



Compassionate Care and Service Excellence at



MOORINGS PARK®
Simply the Best.®



MOORINGS PARK®



Welcome!

What We Will Learn...

How Values Directly Impact Service Excellence

How to Better Understand Who We Serve

How to Elevate Our Standards of Excellence

Service Recovery Best Practices

Our Commitment to Be Simply the Best



Personal Introductions

- Name and Position
- How long have you been with Moorings Park?
- What do you hope to learn/gain from today?

A green rectangular road sign with rounded corners and a white border of reflective dots. The word "Values" is written in large, white, sans-serif capital letters. The sign is mounted on two wooden posts. The background is a bright blue sky with scattered white clouds.

Values



Where is North?



Moorings Park Values

Compassion Driven Values

- **Respect** for each person
- **Ethical** behavior
- **Integrity, accountability, excellence**
- **Diversity** as strength
- **Commitment** to Non-profit model
- **Open** to innovation



Service Mission

To provide *Simply the Best*® facilities and services for successful aging with **professional** and **compassionate care** to each person we serve.

Compassionate Care Services

Independent Living

- Enrichment programs

Assisted Living Facilities

- Orchid Terrace
 - Lilac Memory Care
- Oakstone

Skilled Nursing/Chateau

- Rehabilitation
- Long-term care
- Dementia and Alzheimer's

Home Health Agency



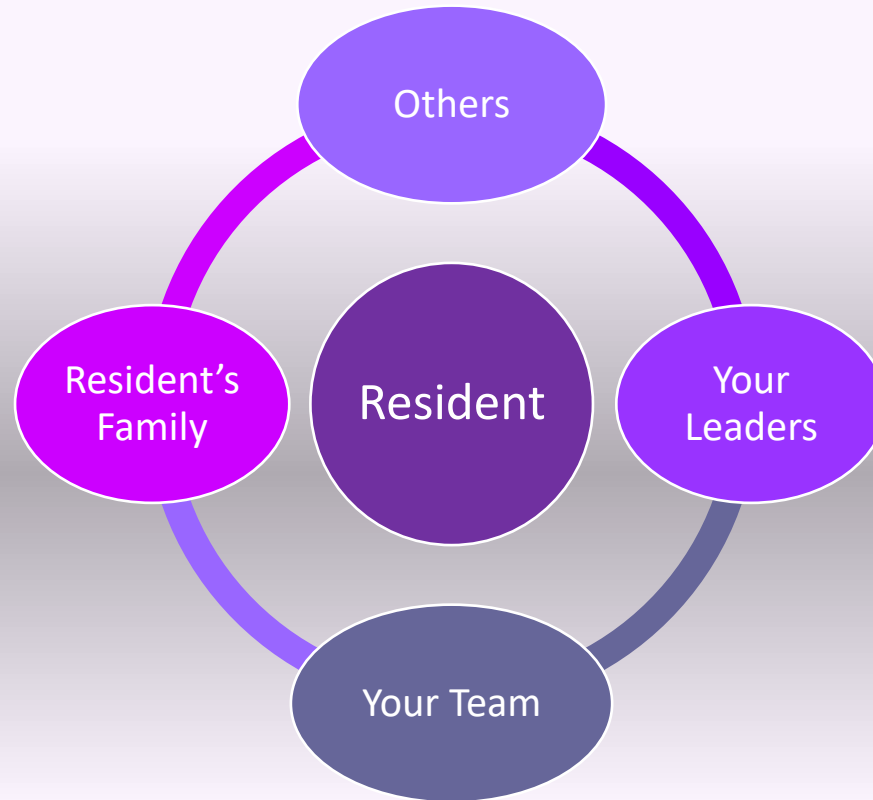


Who Do We Serve?



