaccine(s) in general, etc
 - **Response:**
 - ie. Questioning why ____ is the correct response (testing, vaccine, masks, visitation restrictions)

Open Forum: Case Studies

- Scenario #1: Family Interactions regarding testing or vaccines
 - Resident does not have capacity to make their own decisions. RP/Family notified for consents.
 - Family member wishes that facility will not test Resident.
 - Family member wishes that facility will not vaccinate the Resident.
 - How can we handle this?
 - Education
 - Ombudsman involvement
- Example: Administrator, DON, and IP have a discussion with family to educate and explain importance
- How would you handle this? Let's discuss.

Open Forum: Case Studies

- Scenario #2: Resident or family member who refuses to wear a mask.
- How can we handle this?
 - Offer an alternate type of mask – bandana, scarf
 - Explain if they refuse to follow protocols, they have to remain in their room/ visit outside
 - Make it an activity
 - Have a mask decorating activity to get Residents excited to wear a mask
- How would you handle this? Let's discuss

Open Forum: Case Studies

- Scenario #3: Resident who do not want to participate in required testing or observation period
- How can we handle this?
 - Try involving family or "favorite" staff member
 - Encourage attempts on all shifts
 - Get creative!
- How would you handle this? Let's discuss.

Open Forum: Case Studies

- Scenario #4: Staff who refuse to be vaccinated.
 - Presentations or comic relief
 - Ex: Bayberry Skilled Nursing and Healthcare Center provided an educational puppet show including the facility puppet (Elfie the elf) and the Coronavirus stuffed animal
 - Ex: Cedar Crest Skilled Nursing and Rehab Center provided an educational video and explanation of the vaccine

Other examples?

■ Let's discuss



Questions?

- Thank you for your time!
- Contact us:
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