

The following notes are provided by WRAP VP Sarah Pedrettie who attended the WALA Conference on WRAP's behalf. The sessions are summarized below.

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WALA Conference April 2021

### **Caregiver Stress: Managing Well and Coping Positively**

**Valerie J. Richards**

#### Challenges of Caregiving

- Most people have no idea of the demands on the caregiver
  - Many don't ask and often have nothing to do with the caregiver even when it is a friend!
  - What they need:
    - Send notes/messages to caregivers to let them know that they are known and not alone
    - Give them a gift card or gift of love
- COVID has effected more women than men
  - More women have left the workforce during this time

#### Stress on the Caregiver

- Physical, mental, or emotional strain or tension
  - We need to acknowledge that stress is harmful to me, my loved one, or may abilities in my job
  - Self-care is important!
- Managing Stress
  - Reduce the amount of chores
  - Find better ways to manage your demands
  - Learn how to cope with stress in a positive way
- Signs of stress
  - Anxious, worrying, health problems, exhausted, weight loss/gain, withdrawal from normal activities, less contact with friends and family
  - Common feelings or experiences
    - Anger, sadness, loss of interest, living crisis to crisis, don't have friend support, worried about loved one in a care facility

#### Strive for the Positive

- Satisfaction, family coming together, making new friends
- Through COVID
  - More technology, greater awareness toward end-of-life care

- Tips to manage stress
  - Know the resources
  - Get help
  - Relax
  - Accept help
  - Get connected and join a support group
  - Set personal health goals
  - Encourage use early
  - Plan for the future
  - Physical activity
  - Music
  - Reading
  - Leisure in general
    - Find out what energizes you!
    - Find out what refuels you!

#### Living in the Moment

- Practice Gratitude
- Don't let go of your faith
- Create moments of joy (instead of looking for days)

Resource: [www.familieswithdementia.com](http://www.familieswithdementia.com)

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WALA Conference April 2021

### **Disciplinary Policies and Discrimination on Workplace**

**Bob Lightfoot and Shannon Toole**

#### Wisconsin Fair Employment Act (WFEA)

- Prohibits Discrimination of
  - Age (40+)
  - Arrest/Conviction Record
    - Unless Substantially Related to the job
  - Color or Nationality
  - Creed
    - Unless under a religious organization
  - Disability
  - Marital Status
  - Military Service

- Pregnancy or Childbirth
- Sex/Orientation
- Use/non-use of lawful products off of employer's premises during non-working hours

#### Federal Anti-Discrimination Statutes

- Title VII of Civil Rights Act
  - Race, color, national origin
  - Religion and Sex
    - Only recently passed/amended in 2020
- Americans with Disabilities Act
- Equal Pay
- Age Discrimination

#### Discrimination Complaints

- Wisconsin Submission
  - Must be submitted within 300 days from the alleged discrimination with DWA
  - Investigation
    - Position statement and request for information
      - Employers position statement: why it's not substantiated
  - Determination
    - Probable Cause
      - Could warrant a hearing
    - No Probable Cause
  - Hearing
  - Appeal
- Federal Submission
  - Must be submitted within 180 days of the alleged discrimination
  - Investigation (same as state)
  - Determination (same as state)
  - Notice of Right to Sue

#### Disciplining Policies

- Policies need to provide a procedure for leadership to easily follow and communicate to employees
  - Must have a consistent manner for discipline and rules of conduct
- Abuse and Neglect
  - MUST act immediately
    - Employee should be seen as guilty until proven innocent (only time this is backwards)

## Employee-Related Regulations

- DHS 83.16: “employee” must meet job requirements
- DHS 83.18: “Employee Records” must include job description, Background Check, and training
- DHS 88.04: “Service Provider” --- Does employee’s character match the job
- DHS 89.23(4): “Service Provider” --- employee must be trained and capable of doing the assigned work
- DHS 12 & 13

## Non-Progressive “Flexible” Disciplinary

- Includes range of actions
- Pros: employer is given flexibility

## Drafting of Policies

- Policies should be written so that staff can easily understand the policies
  - There should not be fancy state or federal language
  - Provide context for the employees to know who to talk to
  - Include the due process in the policies

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WALA Conference April 2021

**Hire Great Staff and Fill Your Units Using Online Marketing**

**Eagan Heath**

## What’s Possible?

- Make sure that your facility is at the top of Google searches for care facilities (Memory Care) in your area
  - This is one easy way to increase occupancy!
  - “Get Found Madison”

