



## FIRST IMPRESSIONS

Excellent Customer Service starts with the first impressions our customers have of our communities. Customers form opinions from the moment they enter our building to their first interaction with staff. Studies show that a new customer will develop an impression about an employee (and your business) in the first seven seconds of an interaction. In that slice of time, they will judge our facility and our staff in eleven different ways, all of which can define the relationship for the length of the customers' stay. The eleven ways we are judged are:

Cleanliness • Knowledge • Professionalism • Friendliness • Helpfulness • Courtesy  
Credibility • Confidence • Attractiveness • Responsiveness • Understanding

It's important to keep this in mind as we help families and residents navigate through their transition of care.

1. **Admissions Director** – Ensures that the room is ready for admission prior to resident arrival. Provide each department manager with an admission alert as soon as possible. Complete paperwork with resident or family member, get insurance cards and take paperwork along with CNL assessment to those directly involved with the patient's plan of care. (If no CCC) Ensure both resident and family are oriented to the facility and to the resident's room, provide them with a resource guide to use during their stay and schedule the Road to Recovery meeting with the resident and family. Be prepared to answer questions that may arise.
2. **Executive Director** – When possible, upon admission, welcome the resident and family and take time to answer any questions they may have. If the Executive Director is unavailable at the time of admission, he or she should greet the resident as soon as possible, and contact the family to thank them for choosing the facility, and to field any questions they may have.
3. **Director of Nursing Services and/or Assistant Director of Nursing Services** – Welcome the resident and go over physician's orders, medication list, and pharmacy procedures. Clarify which physician will follow the resident, and verify resident's code status. Discuss transportation arrangements to and from medical appointments.
4. **Dietary Manager** – Welcome the resident and complete a Food Preferences form to assist residents with meal choices, and review all diet orders. Inform the resident of meal times, and ensure he or she knows where dining rooms are located.

5. ***Social Services Director or designee*** – Explain the role Social Services plays and review resident rights. Set up the Road to Recovery meeting with the family and, or resident (if not already done). Explain the Care Plan process to ensure family and resident communication with staff. Explain the Resident/Family Grievance & Concern process.
6. ***Activities Director*** – Welcome resident and complete the Preferences for Daily Customary Routines form. Provide the resident with a current activities calendar and review the list of activities to determine which activities the resident may have interest in. Encourage the resident to contact you if he or she has an activity of interest which is not currently being provided. Determine whether the resident wishes to be included in outings.
7. ***Rehabilitation Services Manager*** – Introduce yourself and the staff that will be working with the resident. Determine therapy times. Explain what is going to happen with therapy and the purpose of the Road to Recovery Meeting.
8. ***Business Office Manager*** – Make sure all insurance and Medicare information is obtained. Offer assistance with any enquires or concerns they may have. Explain banking hours and resident trust accounts, and explain that residents should not keep larger sums of money on them or in their rooms.
9. ***Housekeeping/Laundry Supervisor*** – Ensure the room is thoroughly cleaned and ready for the new resident prior to admission. Explain to the resident how the housekeeping schedule works, and ascertain whether the facility or family will be doing the resident's laundry. Explain that all laundry needs to be properly marked, and discuss facility protocol. Explain seasonal closet changes and review storage areas in the room.
10. ***Maintenance Director*** – Ensure the room is ready for the new resident prior to his or her admission. Ensure that lighting, heating/cooling units, TVs, remote control devices, etc. are in good working order. Welcome the new resident and explain procedures for communicating maintenance needs.
11. ***Auguste's Cottage Facilitator*** (if applicable) – Introduce yourself and explain the Cottage Facilitator's role. Review Cottage-specific information.
12. ***Customer Care Coordinator*** (if applicable) – Double check that the room is ready prior to admission and notify departments if the room is need of attention. Complete maintenance request forms when needed. Present resident with a welcoming gift and introduce yourself explaining your role in ensuring customer satisfaction. Orient the resident and family to the facility and to the resident's room. Introduce the resident guide and explain the contents within. Set up Road to Recovery Meeting with resident and, or family (if not already done). Ensure the completion of the resident interview form by either the Care Rep or the CCC.

# FIRST IMPRESSIONS



Resident Name \_\_\_\_\_

Admit Date \_\_\_\_\_

Room Number \_\_\_\_\_

## New Admission Checklist

Title	Signature	Date	Time
Admissions Director			
Customer CARE Rep			
Executive Director			
DNS/ADNS			
Unit Manager			
Dietary Services Manager			
Social Services Director			
Activities Director			
Rehab Services Manager			
Housekeeping/Laundry Supervisor			
Business Office Manager			
Customer Care Coordinator			
Memory Care Facilitator (if applicable)			

Please place within the First Impressions Binder and complete within **72 hours** of admission. The Executive Director is to review the binder daily to ensure all staff is meeting with our new residents.

