

Census is recovering from the effects of the pandemic, but perhaps more slowly than we would like. Senior care leaders need to think out of the box and get creative in employing new strategies to build census.

STEP 1

Use the Customer Experience as a Referral Generator...and Get Everyone Involved

Positive customer experience is the best marketing tool available to senior care facilities. When residents and families have good experiences, they are more likely to share their experiences and refer others. Positive reviews play a critical role in influencing institutional referral partners as well. When every impression counts, facilities must enlist the whole organization in delivering positive customer experiences. Every interaction affects residents' and families' perception of the facility. If interactions with administrative staff or facility cleanliness are not considered, the overall customer experience suffers. Everyone owns the customer experience.

STEP 2

Solicit Feedback Using the Net Promoter Score (NPS)

Feedback provides critical information about how a facility is performing. Residents and families are key audiences. Referral partners are essential sources of data as well. Soliciting feedback doesn't have to be an overwhelming data-heavy exercise. One simple data point—the Net Promoter Score (NPS)—can provide a quick snapshot of family and resident perceptions. This 10-point score is based on one simple question: *How likely are you to recommend us to a friend or colleague?*

NPS Metrics

9-10 Promoters – loyal and highly committed customers

7-8 Passives – receptive to offers from competitors

0-6 Detractors – not satisfied, may spread negative feelings

The Net Promoter Score itself is the % of promoters minus the % of detractors. A positive NPS is critical. A higher number means a better score.

And remember...soliciting feedback from referral partners is equally important. Facility sales staff and leadership must understand what's important to hospitals and other agencies. It's also essential to gauge their perceptions of the facility's performance relative to those goals to identify critical areas for improvement.

STEP 3

Monitor & Manage Outcomes

Just as facility staff work to manage residents' health outcomes, team members must manage the facility's health outcomes. Collecting feedback is just the first step. Management and staff must use that data as the starting point for refining policies, procedures, and staff activities. Facility leaders should regularly share customer feedback in both structured and informal ways. Enlist staff in developing solutions to address negative feedback. Track performance by monitoring changes in feedback over time, as well.

STEP 4

Leverage Today's Technology

Technology can dramatically improve facilities' ability to gather feedback and communicate with residents, families, and referral partners. According to a recent Forbes article, "Organizations that leverage technology to optimize their processes will be better prepared to meet future challenges."

Building census is an ongoing effort that needs consistent, constant attention and is informed by strategies built on creating a positive customer experience, listening to residents, families, and referral partners, and taking action on feedback.

How's Mom Can Help...

The *How's Mom* app and Hub enable organizations to streamline feedback solicitation and communication with residents and family members, with a full suite of tools, including chart views, mass notifications, visit planning, family feedback and more. This convenient software makes family communication a powerful—and easily manageable—tool for improving customer experiences and building census.