## What You Need to Do

1. Prepare your website!
  - a. Make sure that your contact information is easily found/seen at the top of your page
  - b. Have a “Contact” button at the top
    - i. This should be an email and not just a phone number

- c. Have a “Schedule a Tour” button
      - i. Don’t have too many “required” information buttons
        - 1. If there are too many questions, people may not finish filling it out
    - d. Make sure that your website is mobile friendly!
      - i. More and more people are using their phones to search
- 2. Add Google Analytics to your website
  - a. This will show you where people are finding your website from
- 3. Get on Google and Bing Ads
  - a. Ads come up 1<sup>st</sup> when people search
    - i. You only pay for it when people click on the ad which would possibly lead to an admission
    - ii. This would save you money
  - b. Bing is 1 in 4 searches!!
- 4. Search Engine Optimization (SEO)
  - a. Searchers click the top spots
    - i. How to get to the top?
      - 1. Get Found Madison
        - a. Free Lesson: “Learn digital marketing”
  - b. Make sure that your facility is claimed
  - c. Upload Photos
  - d. Get people to write reviews!
    - i. Maybe have a drawing for a month
      - 1. Draw a name from whomever has written a review for a prize!
- 5. Facebook/Instagram and Youtube Ads
  - a. Posts: only have about 3% of the people who like your page will see it
  - b. Pay facebook to “boost” posts
    - i. Post videos of staff/residents sharing why they like the facility/job
    - ii. Offer tips for caregiving outside of the facility for people who would be future admissions
  - c. Over half of all age groups are on Youtube!!
    - i. Get an ad on there! Only pay if someone watches more than 30secs
  - d. Target People
    - i. Use targeting for recent search and browsing history, demographics (55+ women), or remarket to people who came to your website but didn’t contact you
    - ii. You can also target people on Google ads
- 6. Measure your results
  - a. Impressions on ads or links
  - b. Visits to website
  - c. Calls and applications or tours
  - d. Move-ins

What are the advantages?

- Measurable
  - You can prove where your money went
- More targeted
- Online is where the people are
- Cut out the middle man

Is it worth hiring a company?

- Get Found Madison
  - You can get a whole team instead of hiring one person
    - \$3,000-\$5,000 a month
  - Digital Marketing Mastering

Another way to get people's emails

- Have a free tips for \_\_\_\_\_... that you email out from your website to people. You can them have their email!

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WALA Conference April 2021

**Keynote: Engage! Create Your Dream Team**

**Denis McIntee**

“Your brain only goes to work on what you think is possible”

We teach what we know, but we produce what we are

- There are no bad teams; there are only bad leaders
  - We need to take responsibility
  - When we engage; we can create our dream team

Culture is set everywhere!

- Even if you are a small department, you can change the culture
- Let go of the excuses
- The culture you create determines the results you produce
- Culture = beliefs, thoughts, feelings/emotions

Expectations vs Reality

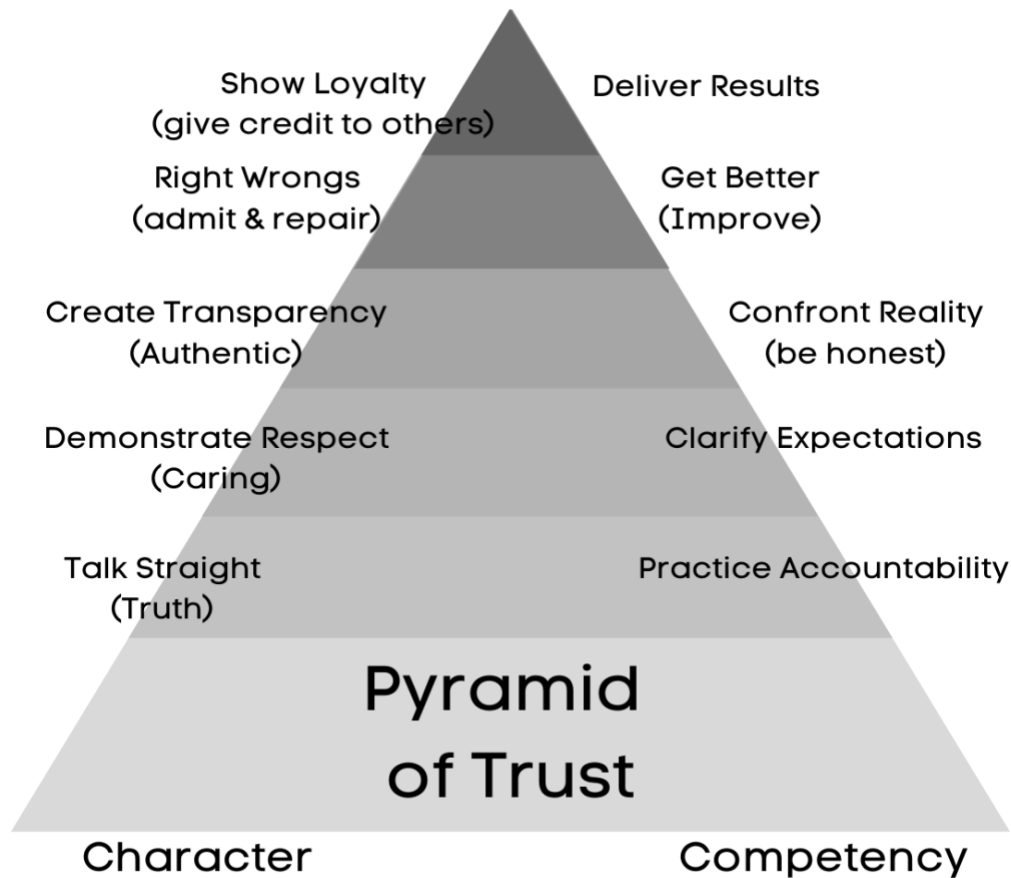
- Progress starts when you tell the truth!
  - Trust becomes the new currency