MOORINGS PARK®

Our Customers



*We all are responsible for each and every service experience
we provide to others*

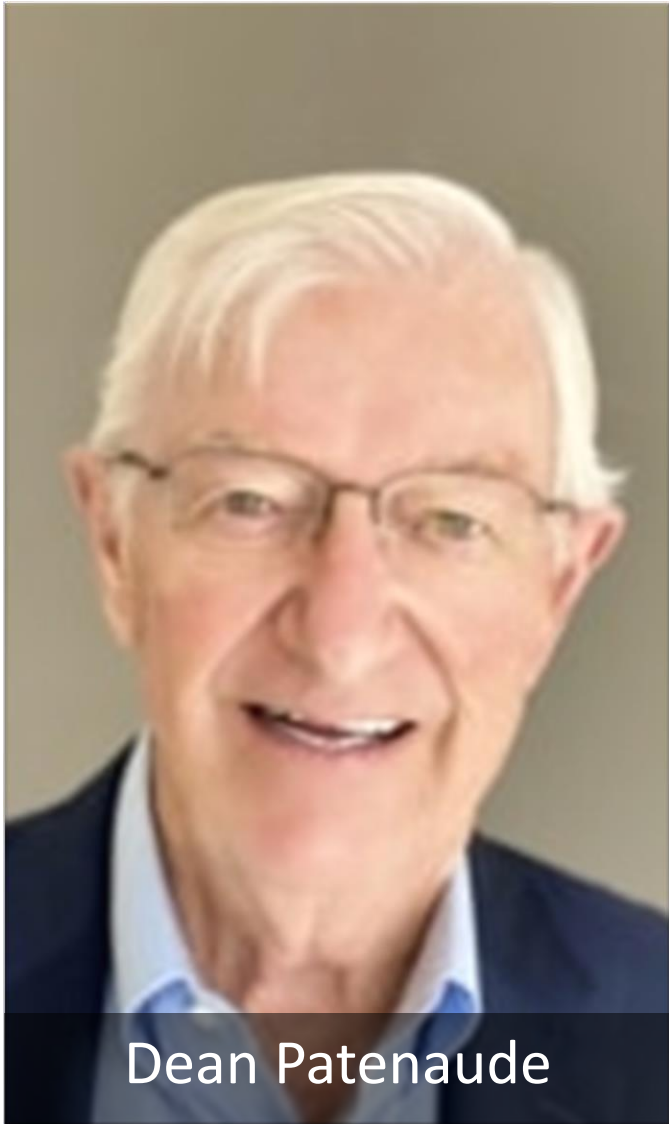
A group of five elderly people, three women and two men, are smiling and posing together. The woman on the left has blonde hair and is wearing a pink shirt. The woman in the center is wearing a wide-brimmed straw hat and a white shirt. The man in the center is wearing a red shirt. The woman on the bottom right has grey hair and is wearing a yellow shirt. The man on the top right is wearing a grey patterned shirt. They are all smiling broadly, showing their teeth. The background is a plain, light-colored wall.

A Moorings Park Resident

What Does Successful Aging Look Like?



