

Public Communication

April, 20 2023

Focus Group Recommendation	What's New or Different?
13. Personalized Communication: Personalize communication by having direct care providers, such as nurses, call caregivers for issues specific to their loved ones' care, rather than someone in the main office who may not be familiar with their specific case.	New use of technology/staff outreach
14. Technology: Use technology, such as Zoom or a dedicated phone line, to provide face-to-face contact or daily recordings of changes to keep caregivers updated.	New use of technology
15. Accessible Information Sources: Maintain information sources that are easily accessible for caregivers to stay informed during the crisis, such as a Facebook page with information on visiting time slots and pictures of activities.	New communication tool
16. Real-Time Updates: Consider using a system like PointClickCare that provides real-time updates via phones and voicemails if missed.	New communication tool
22. Responsiveness: A response to the concerns of caregivers and family members with a willingness to listen and make improvements where necessary.	Add detail to communication update
80. Social Worker Role: Assign a social worker or point of contact for communication between facilities during the transfer process. Assigning a social worker or point of contact can help ensure that communication between facilities is seamless and any issues that arise are addressed promptly.	Social worker specific role is new
119. Succinct and Less Frequent Messaging: LTC staff suggest that messaging be more succinct and less frequent, and that guidance be more open to account for the unique variables of each community. This can help facilities keep up with changing information.	New standard for public communication.
120. Training and Support: LTC staff suggest that trainings would be helpful, especially during a crisis. Joint training offerings through KDHE's Joint Provider Surveyor Training can provide a channel for communication and training for leadership, key staff, and surveyors. Distribution through trade associations can also be a helpful means of communication.	Add detail to regulations or training or quarterly crisis training