- 77% of people refuse to buy products from a company they distrust
- When trust is high...
  - Communication is faster
  - Collaboration is better
  - Innovate more
  - Efficiency increases
- “Trust inspires people to perform”

Fun is determined by YOU! It is what you make it. “We see the world, not as it is, but as we are” (Stephen Corey).

### 5 Mindsets that Increase Trust!

1. We have to believe in Trust
2. Start with Self (Self-trust)
  - a. Character
    - i. Integrity
      1. Honesty (creates freedom)
      2. Congruent in beliefs and actions
    - ii. Intent
      1. Motives (declare it and people will trust you more)
      2. People feel you before they hear you
        - a. Your heart beats 6ft outside of your body
  - b. Competency
    - i. Capabilities (learning, growing, developing new skills)
      1. T – Talents
      2. A – Attitudes
      3. S – Skills
      4. K – Knowledge
      5. S – Style
      6. \*\*Grow in all of these! Knowledge should double every 18 months
    - ii. Track Record
      1. Results inspire credibility
  - c. If you don’t trust yourself, you cannot inspire trust in others
    - i. Give everyone an experience of trust!



“You’ll never correct what you are afraid to confront” – you need to get right with yourself!

3. Declare Intent and Assume Goodwill
  - a. When people mistrust you, it’s because they drew a certain conclusion from watching you or interacting with you
  - b. Declare:
    - i. “My intention is ...” or “My intention was not ...”
  - c. Always Assume Goodwill
    - i. Believe the best of people before the worst
    - ii. Everyone makes mistakes every now and then
4. Do What you Say!
  - a. Make commitments and keep them!!!
5. Extend trust to others
  - a. Leaders eat last and go first
  - b. Extending trust inspires others

Leadership:

There are many emotions to leadership, but sometimes leaders need to use influence over logic



- How you react and interact with others shows more about YOU than the person you are interacting with
- Speak about others as if they were present!
- Silence become compliance; accountability is important!!

Practical Practices to Improve

1. Create a 2021 Learning Plan
  - a. Where are you going to learn?
  - b. Get feedback from the people around you and LEARN from it
2. Trust is the glue that makes a team strong!

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**Serve! Create a Mindset of Customer Service**

