

Managing Family Expectations

HCANJ Assisted Living Conference

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Presenters



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Objectives

1. Give examples of realistic and unrealistic expectations
2. Determine if family has unrealistic expectations
3. Address unrealistic expectations



Agenda

1. Realistic Expectations
2. 3 Types of Unrealistic Expectations
3. Addressing 3 Types
4. Expectations Throughout Stay
5. Strategy for Meeting Expectations



...“I Can’t Get No....”

1. Satisfied Customers Don’t Sue.
2. Satisfaction Occurs When You Meet or Exceed Expectations.
3. What Are Your Customer’s Expectations?

Expectations

1. Realistic

- a. Environment
- b. Customer Service

2. Unrealistic

- a. Due to Life Stage
- b. Due to Lack of Understanding
- c. Due to Marketing

Realistic

Environment



Customer Service





Customer Service Program

1. Know Expectation
2. Have Tools & Strategies
3. Organizational Commitment
4. Every Part of Operations
 - a. Hiring
 - b. Onboarding
 - c. Training/Education
 - d. Evaluation
5. Employees are Customers, too.

Unrealistic

1. Due to Life Stage
2. Lack of Understanding
3. Due to Marketing

Difficult Time

1. Seeking You After Event or Realization
2. Passing Care Responsibilities Does Not Relieve Sense of Obligation

Results

1. Family “feels guilty”. True?
2. Manifest? Family is critical of care.
3. Unrealistic expectations are based in unmet personal needs?

Cues

1. What are your priorities in making decision?
 - a. “Only want the best for Mom.”
 - b. “Want what she deserves.”
 - c. “Don’t want her to sit, we want her to be active.”



Lack of Understanding

1. Want nothing bad to happen
2. Want for Mom not to get sick
3. Want Mom not to get worse

Marketing

1. Secure care
2. Everyone happy
3. Round the clock care
4. Many activities
5. Home cooked meals, alternatives

Addressing Unrealistic Expectations

Life Stage Issues

1. Ask, Listen, Respond, Document
 - a. Previous experience
 - b. Conflict
 - c. Help with transition
2. Anticipate Needs
 - a. Provide information
 - b. Liaison
 - c. Orientation
 - d. Open communication when needs aren't met

Addressing Unrealistic Expectations

Lack of Understanding

1. Ask, Listen, Respond, Document
 - a. Application complete?
2. Teach
 - a. Education Plan – chronic diagnosis and progression, meds and side effects, services
 - b. Teach about risk – falling, elopement, etc.
 - c. Decline is not a RISK, it is a REALITY.



Expectations Throughout Stay

1. Communication
2. Involvement

Communication

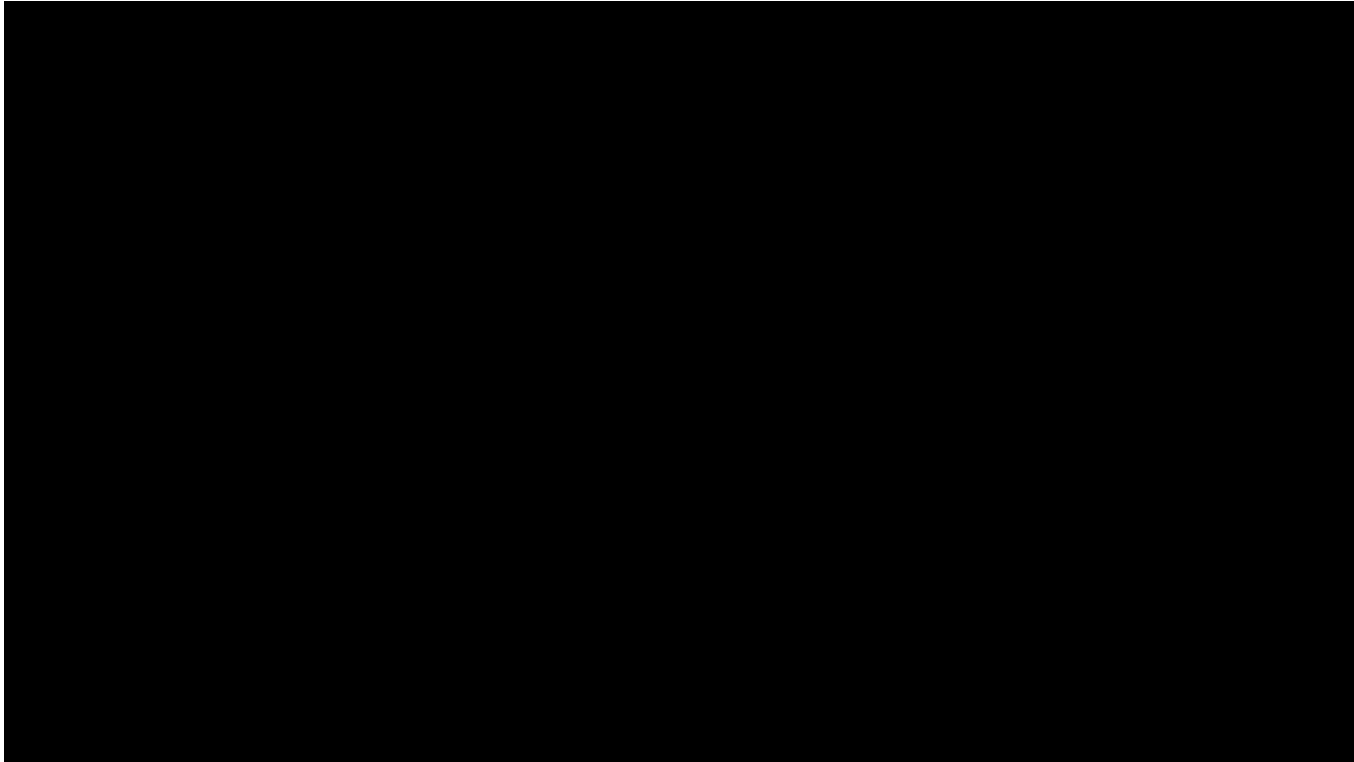
1. Root cause of most claims/lawsuits
2. Teaching staff?
3. Example?
4. Key communication process
 - a. Post Incident
 - b. Receiving a Complaint

Involvement

1. Do your policies encourage family participation?
2. Is involvement appropriate or invite more exposure?
3. Is it client specific?



The Family = Your Customer



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