

# EFFECTIVE COMMUNICATION AND ENHANCING CUSTOMER SERVICE AT SALUDA NURSING CENTER

# TRAINING OVERVIEW

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## **Prevention of Verbal Abuse**

Defines verbal abuse and strategies on how to prevent and protect residents.

## **Core Behaviors for Care**

Training focuses on communication, customer service, compassion, and respect for resident privacy.

## **Compassion as Daily Practice**

Emphasizes patience, empathy, and attentiveness.

## **Privacy and Confidentiality**

Highlights protecting resident information and maintaining confidentiality as ethical and legal duties.

# DEFINING VERBAL ABUSE

# WHAT IS VERBAL ABUSE?



## **Definition:**

The harmful use of language and/or behaviors to control, intimidate, or hurt someone.

## **Types of Verbal Abuse**

- Speaking harshly/with frustration or being too direct
- Using sarcasm or teasing
- Condescending tone of voice
- Talking about a resident as if they aren't present
- Elder speak (“sweetie”, “honey”)

# EFFECTIVE COMMUNICATION TECHNIQUES

# CLEAR, RESPECTFUL, AND ACTIVE COMMUNICATION



## **Clear and Simple Language**

- ❖ Use clear, simple language to ensure understanding between residents, family members, and teammates.
- ❖ Set a consistent example of positive attitude and respectful interactions.

## **Active Listening Techniques**

- ❖ Give full attention
- ❖ Avoid interruptions
- ❖ Acknowledge understanding through nodding and eye contact.

# CLEAR, RESPECTFUL, AND ACTIVE COMMUNICATION CONTINUED



## **Non-Verbal Communication**

- ❖ Use a calm demeanor
- ❖ Control facial expressions
- ❖ Be aware of your tone of voice

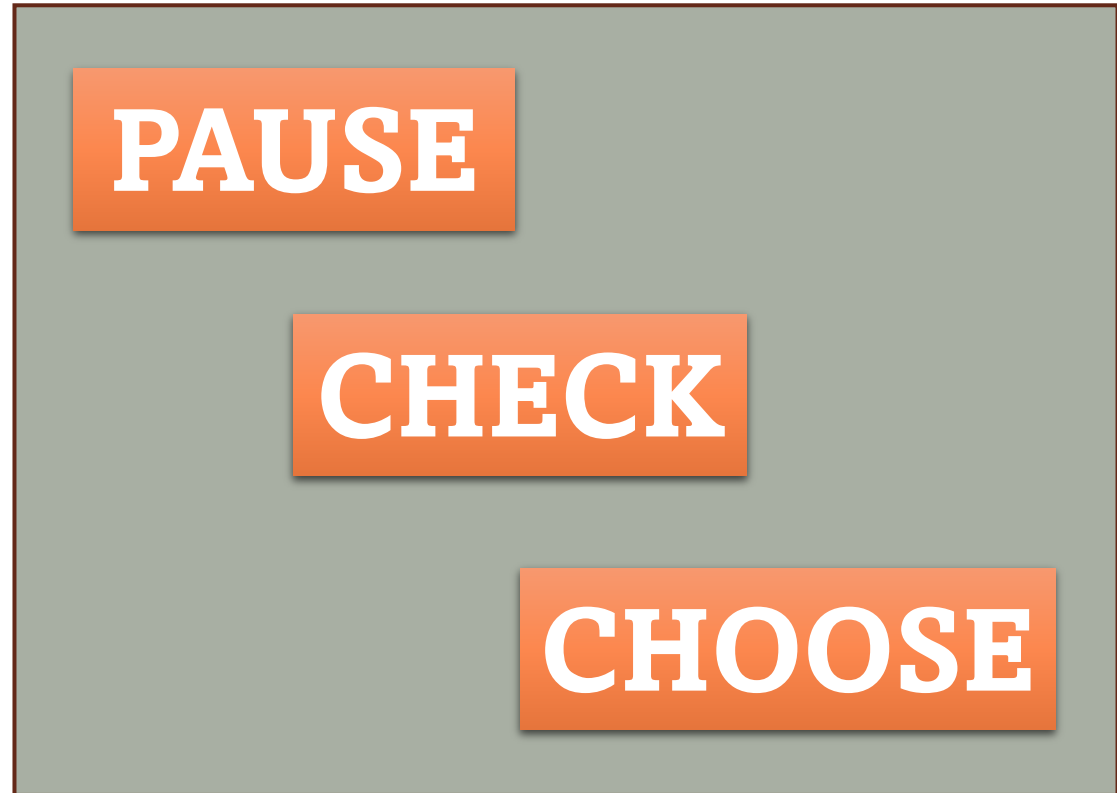
## **Environment and Personalization**

- ❖ Ensure privacy and quiet surroundings, tailoring communication to individual needs.
- ❖ Maintain a warm, welcoming environment.
- ❖ Ensure residents and teammates feel comfortable asking you for help.

