



48th Annual Conference | Victoria Conference Centre

# **Service Excellence in Long-Term Care:**

*Engaging Families, Supporting our Teams*



#BCCPA2025

# Service Excellence in LTC

## Engaging Families, Supporting our Teams

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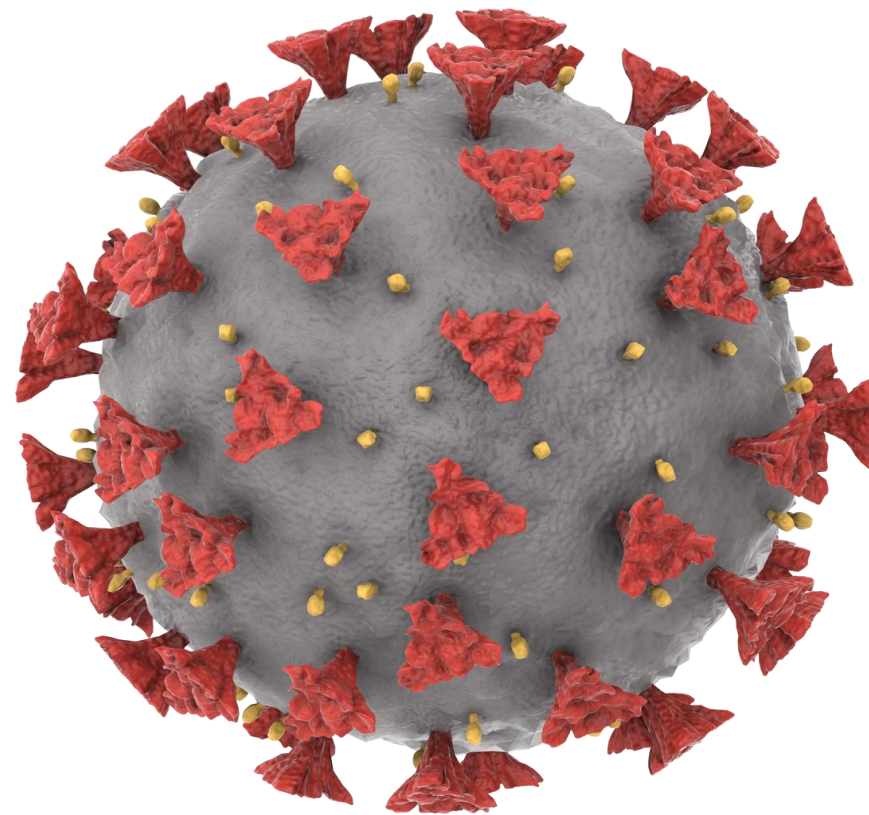
Jennifer Anderson, Executive Vice President, Long Term Care  
Dennis Lemon, Vice President Resident Experience  
Allison Kesler, Vice President, Regional Operations







