



PADONA /LTCN

Pennsylvania Association of
Directors of Nursing Administration

DEDICATED TO SERVICE
COMMITTED TO CARING

NOVEMBER 2015

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PADONA E-News

Dear PADONA Members:

With November just beginning, before we realize it, the winter will be here and all the challenges that season can bring to each of you. Also, I am amazed every year how early the merchants are displaying the holiday merchandise. The light at the end of the tunnel is our convention beginning on March 30th. It is great that so many of you have taken advantage of our early registration discount rate. Just a reminder, if you would like to stay at The Hotel Hershey, make your reservations soon by calling, 717-533-2171. When you are planning your time in Hershey, try to allow some time just for you. Perhaps you would like to go to the beautiful spa for some pampering or enjoy some shopping in the nearby outlet mall.

We recently conducted our annual DON Certification course and I am pleased to say that 34 people attended and 10 have taken and passed the certification examination to date. Both Candace McMullen and Sophie Campbell took time from their busy schedules to teach the course for PADONA and I would like to sincerely thank each of them. They did an outstanding job and had so much information and insight to share with our attendees.

November 3rd is Election Day. Even though all of you already have a full schedule, it is important to vote for the candidates of your choice.

Enjoy this beautiful fall weather. If at anytime I can be of assistance to you, please do not hesitate to contact me.

Chair, Board of Directors/Executive Director



Yelp.com Adds Hospital and Nursing Home Patient/Resident Satisfaction Scores

By Brittany Countis (Symtech Solutions) - October 25, 2015

PADONA is providing this article for information only and not endorsing the product

Big changes in the healthcare sector! Just as you visit www.yelp.com to find a 4-star restaurant - hospitals, nursing homes, other acute and long term healthcare facilities will now be scored on elements of patient satisfaction on www.yelp.com. Wait times, quality of physician communication and fines paid by nursing homes may soon be available for the public to score and review.

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Acute Care Facilities

Hospitals have been feeling the heat of [HCAHPS survey scores](#) (Hospital Consumer Assessment of Healthcare Providers and Systems); the first national, standardized, publicly reported survey of patients' perspectives of hospital care. The intent of HCAHPS scores are to improve patient care. See [Medicare.gov Hospital Compare Website](#) to compare hospital scores.



There are 3 goals: produce comparable data on what is important to patients, create incentives for hospitals to improve quality of care and to bring transparency to quality of care and drive accountability for the public's investment. Communication with doctors, communication with nurses, responsiveness of hospital staff, pain management, communication about medicines, discharge information, cleanliness of the hospital environment, quietness of the hospital environment, and transition of care are areas of interest when it comes to gauging the "patient experience". The Centers for Medicare and Medicaid Services are tying reimbursements to these scores, making the survey a financial priority to hospitals.

Long Term Care Facilities

A third of our nation's long term care facilities received lower scores on the government's 2015 revised five-star quality scaling assessment than the 2014 quality scale assessment. This scoring method is overseen by the Federal Centers for Medicaid and Medicare Services (CMS), which regulates nursing homes and runs the [Nursing Home Compare Website](#), where the information is available to the public. Residents of these facilities and their families are welcoming changes to the 2015 assessment which has raised standards by adding more categories to the scoring, such as the use of anti-psychotic medication. Previously, distribution of these drugs were self-reported to the government by nursing homes and long term care facilities - creating a frenzy of controversy. Adequate staffing, prevalence of bed sores, the rate at which residents are injured in falls and the use of physical restraints are some of the things measured to assess the facilities performance and quality of the nursing home. This is the beginning of changing how we assess quality of care in the healthcare industry. We must evolve in order to continually improve our services, patient satisfaction and reputations. For an aging population, this is a top priority for us.

Yelp.com

Yelp.com will be the first of many customer review sites to include the information collected in government surveys on their pages. The same data available on government websites can be easily viewed on yelp.com in the top right hand corner of Yelp pages. Like any other service, the nation is looking for a convenient, all-in-one place to find customer reviews on patient satisfaction. Patient experience will soon be translucent.

