

Long-Term Care Survey Alert

Public Relations

TIPS FOR EXPLAINING QUALITY INITIATIVE TO CONSUMERS

1. Encourage consumers to view the published measures as a starting point for evaluating a nursing facility. Compare the process to selecting a college, for example.
2. Take advantage of trade group and government educational materials to explain the initiative to staff, residents, families and prospective customers.
3. Refer potential residents and families to other sources knowledgeable about your facility's care.
4. Ask current residents and families to share their positive experiences with your facility with prospective customers.
5. Share with consumers the innovative changes your facility has made as a result of the quality feedback.
6. Explain how your unique resident population has some unavoidable outcomes and the positive and humane strategies used to care for residents with progressive conditions.
7. Explain how what the government defines as restraints can also be used to help residents function more independently as part of a restorative program.