# THINK BEFORE YOU SPEAK

## **Mindfulness-based Communication Technique**

- ❖ Reduces reactive, emotionally charged responses
- ❖ Enhances clarity, empathy, and professionalism
- ❖ Ensures more intentional, constructive communication



## Step 1: PAUSE

- Halt impulsive reactions
- Use the STOP technique
  - **S**top
  - **T**ake a breath
  - **O**bserve your state
  - **P**roceed with awareness
- When asked a question, take a moment to think before responding.

## Step 2: CHECK

- During the pause, check your internal and external environment.
- Reflect on your intentions
  - Consider the other person's perspective
  - Consider your perspective
  - Ask yourself if you are responding emotionally or rationally
- Ask for clarification if needed to avoid making wrong assumptions

## Step 3: CHOOSE

- Select the most appropriate method and tone of communication
- Determine if you need to continue the conversation now or wait
- Be intentional about the words you choose
  - Do they align with your values?
  - Do they align with the facility's values?
  - Would you say this if a family member was standing nearby?

Intent doesn't matter. The perspective of others and the impact it leaves DOES!

# CUSTOMER SERVICE IN SKILLED NURSING

# DEMONSTRATING COMPASSION THROUGH ACTIONS



## **Empathy and Emotional Recognition**

Compassion starts with acknowledging emotions and responding with empathy to support residents and families effectively.

- ❖ Understand unique resident needs
- ❖ Be supportive

## **Patient-Centered Patience**

Patience allows residents extra time for communication and decisions, reducing anxiety and misunderstandings.

# DEMONSTRATING COMPASSION THROUGH ACTIONS CONTINUED



## **Preserve Dignity**

- ❖ Explain the care you are going to provide and allow time for the resident to process the situation before you begin the care
- ❖ Seek permission
- ❖ Involve residents and families in decisions

## **Create a Supportive Environment**

Consistent empathy and kindness...

- ❖ develops trust
- ❖ improves cooperation
- ❖ enhances residents' quality of life

# MAINTAINING PRIVACY AND CONFIDENTIALITY



## **PROTECTING RESIDENT INFORMATION DURING CONVERSATIONS**

### **Importance of Privacy**

Maintaining resident confidentiality safeguards their dignity and complies with HIPAA regulations.

### **Secure Communication Practices**

- ❖ Conversations about resident care should occur in private areas.
- ❖ Conversation about resident care should only include those involved with the resident being discussed.
- ❖ Conversation or comments related to resident situations or resident needs should occur in private areas and to the appropriate staff.

### **Handling Electronic and Written Data**

Protect electronic screens and paperwork from unauthorized viewing to prevent accidental information breaches.

### **Verifying Authorization**

Confirm who is authorized before sharing resident information.

# KEY TAKEAWAYS AND EXPECTATIONS



## **OUR COMMITMENT TO RESPECTFUL, COMPASSIONATE CARE**

### **Effective Communication**

Clear, respectful communication and active listening are essential for positive resident and family interactions.

### **Compassionate Customer Service**

Warm greetings, personal introductions, and compassionate responses create a supportive care environment.

### **Privacy Protection**

Staff must protect resident information by discussing it discreetly with the appropriate people at the appropriate times.

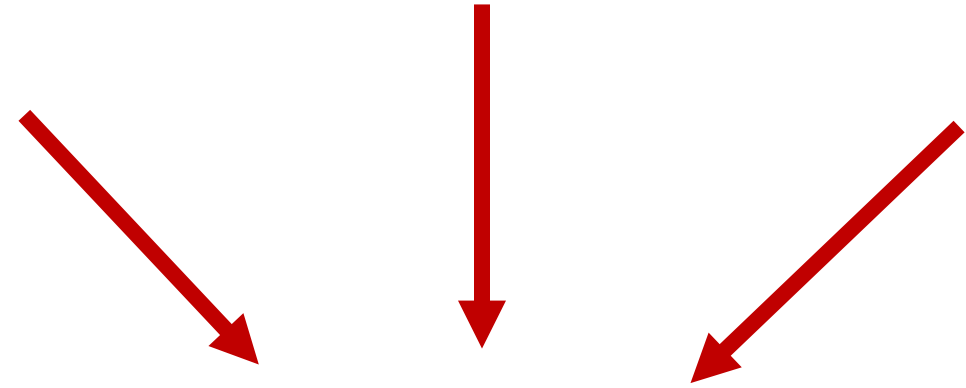
### **Accountability and Culture**

Treat residents with respect to uphold trust, improve satisfaction, and maintain professionalism.



# KNOWLEDGE CHECK

- You must complete the quiz to receive credit for this training.
- Click the link to the right to access the quiz.



<https://forms.cloud.microsoft/r/EFG9STLKj7>

**Click here  
to take  
the quiz.**