# Where We Started



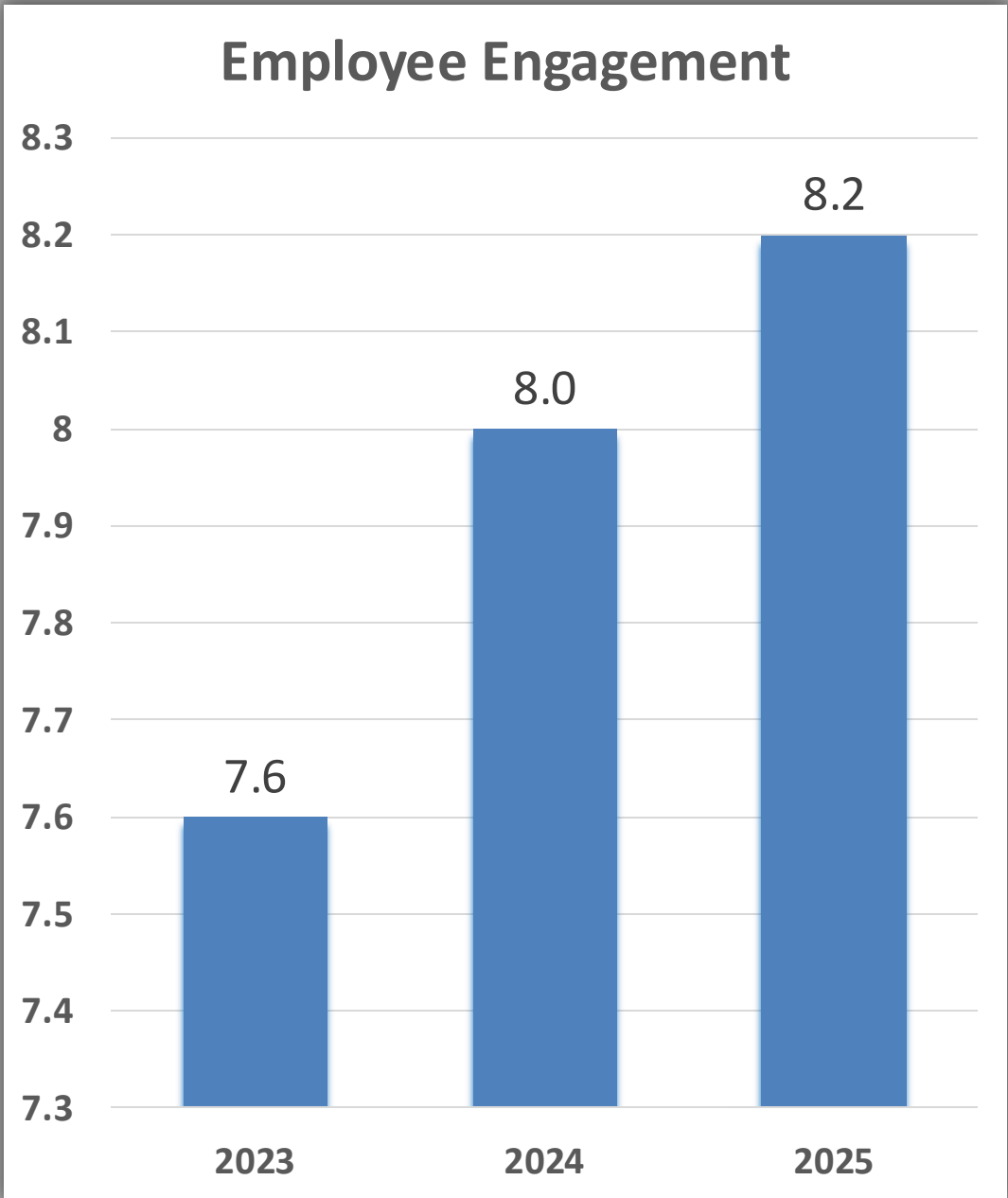
# What We Heard



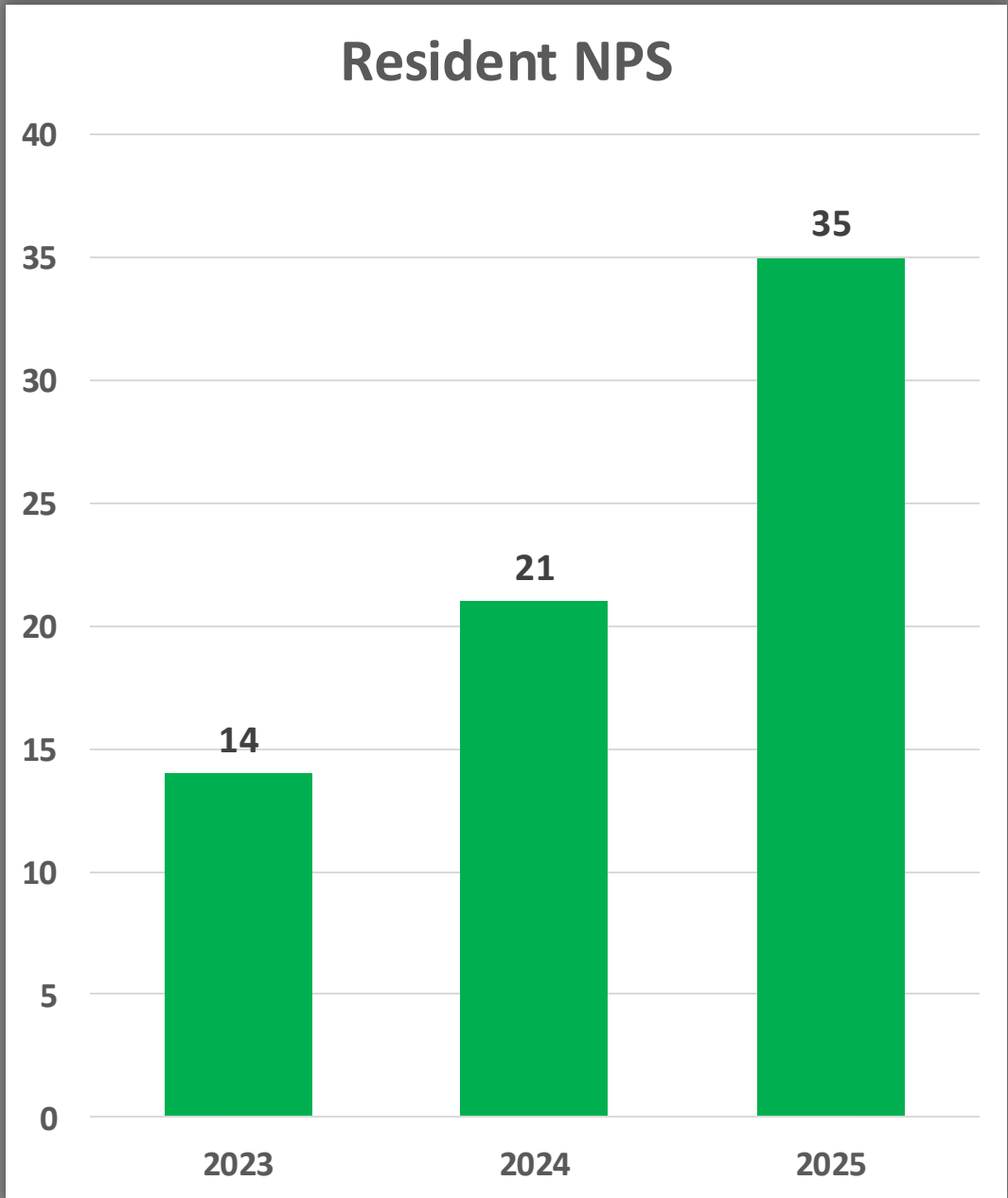
# Measuring Impact

# Outcomes

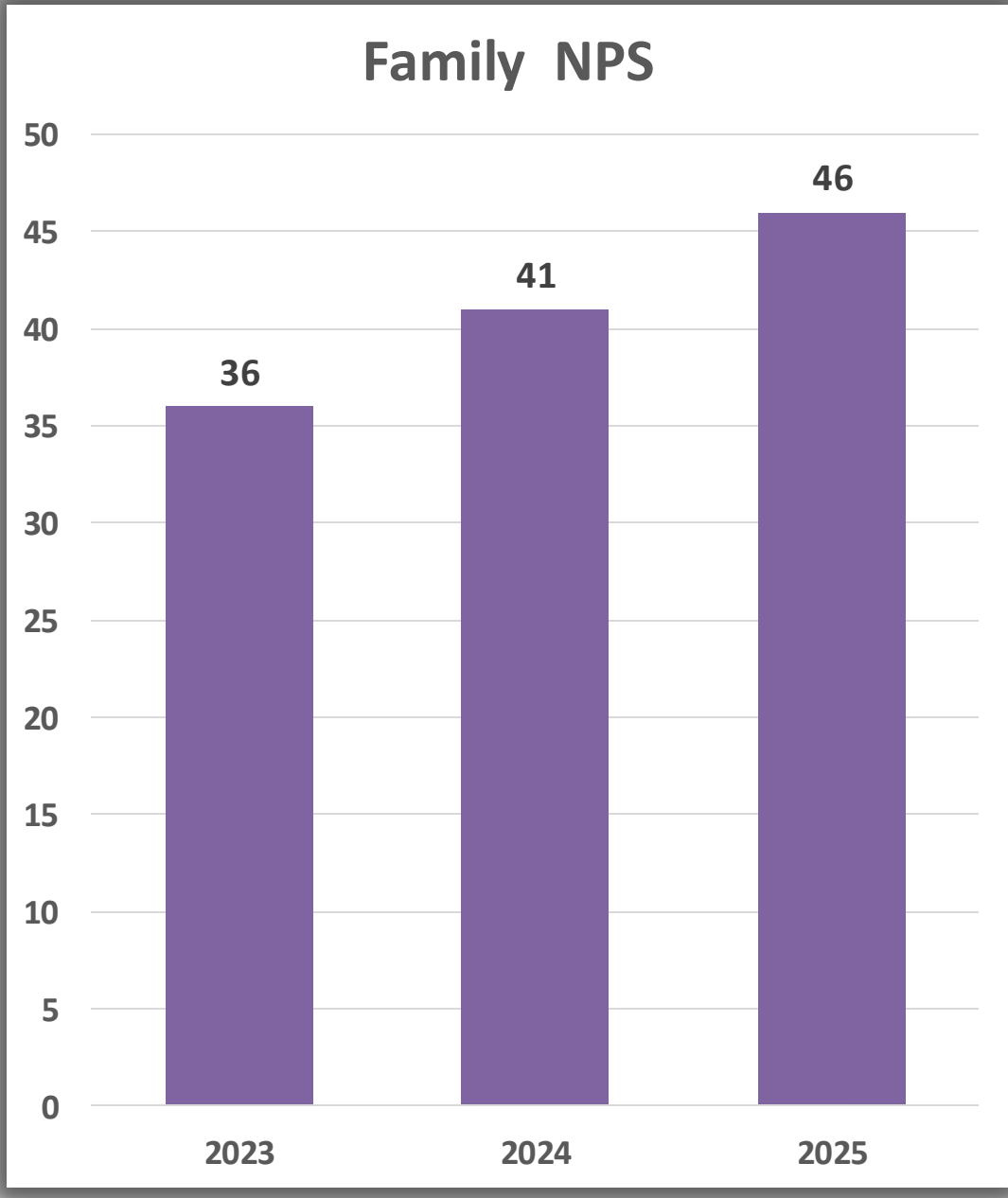
## Employee Engagement



## Resident NPS



## Family NPS







# What We Did...







**Focus on the Team**





# Service Excellence in LTC

## Kickoff Town Hall

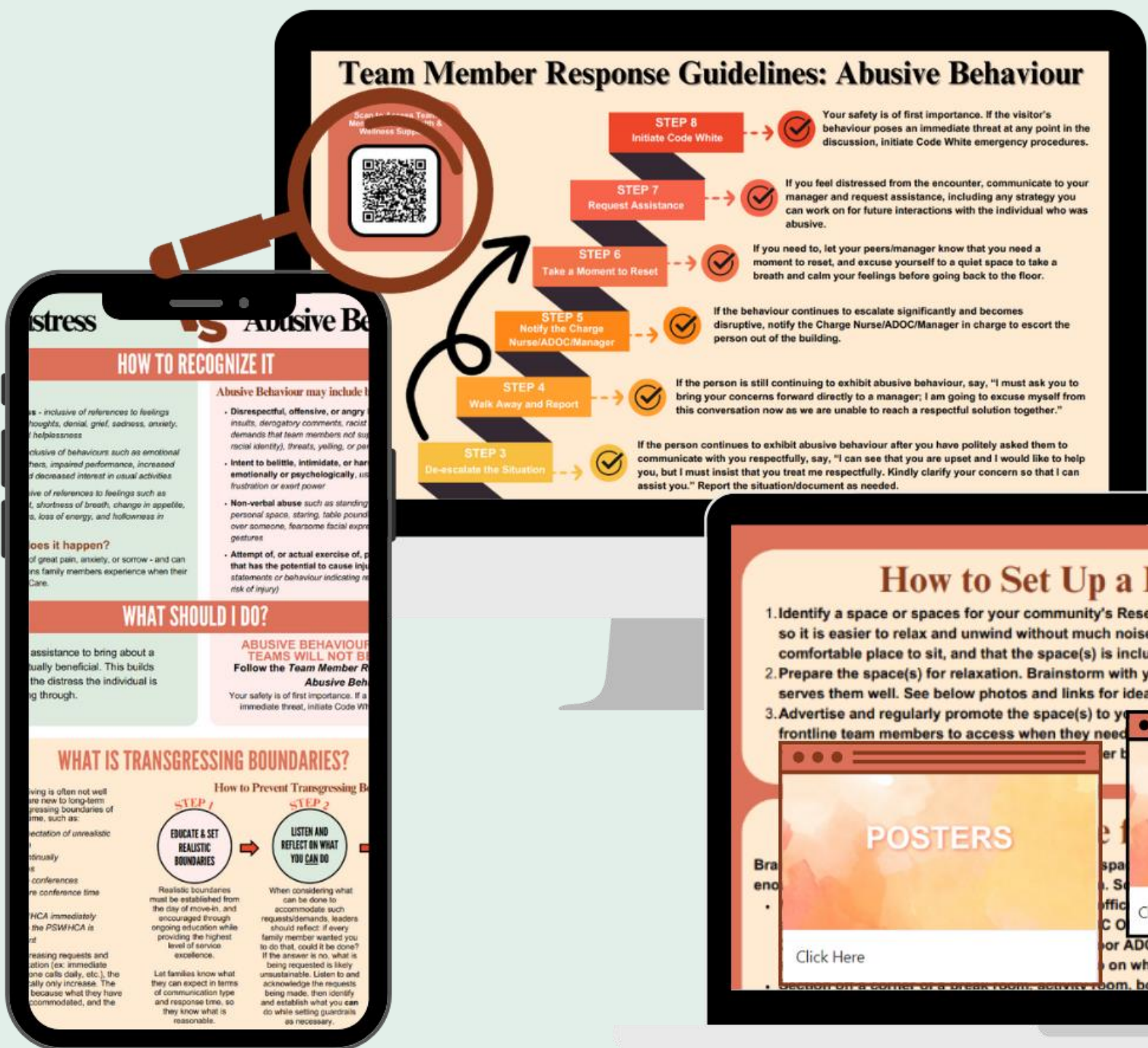


# Resources for Team Members



# Team Member Supports

## Team Member Response Guidelines: Abusive Behaviour



Defining Abuse, Distress, and  
Transgressing Boundaries

## Mental Health and Wellness First Aid Kit and Resources



Reset Room Kit