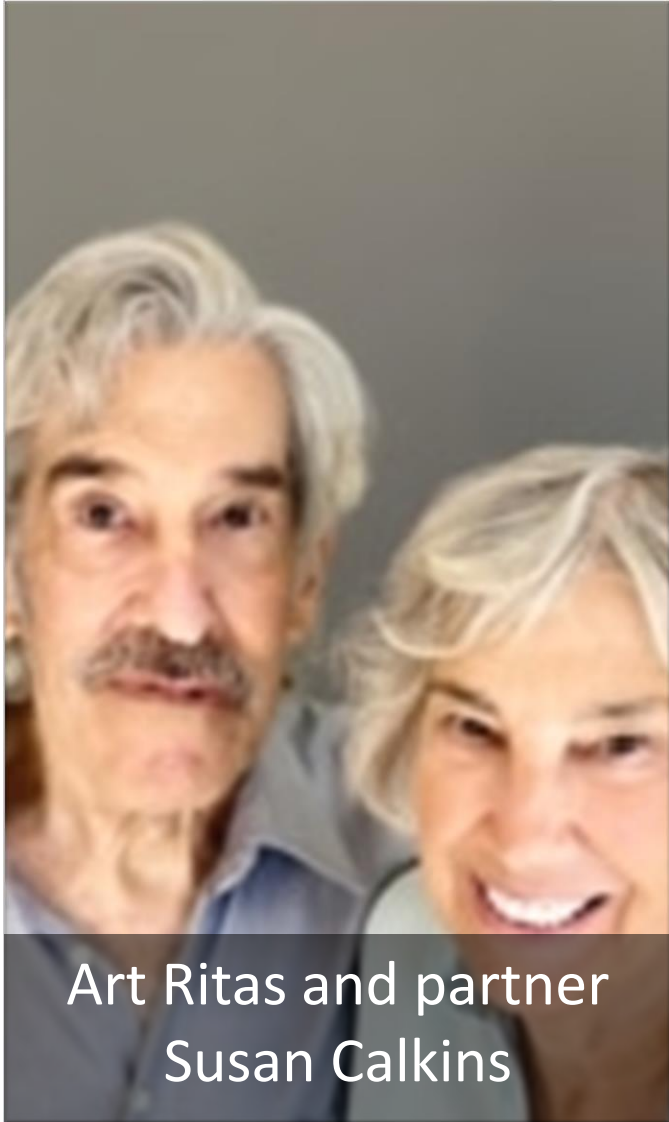
Moorings Park Resident since 2014, Age 84



Dean Patenaude

- Organizes resident led group “Single Men Dining Out“. Each month 18-20 single men meet for dinner and enjoy listening to a guest speaker followed by stimulating conversation
- Cycles approximately 70 miles per week
- Recently published his own autobiography
- Each year travels to a new location for a multi-day road bike trip

Moorings Park Resident since 2014, Age 78



Art Ritas and partner
Susan Calkins

- Became a Florida Master Naturalist after retirement
- Active member of the Conservancy of Southwest Florida.
- Periodically leads boat tours, narrations on the Gordon River, and nature walks in the Clam Pass area
- Facilitates 3 different men discussion groups over ZOOM of approximately 100 members

Moorings Park Resident since 2015, Age 83



Karl Wiedamann

- In 2019 won a gold medal in the 100 yard and 200 yard breast stroke at the YMCA Masters National Swim Meet
- Nationally ranked in the 50, 100, and 200 meter breast stroke race for his age group
- Aspires to break the centenarian world record in the 100 and 200 meter breast stroke



RED PURPLE GREEN

BROWN BROWN YELLOW

PINK RED GREEN BLUE

BROWN PURPLE YELLOW

PINK GREEN RED BLUE

BROWN PURPLE YELLOW

PINK RED GREEN BLUE



Considerations

- Vision impairment
- Hearing loss
- Problems with balance
- Manual dexterity decline
- Difficulty walking
- Depression
- Memory loss



How Do We Serve?

Activity!

Treat others the way you think they should be treated based on the card they are holding



A woman with dark hair, wearing a grey blazer over a white top, is seated and gesturing with her hands while speaking to a group of people. The background is blurred, showing other people in a meeting setting.

Debrief

How you think about people is
how you will treat them...



**Our
Compassionate
Culture is Our
Business**



Let's focus on ways to deliver simply
the best services for successful aging.

Creating a Culture of Service Excellence?

- What makes exceptional service at Moorings Park?



Service Starts with Heart



3 STANDARDS OF



SERVICE EXCELLENCE

Anticipate positive impressions to needs and
respond with, every problem customer, and
order to WOW! Making DE LIGHT

A man with dark hair and a beard is sitting on a white desk in an office setting. He is wearing a white t-shirt under a blue jacket and light grey trousers. He is blowing a large, translucent bubble with gum. His legs are raised and bent, showing the orange and white soles of his sneakers. In the foreground, a person's hand is holding a clipboard with a document on it. The background shows a white shelving unit with books and other office items.

Standards of Excellence: 1

Positive Impressions

- Are creating impressions important?
- Why or why not?
- How can a Mooring Park partner make a positive impression?

