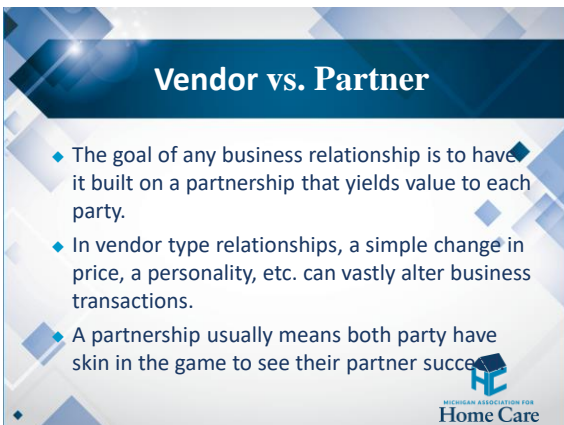




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3

Building Strong Partnerships.....
essential for business growth and success

- ◆ **1. Focus on mutual benefit:** In any partnership, both parties need to benefit. Identify areas where you can provide value to your partner, and where they can provide value to you, to create a mutually beneficial relationship.
- ◆ **2. Develop a clear and concise agreement:** Clearly define the terms and conditions of your partnership in a written agreement. This can help to avoid misunderstandings and ensure that both parties are on the same page from the start.
- ◆ **3. Communicate openly and regularly:** Effective communication is key to building and maintaining a strong partnership. Maintain open lines of communication and regularly check in with your partner to ensure that the partnership is meeting both parties' expectations.



4

Continue...building strong Partnerships


- ◆ **4. Stay committed:** Building a strong partnership takes time and effort. Stay committed to the partnership, even in times of difficulty, and work together to overcome any obstacles that arise.
- ◆ **5. Collaborate on projects and initiatives:** Look for opportunities to collaborate on joint projects and initiatives. This can help to solidify the partnership and build trust.
- ◆ **6. Provide exceptional customer service:** Be responsive and provide exceptional customer service to your partner. This can help to build a strong reputation and reinforce the value of the partnership.
- ◆ **7. Be flexible and adaptable:** Be willing to adapt to changing circumstances and adjust the partnership as needed. This can help to ensure that the partnership remains relevant and effective over time.



5

The Four C's To A Successful Partnership

1. Communication
2. Collaboration
3. Consideration
4. Compatibility.



6



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Working The Assisted Living Community Segment

- ◆ The Days of “Muffin Marketing” are over ! ◆
- ◆ If you sell on “Muffins” you will always be viewed and competing as a vendor.
- ◆ If you sell on value and strive to deliver value, the opportunities to develop a strong partnership will occur.
- ◆ A suggested process and approach to building a partnership with ALFs.

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It Is All About The Hospice Delivering VALUE!!!


- ◆ What are the 3 to 5 major dissatisfiers that Senior Living Communities have with hospice?
- ◆ What are the 3 to 5 major value propositions hospice can deliver to Senior Living Communities.

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Building a Partnership With Senior Living Communities.


- ◆ Start a process to establish trust, understand the value proposition(s) and deliver value.
- ◆ Use “Facility Enhancement” program to “first seek to understand, before you seek to be understood.” Identify preferences.
- ◆ Start to identify differentiators that will add value.



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Facility Enhancement Program

- ◆ A structured formal dialogue meeting between hospice IDG Team and ALF staff.
- ◆ “First seek to understand before you seek to understand”
- ◆ Results in a written “care plan” for the senior living community.




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Continue...Facility Enhancement Program

◆ Steps to execute this program:

1. The Account Executive verbally describes the program and makes the ask.
2. Followed my formal letter confirming the date and purpose of the meeting.
3. Member of hospice team facilitates the meeting and use a dialogue guide. (see handout)



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Serenity Engage App

- ◆ One of the top three issues from a Senior Living Community about hospice is poor communication.
- ◆ This is also a key element for building and maintaining a strong partnership.
- ◆ Solution, use technology as an accelerator to improve care and services.



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Continue...Serenity Engage App

- ◆ Case Study: Morselife CCRC
- ◆ Resource: <https://serenityengage.com/>
- ◆ Here is how this tool works.



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Sensory Care Program

- ◆ This is a highly specialized initiative designed to elevate the quality of life for hospice patients.
- ◆ It is a sensory techniques that celebrate the whole person and are holistic adjunct to the care provided by the hospice aides.



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Continue...Sensory Care Program


- ◆ Sensory Techniques include
 - Music, sounds of nature, meditation rhythms
 - Scented bath oils and salts
 - Scents associated with meaningful memories
 - Compassionate massage touch
 - Soothing hair, washing and brushing
 - Nail polish, make-up or perfume application
 - Personal grooming



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Continue...Sensory Care Program

- ◆ Case Study: Shelby Crossing
- ◆ How the program works and adds value.



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Added Elements to the Partnership

- ◆ Facility leadership participates in staff interviews.
- ◆ Hold IDG meetings at the facility.
- ◆ Support census growth activities.
- ◆ Offer support groups in the facility.
- ◆ Share data and information that assist with quality and service measures.



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