# Here's What I Can Do...

I am completing my required documentation at the work station and a family member who appears to be in distress marches down the hall toward me.

Ugh, I hate it when someone starts in on me like this. What did I even do to them? Can't they see I am working? I really need to get this documentation done!

Hey you - are you taking care of my father today?



I am in multitask mode, so I continue to look at my screen as I respond to the family member that yes, I am taking care of their father today. They sound, if possible, even more angry. I feel relieved when they storm off. It's hard to concentrate now on my documentation. All I can think about is how disrespectful that person was.

He has not had his bath yet today and his care plan says he was supposed to have one this morning. This is the third time in the past month. Why can't you people get this right!?

We were short staffed today. You can talk to the nurse about it.





# Here's What I Can Do...

I am completing my required documentation at the work station and a family member who appears to be in distress marches down the hall toward me.

Ugh, I hate it when someone starts in on me like this. What did I even do to them? Can't they see I am working? I really need to get this documentation done!

Hey you - are you taking care of my father today?

I really need to get this documentation done, but I can see that this family member is in distress. I go into here's what I can do mode. As I put the lock screen on the computer and turn away from it to face the family member, I take a deep breath and internally acknowledge my own feelings of frustration that my work is being interrupted and it feels like I am being attacked. I intentionally think about my body language, tone of voice, and facial expression. I make eye contact with the person, smile, and respond.

He has not had his bath yet today and his care plan says he was supposed to have one this morning.

Hi, my name is Steve - and yes, I am taking care of your father today. How can I help you?