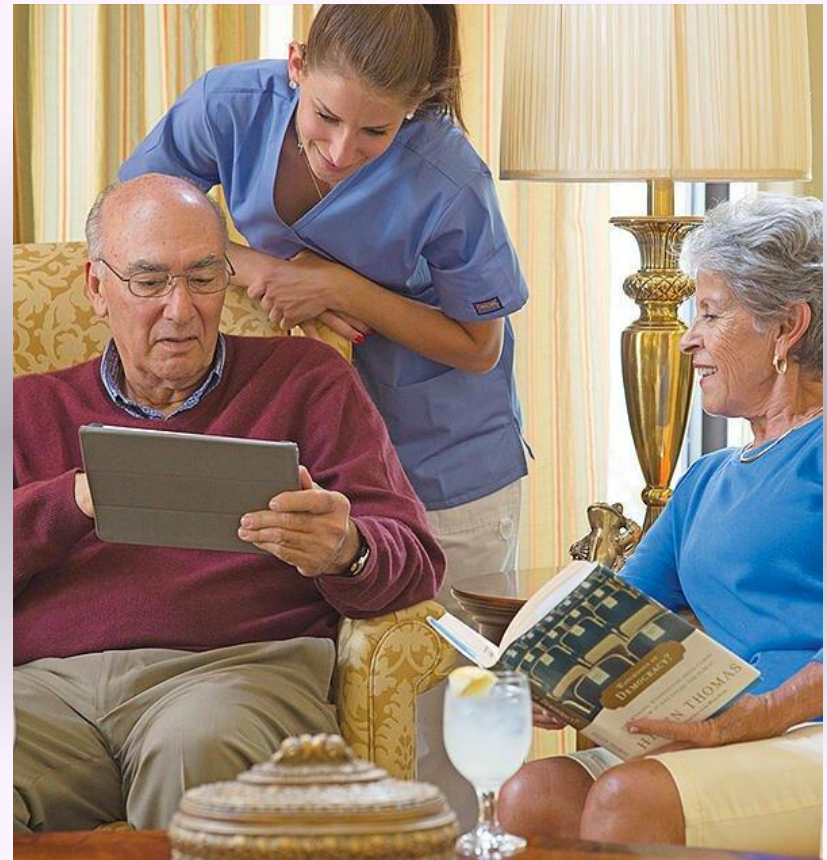
Making a Positive Impression: Timeliness

- Don't check your email or voicemail before you leave
- Plan your day and plan for trouble
- Set your clocks/watch ahead a few minutes
- Learn to better estimate how much time things take
- Set reminders
- Fill gas tank when it reaches $\frac{1}{4}$ of a tank
- Be at every scheduled meeting or assignment at least five minutes early.



Making a Positive Impression: Professional Appearance

- Learn what is considered appropriate attire
- Make sure clothes fit
- Wear your uniform
- Dry your hair
- Do not wear strong perfume
- Check your shoes
- Do not over accessorize or wear noisy jewelry
- Bling doesn't mean better.



Making a Positive Impression: Smile

- Make eye contact
- Smile using your eyes
- Use other non-verbal body language to express happiness to be there
- Focus on tone of voice
- Be considerate of personal space
- Mind your posture





Making a Positive Impression: Positive Attitude

- Leave drama at the door
- Give to others what you would like to receive
- Practice gratitude
- Focus on the good things
- Embrace change
- Avoid complaining, gossip, and negativity
- Laugh/smile with eyes
- Show warmth and interest to those around you

