

Reopening with COVID

What residents/families want and best practices



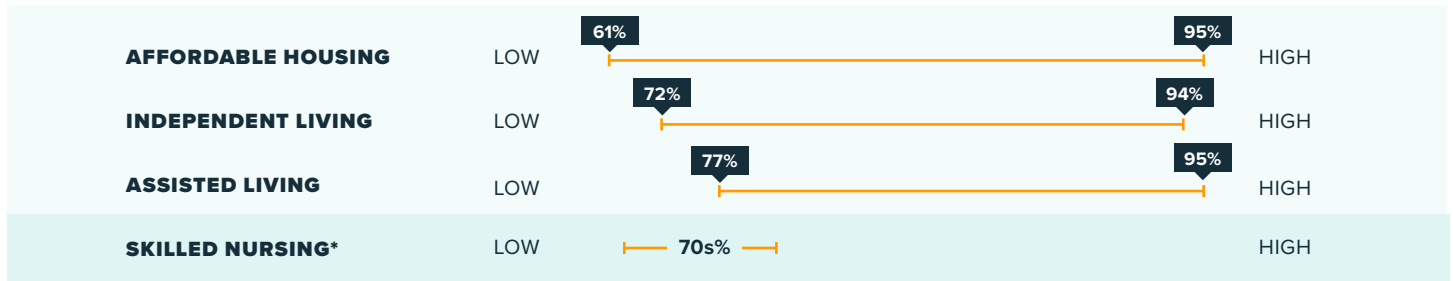
Activated Insights

Background

In June 2020, **Activated Insights** surveyed nearly 2,000 residents and family members across senior living to ask for their feedback on COVID communication and preparations they have received from their community. In addition, many of them gave feedback on community re-opening plans. The survey was fielded by communities in Florida, Texas, Oklahoma, Kansas, and Utah, with some family members living in other states or abroad.

How communities scored in our survey

% satisfied with their community's COVID communication and preparation



These results varied when looking at family member versus resident scores. In other words, there were no clear trend of family members always being more satisfied or residents always being more satisfied than the other.

* This study did not ask a large sample skilled nursing residents or families for feedback so not reporting low/high's.

Overall themes

In general, residents (and families) were very grateful for the communication and prep:



"Thanks for keeping us safe!"

"I am very pleased how well we are being secure and that management has taken a strong stance on protecting us. It's made me feel safe and protected."

"The Covid information from management has been wonderful."

"Extraordinary actions of safe keeping!"



A majority give big kudos to the staff for their hard work (and even humor) keeping them safe:

"I am very appreciative of our maintenance people and how they are at the front door--virtually at all times! They are always patient and have a sense of humor in just about all circumstances."

"The staff has gone overboard getting packages and deliveries to us. They have provided puzzles and fun pages to entertain us during the shelter in place stage. It has been fun to check my cubby each day to see what was there."

"Great job by staff to work doubly hard during this time to keep us safe with extra cleaning, etc and long hours while still being friendly and always smiling. Also culinary team went above & beyond."

"Glad when things get back to normal"



Feedback on re-opening

Some residents/families want it (the strictness) to continue-and are even pointing out where gaps/lapses should be filled:

- “I hope that rules set up by Management will be kept strictly in place when the isolation period is over.”
- “Too many family members sneaking in property after office hours and weekends when staff is gone.”

That said, some residents want a broader, faster re-opening:

- “It is time to let up some on restrictions and allow some fellowship among people here”
- “I think it’s wrong and illegal to lock people down and close businesses. I know management is just following the laws and rules handed to them, so it’s not their fault.”

“Too strict”

“Please discontinue lockdown soon. We are not a nursing home”



Some residents want their communities re-opened - but for reasons that can be alleviated by community staff

For instance, one resident quipped: “There are several things I am unable to do for myself physically and could use the help of a family member...How can this be resolved?”

Potential solution: Offer a maintenance, activities, or housekeeping member of the staff to help with errands or handyman needs.

Best practices for re-opening plans

- Implement a Real-Time Feedback Survey so your seniors and their families feel heard, valued and respected and you make more informed decisions about your re-opening plan. We can help you create and run a survey at no cost, ask us how.
- Follow your local and state rules for your segment or type of care
- Create dedicated outdoor spaces for visits
 - If possible, create nice outdoor seating areas for visits (and ideally space chairs and benches to be 6+ feet apart, even for family members)
 - If visits can only occur indoors, make sure to mandate they occur in resident rooms (and not in common areas) and ideally only 1 visitor at a time in a room
- Entry of visitors
 - Keep a daily log with names and contact details of all visitors
 - Ideally, test all visitors with the <15 min diagnostic tests. Else actively screen all visitors (temperature, cough/symptoms, list of questions) and give masks and gloves to all visitors who do not have them
 - Put hand sanitizer and wipes by the check-in desk and encourage all visitors to sanitize hands/wrists upon entry
 - Train staff to watch that ALL visitors wear masks-with very few exceptions e.g. under age 2
 - Make sure night and weekend times are covered (i.e., no sneaking in of visitors and maintain active visitor screening 24/7)
- Have visitors schedule in advance and keep visits to 20-30 minutes
- Only allow visitors essential to a resident’s physical and emotional well-being and care are allowed.