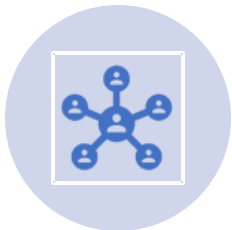
The family member looks calmer now. I turn back to my screen to complete my documentation. I feel good that I was able to resolve the situation and make a mental note to ask the nurse to follow up with the family member to help them better understand why and when we might need to make changes to the bath schedule, and how we can better communicate with the family when it happens.

I am sorry - I know how frustrating it must be that your father hasn't had his bath yet when you expected that it would be done. We had to make some adjustments to the schedule today, and I will be assisting your father with his bath this afternoon at two o'clock. If you would like, I can ask the nurse to follow up with you to discuss how we can better communicate with you when we need to make changes to the bathing schedule. Would that be OK with you?

Yes, please ask the nurse to follow up with me - and thank you for confirming when he will have his bath today.

# Leader Toolkit

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Centralized support –  
involve the whole  
team



Escalation Workflow



Health & Safety Plans



Solution-based  
problem solving



Team Member  
Education Plan



Setting up a Reset  
Room



Demonstrating civility  
and creating  
psychological safety



Establishing  
boundaries and  
realistic expectations



# Family Communication & Engagement

Start the conversation

Reach outside the walls

“Kindness Nudges”

Common misconceptions

Avoid over-promising

Proactive reach-outs to build trust



**Warmth and kindness  
are always in season.**

The wellbeing of you and your loved ones is our utmost priority. We trust you'll treat our staff with the same compassion we extend to you.

Learn more about Our Shared Commitment.