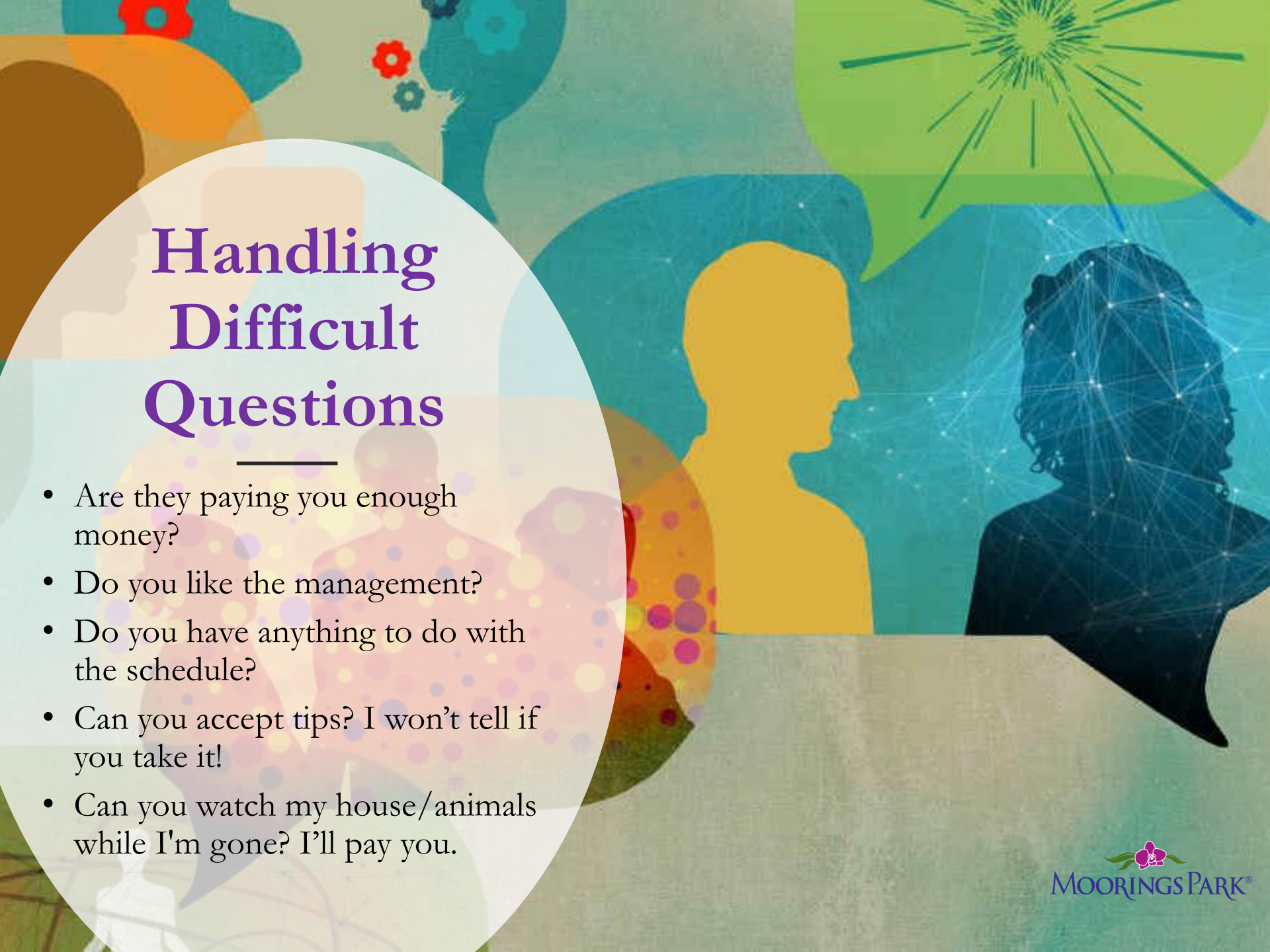


Activity!

With the provided toothpaste, write one word that describes how you feel about your job.

Making a Positive Impression: Friendly Communication

- Provide friendly professional greetings
- Introduce self
- Engage in conversation
- Focus on what you say as much as how you say it
- Remember customer names
- Bring conversations back to customer and what they need



Handling Difficult Questions

- Are they paying you enough money?
- Do you like the management?
- Do you have anything to do with the schedule?
- Can you accept tips? I won't tell if you take it!
- Can you watch my house/animals while I'm gone? I'll pay you.

What is Service Etiquette?

