

The challenges of the past two years were, to say the least, unprecedented. But learning from the past and looking to the future, taking specific, purposeful actions to rebuild trust and increase operating margins are a must. **Here are 5 things you should be doing RIGHT NOW:**

1. Improve Patient and Family Communication

Family communication is a powerful tool for improving customer experience and building census. Finding efficient ways to share patient information and connect with families easily improves their impression of your operation.

2. Attract Customers with a Good Experience

Ratings and reviews can heavily influence prospective residents. Engaging with current residents and families, gives them confidence in their care community and encourages positive reviews.

3. Build Census by Rebuilding Trust

COVID-19 took a toll on consumers' trust of senior care communities. Regain this trust by soliciting feedback and communicating regularly with residents and family members. This will ultimately attract new residents and make an impression with referral sources.

4. Recruit and Retain High-Performing Staff

Recruitment and retention remain major challenges in senior living and care. Attract—and keep—top talent by empowering them with better processes and positive connections with residents and their families, and a reduction of repetitive tasks that keep them from resident care.

5. Reduce Time Spent on Non-Care Tasks

Cut repetitive tasks that keep staff from doing what they enjoy most—caring for residents. Focus precious staff time on patient-centered activities that deliver positive outcomes and patient and staff satisfaction.

There's one thing at the core of all these strategies: TECHNOLOGY. Technology can help rebuild trust, reduce non-care work time, fuel positive reviews, retain reliable staff, and even solicit immediate family feedback. In other words, technology gives you the power to improve your bottom line. And choosing technology that's right for you is the key. That's where *How's Mom* comes in.

How Can *How's Mom* Help?

The *How's Mom* app enables organizations to streamline communications and solicit feedback with residents and family members through a full suite of tools, including chart views, mass notifications, visit planning, family feedback, and more. This convenient, easy-to-use software makes family communication a powerful – and easily manageable – tool for improving customer experiences, improving staff efficiency, and building census.