



EmpRes streamlines communications, reducing 99% of staff hours and directing focus to patient care

EmpRes Healthcare Management, LLC, is a 100% employee-owned family of companies dedicated to the most vulnerable members of the population. Seniors are ensured a safe place to receive individualized care through EmpRes' comprehensive continuum of service skilled nursing, assisted living, independent living, home health, hospice, and home care.

Challenges of managing COVID communications and transparency regulations

With more than 80 locations and 5,000 employees, COVID-related communication was a significant responsibility and time-consuming task for staff members. EmpRes staff struggled to balance quality care with COVID transparency regulations and communications due to the volume of phone calls and other communications required to report every incident to residents and family members.

Understanding the critical nature and magnitude of this task, EmpRes wanted to streamline processes and procedures for staff, residents, and family members – and made a commitment to study the effectiveness of the proposed solutions. EmpRes implemented *How's Mom* in 12 communities and collected data on managing COVID communications compared to 12 other communities that did not use the *How's Mom* platform.

Real-time communication saves labor time and costs

For six months, EmpRes monitored the benefits and value of *How's Mom* for reporting and communicating COVID-related incidents. "You could apply *How's Mom* to anything; it doesn't have to be COVID-related. In our case, it was the initial reason we got *How's Mom*, and we decided to track data for decision-making purposes," said TK King, EmpRes Healthcare Management's Vice President of Operational Development.

The results were staggering. Communities using *How's Mom* reported an **average of four minutes per incident in the application and no time creating progress notes** in Point Click Care (PCC). This compares to communities not using *How's Mom* that spent an average of 14 minutes per phone call and seven minutes creating progress notes in PCC.

*"The biggest impact for us is the **time savings**."*

Saving money is always nice, but giving labor hours back to staff is critical, especially during this staffing crisis."

*How's Mom reduced 55 hours of staff time per building per month—this is a **99% reduction** in staff time.*

Family and resident satisfaction scores **more than doubled** from 2.2 to 4.6 in communities using *How's Mom*

How's Mom saved **\$32,698** in labor costs.

"I don't think there is a better product out there, which is why we are happy to **partner with** *How's Mom*."

* Labor hours saved were calculated by taking the average salary of clinicians managing communications and phone calls, and the number of incidents and time spent using *How's Mom* or time spent making phone calls.

Streamlined communication with *How's Mom* **reduced 55 hours of staff time per building per month**—this is a 99% reduction in staff time. This savings is particularly significant because time spent on the phone and creating reports is time not spent on resident care – the core mission of EmpRes.

- Labor time translates into labor costs, and communities **utilizing *How's Mom* saved \$32,698 in labor costs.***
- Labor costs in *How's Mom* communities were **1%** of the labor costs in communities not using *How's Mom*.
- Overall, communities **without *How's Mom* spent 670 hours** on COVID-related communications when the 12 communities **using *How's Mom* only spent eight hours.**

"Reduced labor costs will always be a huge perk, but for us, we lost 670 hours of labor on communication that could have been spent on resident care and staff support," said TK King. "We could have given 670 hours back to our clinicians, and that is more valuable than anything else we found during this internal study."

How's Mom Increased census and reputation, as well as retention and recruitment

Family and resident **satisfaction scores more than doubled from 2.2 to 4.6** in communities using *How's Mom* compared to the other communities that saw a drop in their rating from 2.4 to 1.9. "The public is becoming more aware of where to find ratings and reviews, and there is an obvious impact on census," said TK King.

Not only is *How's Mom* a positive factor for census and reputation, but it has a significant effect on employee retention and recruitment by improving staff productivity and overall job satisfaction. Results from an EmpRes internal review indicated that staff members even were willing to pay for *How's Mom* themselves if it was not provided because it made their jobs that much more efficient.

Future collaboration to continue increasing efficiency and satisfaction

After an internal review of the pilot's results, EmpRes Healthcare Management is mandating *How's Mom* usage across the entire company. Utilizing *How's Mom* to its fullest potential allows EmpRes to scale down the number of additional communication tools and rely on the customizable communication application for all their needs. "We are going to use *How's Mom* as much as we can down the road," said TK King. "Their tools and resources make operating as easy as possible."

For more information about *How's Mom*, visit [How'sMom.net](https://www.howsmom.net) or call 888-752-7575.