

# TAKE THE CRISIS OUT OF CRISIS COMMUNICATIONS

If you're well prepared, dealing with a crisis is manageable and can protect your reputation as a company with its residents' best interests at heart.

Learn the 4 steps to help you prepare for the expected and unexpected.

## 01 Build your team

---

- Assign an experienced team member and a backup with direct access to the company's senior leadership.
- Know the emergency preparedness plan inside and out so you can write accurate, timely and targeted messaging.
- Understand the confidentiality protocols for residents.
- Determine how you will work with emergency officials, including those in your emergency off-site location.

## 02 Write your plan

---

- Set specific and measurable goals for each stakeholder (residents, families, media, emergency officials, etc.).
- Establish a baseline to judge success or failure.
- Identify key stakeholders and collect detailed contact lists.
- Create high-level messaging for each group saying how you will protect their interests.
- Establish a stakeholder focus group to review plan/messaging.
- Review and update annually; include in ongoing training and testing programs.

### 03 **Tailor your message**

---

- Create message templates for a variety of scenarios.
- For emergencies, use a Before/During/After template system.
- Have messages prepared for a variety of circumstances (active weather, lockdowns, power outages, etc.) and provide daily updates to reassure families that their loved ones are well cared for.
- Let families know who they can contact to provide updates.
- Consider an automated broadcast notification system such as Cliniconex's Automated Care Messaging which sends out targeted messages to residents, families and staff within minutes via voice, text or email.
- Communications should be:
  - Clear and concise
  - Consistent
  - Fast but not sacrifice accuracy
  - Daily if possible
  - Honest by sharing what you do and don't know

### 04 **Measure success**

---

- Measure the success of an automated system by looking at whether it:
  - Reduces inbound phone calls.
  - Reduces in unwanted In-person visits
  - Improves responses/aid when requested such as calling in extra staff.

**Looking for a fast, simple solution to communicate crisis information to your residents, families, employees and other stakeholders within minutes?**

Cliniconex's Automated Care Messaging (ACM) allows you to do exactly that, with little-to-no staff effort required. Between June 30 and September 26, you can test out ACM at no charge for 90 days.

Reach out to your PointClickCare representative to learn more.