Standards of Excellence: 1

- Holding the door open for residents and other partners
- Pulling the chair out for women in the dining room
- Maintaining eye contact when someone is speaking
- Providing a friendly greeting
- Walking with a resident rather than pointing directions
- Introduce yourself
- Always say “Please” and “Thank you”
- Always say “You’re Welcome” or “My Pleasure”
- Ask if you can assist in any way
- Look professional
- Respond with a sense of urgency when addressing a request





Standards of Excellence: 2

Anticipate Compassionate Care Needs

- Know your customers
- Prepare for customer expectations
- Strive to ensure all service processes are in place

A photograph of a woman with blonde hair, wearing a white long-sleeved shirt, smiling warmly at an elderly woman with white hair. The elderly woman is wearing a dark blue top and a patterned scarf. They are outdoors, with a blurred background of greenery and a brick wall.

Know Your Customers

Best Friends™ Approach:

A comprehensive service approach grounded in the understanding that relationships are supremely important and require the essential elements of friendship: **respect, empathy, support, trust, and humor** in order to understand a resident's needs.

Best Friends™

Approach

- Does not
- Listen and ask
- Speak in exaggerated or questions
- slow voice
- Warmly greet each
- Act insensitive
- other
- Use childlike language
- Smiles
- Act flippant
- Gives compliments
- Give person no time to
- Asks for advice or respond
- opinions
- Ask inappropriate or
- Laughs often
- embarrassing questions
- Is an equal
- Talk through a person as
- Builds trust
- if he or she is not there
- Shows affection

A photograph of three people, two elderly and one younger, looking at a photo album together. The elderly man on the left wears glasses and a checkered shirt. The elderly woman in the center has white hair and wears a scarf. The younger woman on the right is smiling. They are all looking down at a photo album on a table. The image is semi-transparent with a dark overlay.

What does good
customer service vs.
a good customer
experience mean?



Service vs. Experience

- **Service:** The assistance a company provides its customers (*reactive*)
- **Care:** How well the customer is taken care of when interacting with partners at the company.
Compassionate Care.
- **Experience:** How customers **feel** about a company in that moment based on an interactions or experience (*proactive*)



Prepare

Knowing Your Customer
+ Anticipating Their
Needs

= Service
Excellence

Standards of Excellence: 2

Preparing to Meet Expectations

- Customers expect connected journeys
- Customers expect personalization
- Customers expect innovation
- Customers expect safety and protection
- Customers expect great experiences





Make Sure Service Processes are in Place

- Identify process and procedures
- Enhance communications
- Ensure consistency
- Feel empowered to make decisions to help WOW & DELIGHT

Rethink these Questions



1

How should we behave towards our customers?

2

How can we make our residents feel *special*?

3


How can we make our customer's day *memorable*?




Everyone Makes
Mistakes

Own Every Problem

- Be empowered to tackle problems and find solutions for residents and customers
- Use a Service Recovery Model
- Follow the LASSIE process



I can do this!

A photograph of a group of people on a stage. In the foreground, a woman with short blonde hair, wearing a red jacket, is seated in a black wheelchair. She is looking towards the right. Behind her, three women are standing. One woman on the left is wearing a light blue scrub top and white pants. Another woman in the center is wearing a blue scrub top. A third woman on the right is wearing a white lab coat over a pink top. They are all looking towards the right. A large white text box with a thin black border is overlaid on the image, containing the text: "With your group, share an unforgettable service experience (good or bad) that impacted you as a customer." The background is a plain wall with a door and some plants on the left.

With your group, share an unforgettable service experience (good or bad) that impacted you as a customer.

What is Service Recovery?

