

Westminster Canterbury SHENANDOAH VALLEY

LeadingAge™

In 1982, the family of Mr. and Mrs. William H. Lawrence, Jr., generously donated the land for Westminster Canterbury Shenandoah Valley in Winchester, Virginia. The first residents were welcomed in 1987.

The organization is a not-for-profit, church-related, continuing care retirement community that enables residents to use their gifts fully, live their lives richly. There are 60 residents in the assisted living community including memory support, and 51 residents in skilled nursing and the community has 2 part-time and 4 full-time staff members.

BUSINESS MODEL

Medicare, Medicare Advantage Program, Managed Care, Partnership with Hospitals on Hospital Readmission Reduction Program (HRRP) - part of QAPI program, Private Insurance, Private Pay



ORGANIZATION TYPE

- ✓ Assisted Living Facilities
- ✓ Skilled Nursing Facilities
- ✓ Memory Care Facilities
- ✓ Continuing Care Retirement Communities (CCRC)

CATEGORIES

- ✓ Increased Staff Efficiencies
- ✓ Reduce Social Isolation
- ✓ Increased Resident Engagement
- ✓ Higher Resident Satisfaction
- ✓ Increased Quality of Life

SYSTEM EMBODIMENT

- ✓ Tablet
- ✓ Smart TV
- ✓ Desktop Computer
- ✓ Laptop Computer



“Our success is not measured by a number; our success is measured by smiles, love and thank yous.”

Donielle Palmer, Director of Resident Services, Westminster Canterbury Shenandoah Valley, Main Contributor

PROJECT DESCRIPTION

When Donielle first began as the Director of Resident Services in July of 2015, resident engagement was focused on getting as many residents to available activities as possible instead of building person-centered programs. With Donielle that changed because attendance numbers were set aside and the focus was put on true engagement, which meant making sure that each experience was personalized and that every resident received person-centered programs. This meant changing the whole strategy for resident engagement. As a former administrator, she knew she had to find ways to augment her staff so that every resident could find purpose through resident engagement.

Today, engagement is not measured by the number of residents participating in an activity, but the number of residents who are meaningfully engaged regardless of the duration of that activity.

IMPLEMENTATION APPROACH

The goal of the project was to provide 180 meaningful and person-centered activities per month and ensure that staff knew in real-time if all residents were being meaningfully engaged. The community choose this goal because staff were spending too much time researching and preparing programs. The staff were also not organized effectively to do groups and one-on-one activities or manage volunteers.

Using the Linked Senior dashboard daily, team members were able to easily identify which residents were not being engaged meaningfully. The staff members also use the internet, Linked Senior and other resources to find activities quickly. One staff member is a part of a group on Facebook for activity directors and they get programmatic ideas from this online community.

PROJECT GOAL

Provide 180 meaningful, person-centered activities per month and ensure staff knows in real-time if all residents were being meaningfully engaged.

To better understand the current needs and preferences of the resident the organization uses the Let Me Help You Get To Know Me form and also section F of the MDS. When a new resident moves in, a biography is written about them that the staff can then reference when planning engagement activities. A new strategy is to also offer more than one activity option at any given time, so different events are happening on different floors to give residents a choice of what to participate in.



OUTCOMES

Using the Linked Senior dashboard for 10 months, the community has been able to increase meaningful engagement among residents and especially to those residents who may not have been receiving it before. Since the community looked at solutions, including Linked Senior, to reduce research and preparation time for activities the team is now more organized and every staff member has a focus, whether that is on level of care, group activities, or one-on-one activities. To help staff save time on documentation and real-time attendance tracking, the community invested in technology, including Linked Senior, that integrated easily with their existing EHR system.

This has resulted in a reduction in social isolation and feelings of loneliness, increased staff efficiencies, increased quality of life and increased resident engagement and satisfaction. Within 6 months, the implemented engagement solutions produced three important results:

60% reduction in research and prep time

This time savings was then allocated to building more programs for groups and one-on-one engagement.

↑ increase in staff efficiency and satisfaction

Once the team was focused on specific goals, they became more effective and comfortable in performing their work.

100% visibility in real-time engagement

A real-time engagement solution allowed monitoring of monthly engagement and the ability to adapt to resident needs.

LESSONS LEARNED

When Donielle first started in her role, there was a focus on the wrong numbers. The mindset wasn't focused on the quality of engagement provided or how meaningful each person was being engaged."

- ✓ Ask yourself if every resident is engaged. Groups are important and fun but not everyone can participate so there must be opportunities for one-on-one engagement.
- ✓ Focus on the importance of being present, using active listening and intimate touch.
- ✓ Using real-time tools is critical. Every Monday, Donielle reviews the Linked Senior dashboard and sends out a working list of residents that need to have one-on-one engagement.
- ✓ True engagement is what matters most. Staff should know that there are always five minutes in their day available to sit with someone or listen to them.

Staff augmentation works by selecting the correct tools and best practices that allow staff members to do what they love: **help the older adult find purpose everyday.**

