



Customer Service for Direct Care Providers

March 18, 2020

Live Webinar

2:00 pm-3:30 pm

1 CE credit for administrators, nurses, CEALs

Participants will learn how to recognize critical deliverables to promote a positive customer service experience, distinguish between positive and negative communication approaches to build a satisfying resident and caregiver relationship from the time of admission to discharge, and identify proactive measures to eliminate or decrease concerns with the admission process that can negatively influence the customer service experience.

Objectives:

- Learn how to describe critical deliverables, as well as discuss how each deliverable can be met.
- Learn how to provide examples of both positive and negative communication.
- Learn how to be proactive in identifying potential problems before they occur.

Speaker:

Cathy Knopf, Risk Management Solutions

Cathy is a risk management consultant for Risk Management Solutions. She manages an established senior living book of business to assist customers in minimizing exposure to professional liability lawsuits. She is responsible for scheduling risk management activities with assigned clients that include clinical and environmental risk assessments, education, mentoring, quick response review, action plan assistance, mock survey including survey preparedness, consulting services, and high-risk chart reviews, among others. She served as a director of nursing for nearly 10 years and has over 30 years of experience in the senior health care setting. She is a Resident Assessment Coordinator - Certified (RAC-CT) by American Association of Nurse Assessment Coordination (AANAC). She has presented educations regarding best risk management practices to professional organizations. Cathy continues to perform facility risk assessments, manage educational unit, conduct continuing education activity presentations, assist with pre-litigation management activities, and action plan development.

Registration

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Checks accepted with mail-in registrations. Credit cards accepted with online registrations.

Customer Service for Direct Care Providers

Registration Fees:

Members:	\$ 55 (Before March 4)	\$ 75 (March 4 and after)
Non-Members:	\$ 130 (Before March 4)	\$ 175 (March 4 and after)

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