**Denis McIntee**

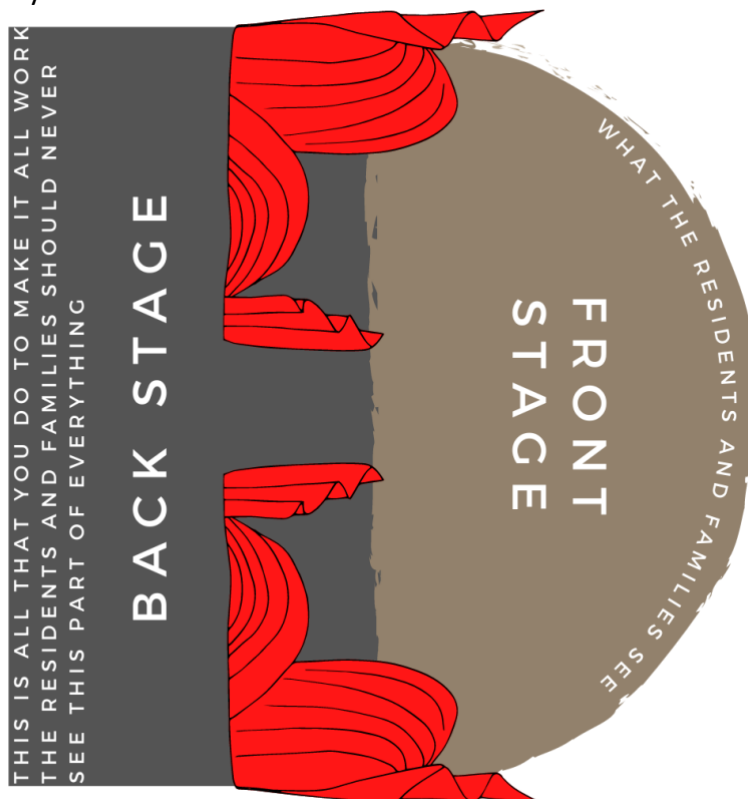
It can feel frustrating when dealing with customers, but we all see from a different perspective.

- It's like an ice berg: we only see 10%
  - a. That 10% is a person's behavior
  - b. The 90% is what that person believes, thinks, and feels

It comes down to culture! (the way a group of people believe, think, and feel)

A customer service transformation

Disney has this down to a science!



What does this mean for our staff: they should respond to residents and families with confidence and compassion that they may not feel or have in that moment. They should never be telling families, “We are short staffed today,” or telling residents, “we are too busy with other residents to help you.”

### Getting Key Results in our Organization

Where do we start?

1. Results
  - a. What are the results that you are looking for?
2. Actions
  - a. What actions can you take to meet those results?
3. Beliefs
  - a. What are the beliefs that need to be encouraged to easily make those actions?
4. Experiences
  - a. What are the daily experiences that we can monitor to ensure that those beliefs are held true?
  - b. This is the only thing that we can have control over!

Example:

<b>Experiences</b>	<b>Beliefs</b>	<b>Actions</b>	<b>Results</b>
Celebrate birthdays or anniversaries	Being friendly is important	Notes in EMR	Friendly
I close the loop	Intrinsic value	Look at notes	Communication closing loops
Interact with residents daily	My leader cares	Doing cares on residents	Good, quality care

People believe the experiences that you give them!

There are different ways to communicate:

1. Overtly
  - a. Saying exactly what you mean and want
2. Covertly
  - a. Not saying exactly what you mean and trusting that others know your meaning
  - b. Passive aggressive

We are walking experiences for the people around us

**\*\*A compliant is just a poorly phrased question!\*\***

If you are in a low-trust environment, declare your intent or follow up with what you didn't intend.

- Provide context
- "I really don't want you to think..."

How To:

1. What beliefs do I need to reinforce?
  - a. "Here's where I feel you can demonstrate belief ..."
  - b. "Here's what belief looks like to me ..."
2. People remember stories
3. Ask:
  - a. "What do you think?"
  - b. "Why do you think that?"
  - c. "What would you do?"

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**Tools for Successful Dementia Care**

**Sue Schneider & Marion Chapin**

Operations:

(Implement Systems: P&Ps, Trainings, Tools)

1. Policies and Procedures
  - a. Assessments
    - i. When do they get done?
    - ii. When are they updated?
  - b. ISP
    - i. Making sure staff know who is to do and update
    - ii. Make sure diagnosis, behaviors, and other interventions are included
  - c. Health Monitoring
  - d. Medication Order Transcription
    - i. Make sure staff know who is to do this
  - e. PRN/Psychotropic monitoring
  - f. Quarterly Psychotropic Reviews
2. Tools
  - a. Comprehensive pre-admission Assessment
    - i. History of triggers, prevention, and intervention

- ii. Make sure there is great detail!
  - b. ISP
    - i. Need to be transcribed into from assessment
    - ii. Look over the descriptions
      - 1. Does it say, “Feeder” or “Does well with finger foods”?
      - 2. Does it say, “Wanderer” or “Enjoys Walking”
        - a. This will help staff see the resident more as an individual and as a positive behavior
  - c. Health Monitoring
    - i. What tools do you have?
    - ii. Change of condition
- 3. Assessment
  - a. Collect data from more than one source!
  - b. Make sure you are addressing if the new resident is compatible in your facility
    - i. Do they “fit” in?
  - c. Document of Resident Services
    - i. Make sure there is something in there about if not able to give the needed services to a resident, the facility has the right to refuse admission

