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Lack of Family Communication-The Reality No One Talks About

Every nursing home prides itself on family communication—but behind the scenes, it's quietly draining time, money, and staff energy:

- 1,200+ hours/year spent communicating with families
- 3–4 hours every single day
- Equivalent to ½ of a full-time employee

That's just the visible cost. Behind it are constant calls, repeated updates, missed connections, and staff pulled away from care to chase information. What begins as transparency becomes fragmented communication—across voicemails, notes, emails, and hallway conversations—leading to staff burnout, inconsistent updates, and families who still feel out of the loop.

Per Resident Impact

- 15 hours/year per resident
- 15–20 minutes per week
- High-acuity residents: 30–50+ hours/year

And those averages add up quickly across a full census. What seems like a few minutes here and there turns into a steady, ongoing demand on staff time—especially for residents with more complex needs, where families understandably expect more frequent updates and reassurance.

The True Cost

- $36,000 – $54,000/year per facility
- $450 – $675 per resident annually

And those figures only capture direct labor costs. They don't account for the hidden financial impact of interruptions, overtime, and administrative inefficiencies that ripple across the organization. Every unscheduled call or last-minute update pulls staff away from planned tasks, reducing productivity and increasing the likelihood of delays elsewhere.
There's also an opportunity cost—time spent managing communication is time not spent on resident engagement, care quality initiatives, or staff development. Over time, this imbalance can affect satisfaction on both sides: families feel inconsistencies, and staff feel stretched thin.

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Where the Time Goes

Most inefficiencies between staff and families come down to:

- **Reactive communication:** Families have to call for updates instead of receiving them proactively
- **Repetition:** Same questions asked and answered multiple times across shifts and staff
- **Inconsistency:** Different team members provide conflicting or incomplete information
- **Poor coordination:** Messages passed through multiple people or missed entirely (phone tag)
- **Lack of clarity:** No defined ownership for who communicates with families and when

The Bigger Problem + The Result

Interruptions consume 20–30% of staff time, pulling nurses away from care and disrupting critical tasks. These unpredictable disruptions increase errors, slow workflows, and create constant urgency. Over time, this leads to fatigue, cognitive overload, and added stress as staff juggle care and communication. With How's Mom, providers can reduce call volume by 30–50%, eliminate repetitive updates, and reclaim hundreds of staff hours each year, resulting in:

- 15 hours per resident
- $500 per resident
- $40k–$50k per facility

Better communication doesn't require more staff. It requires a better system like How's Mom.