

Leveraging Technology to Grow a Senior Care Business

Spotlight on eLearning

To grow your business, it is critical that you as business leaders focus your time and talents on the mission-critical action items that will have the biggest impact on your business—items that can only be done by you. To be an effective leader, you need to delegate activities and use technology wherever possible to take responsibilities off of your plate.

You've been hearing—for some time—that technology provides a means for finding efficiencies and advantage in an increasingly competitive market. One particular area of effort that is ripe for technological change: training. This is a critical area in which to gain efficiency, for both new hire orientation and annual employee training.

“We're saving money, time, and effort,””employees can train on their own time while at work or at home.”

*- Peggy Kish,
Zandex Health Care*

Why focus on improving your training through technology? Training can significantly impact the quality of your workforce, the care you provide, and the perception of your brand name in the community. Having a workforce that is consistently better-trained than your competition

RESPONDING TO REGULATORY CHANGES

DRA and False Claims Act

Regulations frequently change. Having an eLearning system in place allows you to readily comply with the changes as they occur.

For example, recent legislation (Deficit Reduction Act) required modification to corporate policies and procedures as well as a notification of the policies to employees.

Using an eLearning system, a provider can quickly ensure that all employees have received the appropriate notification and have electronic records to show surveyors who may inquire about compliance.

increases the quality of your product, enhancing word-of-mouth advertising and better positioning you as a referral source for healthcare providers in the community.

Technology also aids in streamlining your training process and time. You currently spend a lot of your management team's valuable (and finite) time on training. Some training will always need to be hands-on and delivered in person. However, there is a lot of repetitive, basic training that can be completed using an eLearning system.

When thinking about using technology to improve training, consider the following: How much time do you (or should you) invest each month in training to differentiate yourself as the quality provider in your community? The “cost” in time of current training methods includes time spent:

- Identifying training topics and securing materials/content to educate staff on the topics;
- Scheduling ongoing training sessions;
- Getting everyone there and scheduling make-up sessions for staff that miss the session;
- Teaching the class;
- Keeping records such as sign-in sheets, post-tests, and training records/reports;
- Following up to make sure no employee slipped through the cracks;
- Conducting orientation for new hires; and
- Doing the whole thing over again when turnover happens!

“We're saving money, time, and effort,” says Peggy Kish of Zandex

Health Care. Zandex recently partnered with Silverchair Learning Systems to implement an eLearning program for their employees. "Now we don't have to spend a lot of time bringing in everyone for set training sessions—employees can train on their own time while at work or at home."

"We have saved more than 50% of our previous training costs," ...

- Peggy Lenig, Clinical Educator for Diakon Senior Living Services

How much does this cost you?

Consider your total cost in terms of:

- Materials and supplies;
- Value of the time to do all the activities listed above;
- Overtime costs for training evening, night, and weekend shifts;
- Incremental costs of training new hires due to turnover; and
- The opportunity cost of time spent on training that could have been invested in other activities (like growing your business).

For example, if you have a staff of 100 with a 70% turnover rate and you want to have them complete 12 hours of ongoing training per year and 8 hours of orientation within 1 week of hire, someone on your management team is spending the equivalent of at least 12 full work weeks per year on this activity—much of which could be significantly reduced or eliminated without compromising the quality of the training. What could you do with 7-9 more weeks per year (6-8 more hours per month) right now? What new referral sources could you pursue? What new quality initiatives could you undertake? What new work could you do in locating new clients and further building your business?

Peggy Lenig, Clinical Educator for Diakon Senior Living Services, is using eLearning to help improve her organization's bottom line. "We have saved more than 50% of our previous training costs," she says. "eLearning has helped our bottom line significantly and has helped us grow by offering education opportunities to our staff."

What are you getting for your training investment today? Is your training working, making you stand out compared to your competition? Can you prove it?

With support, a few hours of your time, and minimal capital investment, you can implement eLearning in your organization. You will provide consistent training for all staff, post-tests to prove course mastery, automatic record keeping, and best of all—you will never have to worry about an employee slipping through the cracks again.

"During our previous training, our staff was bored—yawning, not paying attention. Now, employees stay after the sessions and discuss what they learned. Retention of information is better"

- Ted Heenan, Director of Education for Advocat Diversicare

Most importantly, eLearning allows employees to actually learn. "Our employees are actually learning from these training programs," says Ted Heenan, Director of Education for Advocat Diversicare. "During

our previous training, our staff was bored—yawning, not paying attention. Now, employees stay after the sessions and discuss what they learned. Retention of information is better."

For more information about our eLearning systems that have been developed exclusively for the senior care industry, please contact Silverchair Learning Systems at 1-866-805-7575



We make online training a success by making it:
easy to get started
easy to use
easy to track
educationally effective
fun for your employees.

Locations:

- Charlottesville**
- Denver**
- Des Moines**
- Knoxville**
- New York**
- Raleigh**

Contact Us:

toll-free 866-805-7575
www.silverchairlearning.com
info@silverchairlearning.com