

6 PROVEN TIPS FOR NAVIGATING THE COVID-19 AND PDPM ROLLER COASTER

Navigating the ride: Our senior care industry is tough and resilient, but PDPM, COVID-19 and more changes ahead, will certainly leave company casualties. To help minimize the impact, here are six proven strategies to help navigate this dynamic time in senior care while helping patients and employees feel safe and secure.



1- Prepare to Pivot: Embrace change and be ready to adapt. Look ahead, assess what's working and what's not, and when needed, quickly pivot.



2- Identify Your Core Guiding Teams: The ability to navigate change starts with communication and collaboration. Identify leaders who will bring value to the process, engage other perspectives, make quick decisions that are thoughtful, strategic, and data-driven.



3- Protect Your Employees & Residents: At the heart of it all, employee and resident safety is the utmost priority. Secure and supply PPE, check inventory systems, create a clinical team with specific procedures and training for infection control.



4- Collaborate with Existing & New Partners: Leverage existing and engage new partners to support your efforts. Lean on partners such as your pharmacy, therapy teams, industry peers, and state associations. Ask about resources, advice, best practices and infection control policies, labor and staffing models and PPE sources.



5- Develop an Internal & External Communications Plan: Be transparent with employees and partners. Identify internal and external audiences and be thoughtful and intentional in your communication.



6- Continue to Celebrate Your Company's Culture: During a time of so much change, it's easy for fear and toxic thoughts to enter. It's important to refocus on the key elements of your culture and stay engaged. Celebrate the stories of residents and employees. Create ways to bring positivity into the workplace and prevent feelings of isolation for the residents.