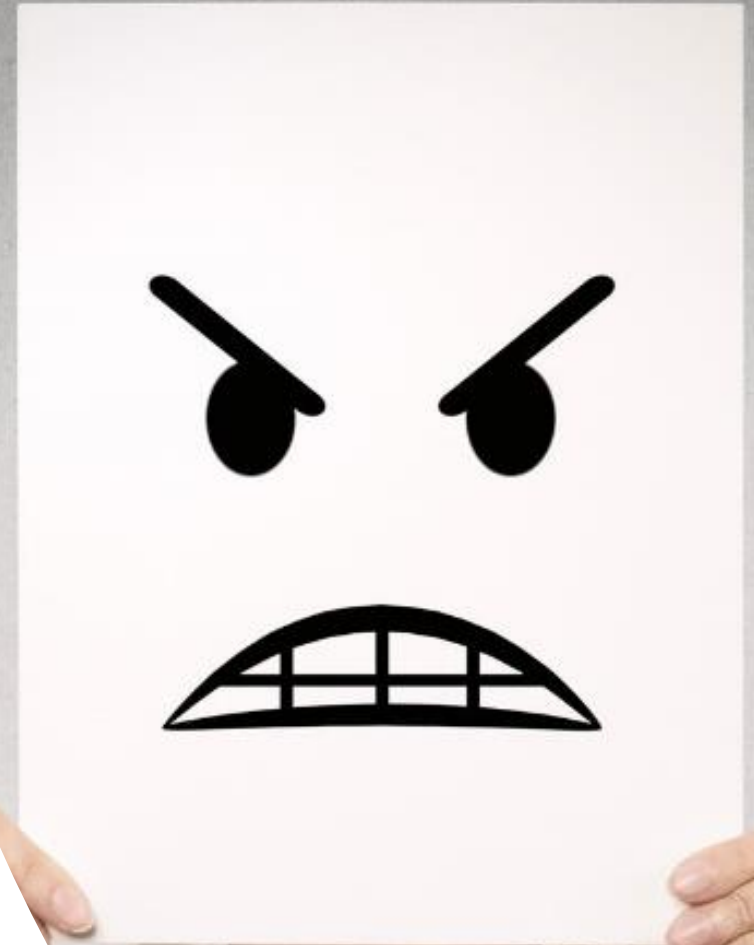
The action a service provider gives in response to a service mistake

When a resident or partner is upset, it may not be your fault but it is your problem



Service Recovery Method

- Listen
- Apologize
- Solutions Offered
- Solutions Determined
- Initiate Action
- Ensure Satisfaction





What is Empathic Listening?


*“Most people do not listen with the
intent to understand;
they listen with the intent to reply.”*

Stephen R. Covey



LISTEN

- Listen to what is being said
- No interruptions
- Body language
- Don't get defensive



SORRY



APOLOGIZE

- Does not mean it is your fault
- Empathize with their situation
- “I’m so sorry that you have to deal with that.”



SOLUTIONS OFFERED

- Offer multiple options
- Be realistic with proposed solutions



SOLUTIONS DETERMINED

- Let the resident choose
- Reiterate



INITIATE ACTION

- Take the necessary measures to follow through with the solution that was determined
- In a timely manner
- Don't be afraid to ask for help



ENSURE SATISFACTION

- After action has been initiated follow up to see if the issue has been rectified.
- If it has not, offer different solutions and follow through with those.
- Continue until resident satisfaction is reached.

A background image showing a diverse group of elderly people, mostly of African descent, cheering and raising their arms in a celebratory gesture. The image is semi-transparent, allowing the text to be overlaid.

Group Activity: Scenarios

1. Resident Mr. Wilson is telling you that he thinks the reservation system is terrible and he's paying good money to live in our community. He believes he should be able to eat when she wants.
2. Resident Mrs. Smith is unhappy about the time of day the landscapers trim the bushes and blow the leaves.
3. While cleaning the Drydens' residence, you accidentally break a valuable heirloom.

Service Recovery Quiz

- What parts of LASSIE were the easiest to apply?
- What parts of LASSIE were the hardest to apply?
 - Learn from other partners who have mastered LASSIE.
- How will the LASSIE process assist you in identifying residents' true needs and in resolving them?



A hand is holding a white rectangular card. The card has the words "Taking Action!" written on it in a purple, serif font. The card is slightly tilted and held by the thumb and index finger of a hand.

**Taking
Action!**

- Create individual commitment card.
- What specific action(s) will you take in order to provide Service Excellence at Moorings Park?

Commitment Ceremony

Present!

Name + Position + Location + Commitment