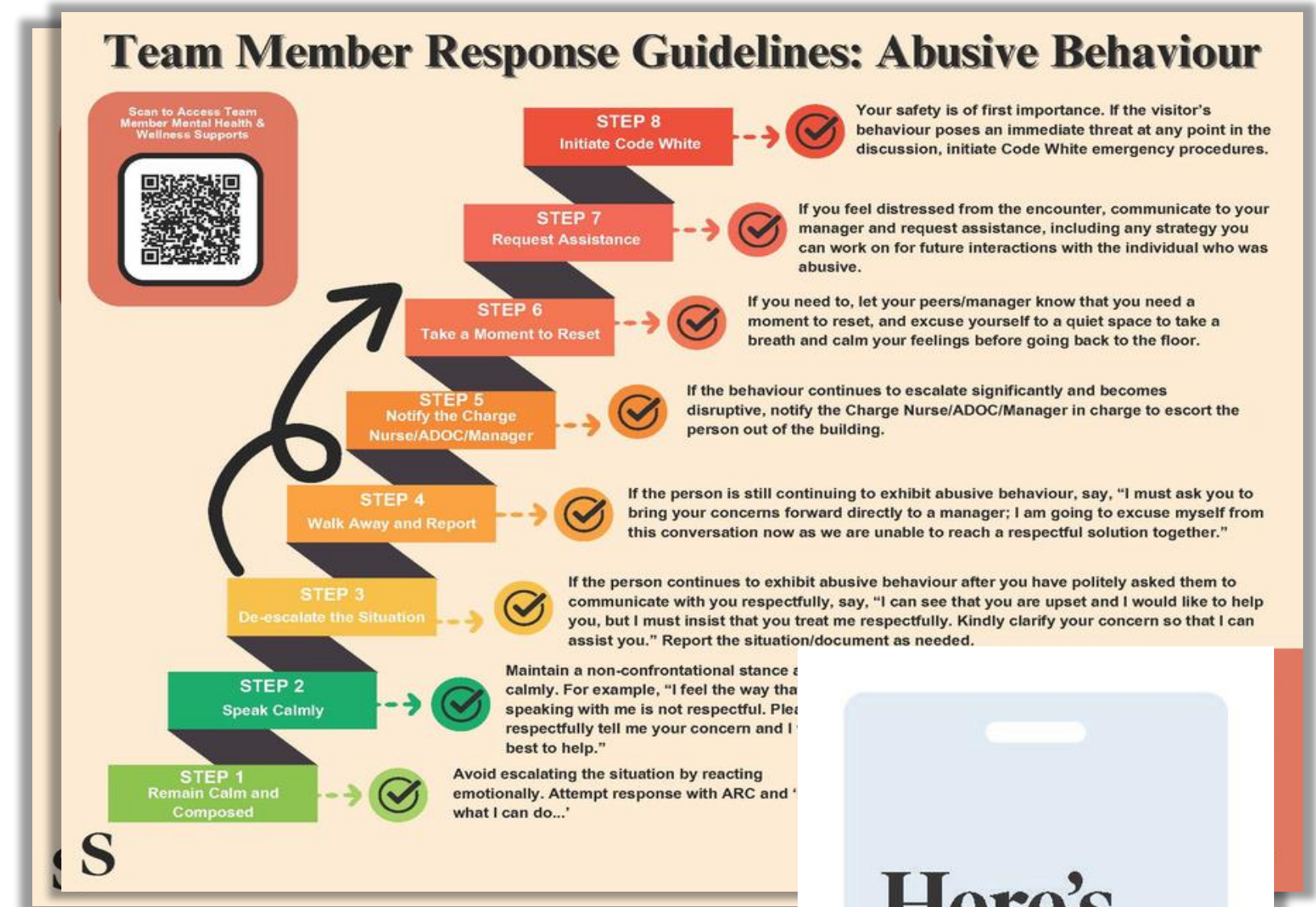
# Focus on Team Member Wellness





# Team Member Education

- “Kickoff” Town Halls
- CLRI Team Essentials for Engaging Families in Distress
- Scenario-based Practice
- Supporting Resources (i.e. badge cards, definitions, guidelines, policy updates, etc.)



**Here's  
what I  
can do...**



# Team Member Education

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"Think Thursdays"

Education Passports

Lunch and Learns

Treat Yo' Self

Scheduling Strategies





# Reset Room "The Zen Den"



*A warm and inviting environment to unwind, de-stress, and re-set...*





# Lakeview Zen Den

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A place for team members to escape to when needed – a space dedicated to them – there when they need it to unwind and reset.

## Consider...

- Soft lighting
- Sounds
- Scents
- Colour
- Wellness Resources





# Ridgeview Zen Den

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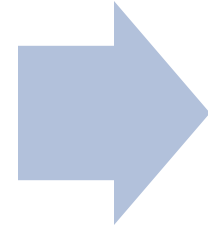




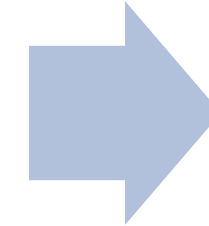


# Service Excellence in Real Life

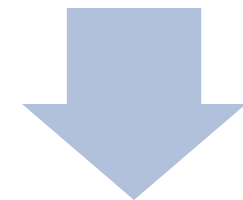
A newly hired employee, encountered challenges while interacting with a particularly engaged family of a new resident.



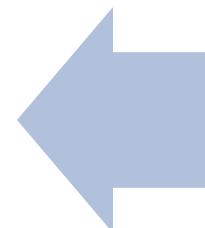
Her difficulties in managing the distressed family were exacerbated by a lack of training in conflict resolution, resulting in increased stress and anxiety for her and the family.



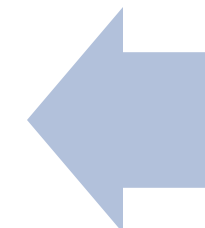
A formal complaint was lodged. Upon evaluating the issue, the Executive Director engaged with the family applying the ARC model



She subsequently became a champion, and the family expressed their satisfaction without any further concerns.



The nurse participated in the training and a debriefing that concentrated on their interactions, which yielded positive results.



