

CREATE OPERATIONAL EFFICIENCY

ACM MESSENGER TOOLKIT: Use Cases and Best Practices

Healthcare facilities are busy places. There are prospective, new, and discharged patients/residents and families to meet, follow-ups to coordinate, and care team schedules to work around. Not to mention the paperwork. Then there is making sure that each resident receives the attention and care they deserve.

So, while automating tasks may seem counterintuitive to providing individualized care, care teams can in fact benefit from more time with their patients/residents (and less time on paperwork) and those in care can benefit from better patient engagement when the right tasks are automated.

When should a care provider communicate day-to-day operation?

Scenario(s)	Solution(s)	Benefit(s)	Result(s)
Regularly scheduled events such as: - Family council updates - Social gatherings, outings and fundraisers	- Change in plans: send messages on any number of personal issues to resident family members (Feature: Direct Messaging and Contact Types) - Schedule events: send appointment reminders for on- and off-site appointments (Feature: ACM Messenger)	- Increase operational efficiency - Better coordinate staff, patients/residents and visitors - Keep employees and other stakeholders informed - Standardize messaging and consistency	When successful, your operational changes will result in: - Returning time to care (decrease in overtime hours) - Less hours spent on preparing, sending and responding to communications - Increased flexibility in additional work (less unpaid time)
Individual updates such as: - Care plans - Medical appointments - Billing reminders			
Policy changes such			

<p>as:</p> <ul style="list-style-type: none"> - Updates to visitation rules - Transparency requirements - CMS changes - Operational and visitation hours - Changes to food and leisure services - Testing and vaccination updates 	<ul style="list-style-type: none"> - Privacy and compliance: ensure the correct permissions have been given to respect privacy and trust (Feature: Consent Management) - Patient journeys: follow patients/residents from their move-in, to discharge in order to share and gather information (Feature: Status, Message Types and Attachments) 		<p>after hours catching up)</p> <ul style="list-style-type: none"> - Greater job autonomy and satisfaction (eNPS)
<p>Facility news and updates such as:</p> <ul style="list-style-type: none"> - Open enrollment reminders - Weekly digest (newsletter) - Referral and feedback programs 			

How should a care provider communicate day-to-day operations?

Life in a care facility is always changing. And those changes often come with information, updates and documents that need to be communicated as well as received.

Five tips to crafting the perfect message:

1. Keep it short - Putting the pertinent information at the top of your message will ensure it is received. Any good wishes or non-essential updates should be saved for the end.
2. Know your medium – Most notification systems will have 5,000+ character limits, but it is not recommended you use that many characters for voice and text messages. This would result in a very long voicemail, or five to six text

messages to get the complete message delivered. Sending major updates (like government mandates) are best received by email.

3. Know your audience - To help guide your choice of words, think of what you would want to know if you were receiving this information about your loved one. What information is the most important? What words would reassure you? What types of follow-up questions might you have for a care team? Tell them WHAT is changing and HOW it impacts their loved ones.
4. Plain and simple – While it can be fun to include images and emojis in messaging, it often decreases the likeliness of a message being received. Use plain text when possible. If you are copying and pasting information, right-click the content and select “paste as text” or use a notepad tool to eliminate formatting.
5. Test, Test, Test - Once you have composed your message, send yourself a TEST message first. Reading or listening to the voice message lets you know if it’s too long, and helps you catch any errors.