Solutions and Benefits

What changes need to be made? How do we improve our performance? If Emergency Room wait times are high and there is no shortage of patients needing service in the future- we must restructure productivity and performance. A streamlined workflow system is the secret when it comes to running a smooth operation. Symtech Solutions offers the Provider 790 Nurse Call System, Accutech Resident Guard, Cuddles Infant Protection and other systems to allow leading edge facilities to provide their outstanding, patient care. Symtech has worked with the best healthcare facilities in the nation: University of Pennsylvania Hospital, Johns Hopkins Hospital Bayview, PA State Veterans Homes and the Andrews Airforce Base to build robust, highly-reliable, scalable life safety communication systems.

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[Symtech's suite of life safety systems](#) track and locate staff, patients, equipment etc. and captures their staff's activity and engagement with patients/residents to measure performance and accountability. The data is collected internally and administration/supervisors can view reports to identify inefficiencies in time management. We must identify our weaknesses, as you can only be as good as your weakest link.

Visit our [Jeron Nurse Call System Website](#) to learn what can be done to [increase HCAHPS scores](#)

To learn more about the products and services offered by Symtech Solutions [Click Here](#)

Works Cited

Rappleye, Emily "Yelp Adds ER Wait Times, Other Data Points For 4,600 Hospitals." *Becker's Health IT & CIO Review*, 5 Aug. 2015. Web. 21 Aug. 2015. <http://www.beckershospitalreview.com/healthcare-information-technology/yelp-adds-er-wait-times-other-data-points-for-4-600-hospitals.html>

Poppick, Susie "Yelp Adds Emergency Room Wait Times to It's Hospital Review Pages." *Time Inc. Network*, 5 Aug. 2015. Web. 21 Aug. 2015. <http://time.com/money/3985929/yelp-hospital-reviews/>

Regulatory Spotlight: "Q and A"

Question submitted to PADONA:

I am looking for the bulletin that addresses waste of medications, and, as I recall directs facilities to give residents their medications when they are discharged.

Answer to the above question is as follows:

Click [here](#) to view the provider bulletin.

Sign Up Early for the PADONA 28th Annual Convention in Hershey March 30- April 1, 2016

Register early to receive our early bird discount. Please be sure to [PAY by November 15, 2015](#) (not just register by that date) to receive the discounted rate and check the appropriate amount based on your membership status.

Below is a sampling of our speakers and tentative lecture titles:

- Fraud and Abuse Update - Suzanne Sheaffer, MS, BSN, RN-C, NHA
- If All Else Fails, Hug Them - Chris Ridenhour, GFN
- Nursing Home Reform Again - The Proposed Changes to the Requirements of Participation - Kimber Latsha
- Immunizations & Infectious Diseases in the Elderly - Emily Mallit, PharmD
- The Role of Hospice in Chronic Disease Management - Ann Marie Ackerman, RN
- Engaging Your Residents: Surefire Strategies to Raise Resident Satisfaction, Decrease Miscommunication and Enhance Compliance - Edward Leigh MA
- Sexuality in the Context of Dementia Clinical Considerations and Challenges - Kelly Carney, PhD
- Engaging, Motivating and Retaining Staff in Long Term Care - Chris Dubble, PhD, MSW
- MDS Focused Survey - Mary Ann Leonard, RHIA, RAC-CT
- Department of Health Update - Susan Williamson, RN
- Adult Protective Services Act - Katherine Zumbran

[Register and Pay Today](#)



A HOW-TO BOOK MAKES PROVIDING RED-CARPET CUSTOMER SERVICE A REALITY FOR BUSINESSES LARGE AND SMALL

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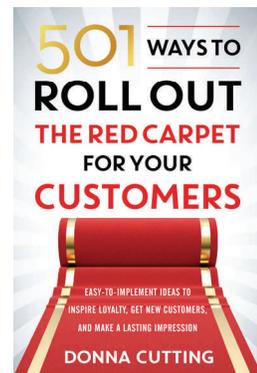
October 8, 2015, Asheville --- *501 Ways to Roll Out the Red Carpet for Your Customers: Easy-to-Implement Ideas to Inspire Loyalty, Get New Customers, and Leave a Lasting Impression* by Donna Cutting, CSP is a how-to book for business owners large and small who want to deliver an unrivaled customer experience. *501 Ways* provides the reader with 501 actionable tactics and ideas for providing exceptional customer service as well as organizational strategies for hiring, onboarding, and training staff. The book concludes with a 30-day plan to prompt and help the reader put everything into action.