The shared commitment was also reviewed with the family to gain deeper collaboration and to fill the piggy bank of trust

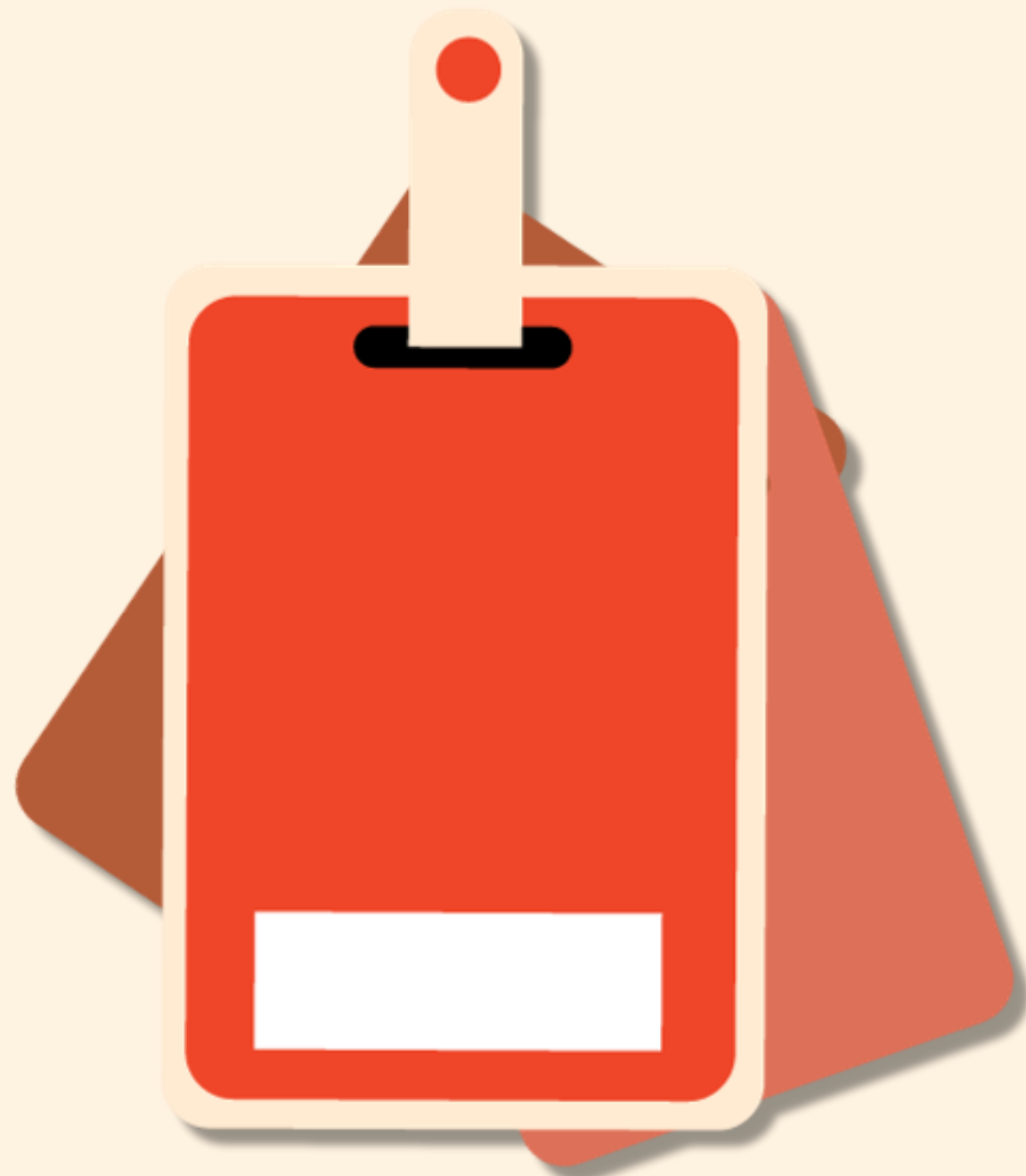


Let's Try  
it Out!



# ARC

## Compassionate Communication



### Acknowledge

Empathize: Show interest or concern with or without words (e.g. nod head and pause to listen)

Validate: I can see how this would be a problem

### Reassure

Thank: Thank you for letting me know.

Global Apology: I'm sorry you've had this experience

Highlight Common Values: Your concern is also important to us

### Clarify

Active Listening: So, if I understand, your concern is...

Follow-Up: What I can do is (action, time, place)



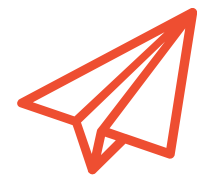


# QUESTIONS?

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**For more information on the  
content or any questions  
please contact**

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Senior Living