#### Health Monitoring

- Tools such as pain assessments
- Pain, Cognitive Function, Communication, Behaviors, Medication (use and effect)

#### Training

- What are the expectations and how are you meeting these
- Are you addressing Resident Rights?
- Positive approach to care – Teepa Snow
  - “Living with Dementia”

#### Dementia:

#### Training

- Staff need to know what is going on in the resident’s brain
  - They are losing mass!!
  - Physical and physiological changes
    - Loss of vision, depth perception
    - Fight, flight, fright
- We are the ones with the healthy brain so we are the ones who need to figure out or change the situation
  - Observe what is going on and investigate

- Hand-under-hand
  - Use dominate side!
  - Go into shake hand and then turn their hand over to be on top
  - This allows you to do WITH them tasks instead of TO them
  - Allows them to feel like they have control
- Positive Physical Approach
  1. Pause at the edge of the resident’s personal space (6ft away)
  2. Greet with a smile
  3. Handshake
  4. Move from the front to the side
  5. Utilize the hand-under-hand technique

We need to give up our need to be right! Move slowly and give them space; back off when not working and try new approaches.

Learn how to say SORRY:

- “sorry, I was not intending to ...”
- “Sorry, I didn’t mean to make you feel ...”

Learn how to speak to the resident

- Be aware of your body language
  - Speak at eye level (get down to them)
  - Watch your facial expressions
  - Where are you holding your hands, arms
- Tone of voice
  - Are you showing them dignity? Speaking to them as adults?
  - Accusations and questions

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WALA Conference April 2021

**The COVID Era: Workforce Strategies for Adapting and Succeeding**

**Lori Presser**

Success starts by having the right people at the right place at the right time!

2020 Workforce Challenges

1. Finding and hiring qualified workers
2. Employee turnover
3. Cost and care concerns

## Challenges for Employees

1. Employee burnout
2. Fear and safety to COVID-19
3. Additional responsibilities

## What impacts these?

- Frequent call-ins (negative)
- Overtime/bonus pay
- Using agency staff
- Increasing part time worker hours

## 74% of providers are reporting

- High reliance on overtime
- Managers filling shifts

Finding and retaining talent is a major challenge! There is a workforce shortage, competition is high, fighting against a “gig economy” (wanting to pick hours and get paid daily/instantly)

Mandation of Vaccine: bill coming out to make it mandatory

## Key Investments 2021

1. Looking to Technology to Help
  - a. Better engage and communicate with residents and families
  - b. Improve engagement with staff and recognizing contributions
  - c. Provide greater scheduling flexibility
  - d. Reduce infection due to COVID-19

## Recruiting and Hiring

1. Get the message right toward displaced workers
  - a. Be empathic
  - b. Communicate how they can help
  - c. Promote perks and benefits
  - d. Show rewarding aspects
  - e. Extra safety and health protocols
2. Modify Job Posts
  - a. “experience not required”
3. Paint a brief picture of the day-in-the-life
  - a. Don’t include “essential duties”
4. Explain given training
5. Integrating job boards
  - a. Ensure you’re hitting all job boards

- b. Encourage employees to share job postings
- 6. Social media
  - a. Have tours of building
  - b. Interview staff and post
  - c. Use hashtags for greater outreach

Connect with local businesses: see who has needed to furlough employees and encourage them to work for you!

- 7. Streamline the Application Process:
  - a. Make sure the process is easy
  - b. Make sure it can be done on a cell phone
  - c. Make sure it is not too long!
- 8. Utilize Virtual Interviews
  - a. Skype, JoinMe, Facetime
  - b. Email paperwork for quicker orientation
- 9. Remain flexible during this time
- 10. Communicate with staff: engage them in discussion
  - a. send messages of gratitude
  - b. provide mental health resources
  - c. gather feedback and create feedback loop
    - i. follow up and process
    - ii. Survey employees often!
  - d. Try the 3-fact method
    - i. Nowing at least 3 facts of your employees
    - ii. Huddles: start with positive message and ask questions!
    - iii. Conduct "rounds"
  - e. Optimize a Formal Recognition Program
  - f. Use Employee-Centric Scheduling Practices
    - i. Benefits: free childcare, free meals, flexible scheduling, gift cards, increase base pay, bonus checks, transportation services, extra uniforms

Celebrate Employees!!

Resource:

*2021 Big Book of Perks for Senior Care -- OnShift*