Says Donna, "This book is filled with tactical and practical ideas that will kickstart your own creativity when it comes to customer service. The featured organizations should serve as an inspiration. If they can do it, so can you." Cutting collected and analyzed hundreds of anecdotes from the very best in their fields and the result is 501 ways that business owners can take action now and provide exemplary customer service regardless of time and money restraints. The book contains examples from a variety of fields including healthcare, banking, and entertainment to small business, retail, and entrepreneurial ventures.

Included in the book are ways that every business can -

- Make a first and lasting impression.
- Hire and build an excited and engaged staff
- Inspire positive word-of-mouth
- Handle service recovery with style
- Employ creative marketing ideas and social media savvy.

Donna Cutting, who has spoken for PADONA a few times in the past, has a new book coming out in December called *501 Ways to Roll Out the Red Carpet for Your Customers: Easy-to-Implement Ideas to Inspire Loyalty, Get New Customers, and Leave a Lasting Impression*. (Career Press, 2015) Says Donna, "It's filled with practical and tactical ideas that will kickstart your creativity when it comes to internal and external customer service. The organizations featured (including some in long term care) contributed stories and examples that will move and inspire you to action." The book is due to hit the shelves on December 21, 2015. However, it is available for Pre-Order right now at <http://www.RedCarpetLearning.com/Store>. For every pre-order that comes in through her website, Donna will donate 25 cents to Lollipop Theater, an organization which provides first run movies and red carpet events to hospitalized children facing life-threatening illnesses. For more information, email Donna at Donna@RedCarpetLearning.com



The book will be available in stores on December 21, 2015. For information on the book visit:
www.redcarpetlearning.com

Red-Carpet Learning Systems, Inc. helps leaders in service industries turn prospects into customers and customers into raving fans! Our team of customer service experts provides training and tools to help you define and design a company culture focused on customer delight and delivering a red-carpet experience.

501 Ways to Roll Out the Red Carpet for Your Customers is power-packed with proven, ready-to-implement action ideas to enhance your customers' experience. You'll find examples from a variety of fields, from healthcare, banking, and entertainment to small business, retail, and entrepreneurial ventures.

Donna Cutting, CSP is the author of "The Celebrity Experience: Insider Secrets to Delivering Red-Carpet Customer Service" (Wiley, 2008) and the forthcoming book, "501 Ways to Roll Out the Red Carpet for Your Customers: Easy-to-Implement Ideas to Inspire Loyalty, Get New Customers, and Make Lasting Impressions" (Career Press, 2015). An in-demand speaker on the topics of employee engagement, customer experience, and workplace culture, Donna can be reached at donna@redcarpetlearning.com.



Submit Your Scholarship Application Today

Each year we award three scholarships to members. Members can also recommend a facility or family member to receive a scholarship. We award an additional scholarship to a member to attend our annual DON Prep Course and/or DON Advanced Course. We also award a scholarship to a member to attend our annual convention.

Deadline for submissions December 31, 2015

Submit your APPLICATION today.

Apply Scholarship

For Members of PADONA - Free Posting of Job Opportunities

Post your company's job openings at PADONA for free for 60 days per job posting. Send the following in a Word document to info@padona.com

1. Job Title
2. Company name and address
3. Brief summary position
4. Compensation/Benefits (if known)
5. Contact information (mailing address, email address, company email)



Welcome New Members!

- Susan Curry - Cross Keys Village - Area II
- Elaine Hatfield - UPMC Senior Communities - Area I
- Leigh Anne Krall - Cross Keys Village - The Brethren Home - Area II
- Ana Lacap - Golden Hill Nursing & Rehab - Area I
- Shelly Repasky - Athens Health and Rehabilitation Center - Area II
- Annette Ross - Quality Life Services - Area I
- Erica Sult - Bonham Nursing Center - Area II
- Barbara Wolfgang - Ann's Choice - Area III