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VAN DUYN ANNOUNCES COMPREHENSIVE ACTION PLAN TO ENHANCE RESIDENT EXPERIENCE

Syracuse, N.Y. – Van Duyn Center for Rehabilitation and Nursing announced today a comprehensive action plan to enhance resident experience and satisfaction.

Over the last week, Van Duyn has made strides listening to and addressing resident concerns. Van Duyn met with more than 150 residents, resident family members and community advocates. Van Duyn announced the appointment of a new Interim Administrator and has conducted a full Environment Audit of the facility. And more work is planned in three key areas: staffing, compassion and quality of life, and communication.

“When my mother was a resident at Van Duyn, my singular mission was to ensure she received the care she needed. As the new Interim Administrator at Van Duyn, my goal every day is to ensure all our loved ones are cared for with professionalism and compassion,” said Dan Detor, Interim Administrator. “We have assessed all facilities and operations, have addressed what can be addressed quickly, and have built this course of action and plan to better resident experience and satisfaction. This course of action includes noticeable changes to staffing, compassion and quality of life, and communication.”

The detailed action plan is outlined below.

The first element focuses improving communication between Van Duyn, its residents, its residents’ families and stakeholders within the community. To this end, Van Duyn has formed a new partnership to convene family members, residents and executive-level Van Duyn staff. Communication between Van Duyn and families and residents will also be bolstered by the expansion of the Concierge and Customer Satisfaction programs and the oversight of those programs and general resident satisfaction by a senior-level Chief Experience Officer.

Formation of the Van Duyn Family Partnership: The Van Duyn Family partnership will include representatives from the Family Council, community advocates and senior Van Duyn executives and is designed to ensure the Family Council’s input and concerns are heard and attended to.

Communications Audit and Reconfiguration: A letter was sent to families and responsible parties to introduce Dan Detor, Interim Administrator, to provide a direct line of communication between families and facility administration, and to solicit feedback to ensure contact information is current.

The second element of the plan is staffing, a challenge that impacts nursing homes locally and across the country. Van Duyn is no exception. A positive resident experience depends on sufficient staff levels who are properly trained and experienced. To address this challenge, Van Duyn has placed an added



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focus on recruiting and professional development opportunities for staff. We plan to add 50 additional full-time employees to the nursing department.

Recruiting: Van Duyn is now working with community leaders to recruit, train and place high-quality staff.

Van Duyn has placed job ads. Van Duyn will host its first job fair at the facility on April 3, 2018, from 1 – 6 p.m. Van Duyn regularly attends industry job fairs and networking events to recruit staff.

Increase Opportunities for Staff: Van Duyn recently increased staff pay by \$1M+ a year. Van Duyn is conducting staff training, have instituted a referral bonus program and have advancement programs in place. Van Duyn is expanding its program to train Resident Assistants (RAs) and its program to train RAs to become Certified Nursing Assistant (CNAs). In addition, Van Duyn is offering healthcare career pathways from CNAs to LPN and LPN to RN via tuition assistance, grants and other opportunities.

The third element focuses on creating a culture of compassion and enhancement of quality of life. To achieve these goals, the organization will institute mandatory training for all staff including management, create a new executive-level position to improve quality of life at the facility, and is rectifying housekeeping and maintenance concerns.

Training: Van Duyn is hiring a professional that will retrain all staff on compassionate care and best practices in hospitality.

Chief Experience Officer: Van Duyn will hire an executive-level team member that is singularly focused on improving the quality of life at Van Duyn. Part of this person's job will be to expand and streamline our newly formed Concierge and Customer Satisfaction programs.

Housekeeping and Maintenance: Van Duyn has made strides on the 7th floor reconfiguration and new lobby, and over the past two weeks the organization has doubled down on housekeeping and maintenance actions. Van Duyn conducted an Internal Environment Audit, went through every room, identified items that needed to be addressed, and is making significant progress on each of these items. Senior level staff is walking the floor every day to log and address new items that may be encountered and to more closely oversee resident care staff.

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