

Listen: The Importance of the Client's Voice

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Welcome to the Silverchair Learning Systems Quarterly Newsletter.

Welcome to the latest edition of Silverchair Learning Systems' company newsletter.

At Silverchair Learning Systems, our sole focus is providing superior products and services to support the education and training of people employed in Senior Care organizations.

One of our greatest resources at Silverchair is our customers. They provide feedback on our system, service, and current education needs. This quarter's newsletter focuses on the value of our clients' continual feedback in maintaining and improving Silverchair for their continued success.

Please let me know what you think.



*Mike Mutka, President and COO
Silverchair Learning Systems*

Listen: The Importance of the Client's Voice

As the old saying goes, "The customer is always right!" Whether you always believe that saying or not, the value of Voice of the Customer (VoC) programs can't be denied. VoC programs are ways in which companies reach out to customers to gather feedback and suggestions in order to improve their products and services. At Silverchair, we know that our clients not only use our product, they help us continuously improve our products, enhance our service, and innovate the way learning and communication is done in senior care. We've successfully used several programs to gather this valuable client feedback and the results of that feedback are evident in many of the system features and services you see in your system today.

Silverchair's Advisory Board

In 2008, we launched our client Advisory Board, composed of several diverse senior care companies. Our mission was to work with these clients to gather feedback on our

system and service, and to also keep our ear on the pulse of education needs in senior care. We held our first meeting in September of 2008, and the Board has grown to include 24 client organizations across long term care, assisted living, home health, and hospice, and range from large providers to single facilities. Our Advisory Board includes members from the following organizations:

Aegis Living
Alden Group
Americare
Appalachian Christian Village
Artegan
California Department of Veterans Affairs
Capital Health
Care One
Diakon Lutheran Social Ministries
Episcopal Senior Communities
Fundamental
Gibbs Care Center
Hosparus

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Integral Senior Living
 Medical Facilities of America
 Menno Haven Retirement Communities
 Midwest Health Management
 Miller's Health Systems, Inc.
 National Healthcare Corporation
 NHC Homecare
 NexCare Health Systems
 Pacific Retirement Services
 SeniorCare
 Total Longterm Care, Inc.

Feedback from the Advisory Board has resulted in the Electives feature, improved reporting functionality, and improvements to the Authoring Tool, currently in development. Our Spring 2009 meeting also provided feedback that lead to the development of our latest product, a customized portal for residents' families.

Client Case Studies and Success Stories

Our Client Case study and Success Story Series has been one of our most popular programs. Our case studies highlight the challenges clients faced pre-Silverchair and how they've used the system to improve their business, while our Success stories highlight one great initiative or achievement seen while using Silverchair. This year we have featured 11 clients in our series. These articles have shared some great tips and best practices when using Silverchair, including:

- Developing a rollout plan to introduce the system to employees. **Hosparus** used a pilot plan in one of their rural communities to "make sure the technology could work anywhere," according to their Education Coordinator. Employees also took a course and any concerns were addressed immediately, and an education page was added to Hosparus' website. The plan got everyone excited for, rather than afraid of, the new system.
- Looking into grant programs to help offset the costs of your system. **Menno Haven Retirement Communities** used a grant in Pennsylvania that encourages using technology-based education for employees who aren't familiar with

computers. The grant paid for their Silverchair system for the first year.

- Making sure *everyone* in the facility takes their online courses. **Senior Living Communities** Maintenance Technicians Bobby Morrison and Dave Edwards used their Silverchair training to stop a resident from eloping and walking onto a busy street. Everyone at your facility can put their training to use!
- Making training a flexible, fun experience. **Lorien Health Systems** offers an internet café in one of their facilities, so employees can grab some coffee and take their courses at the same time. Employees also get reimbursed when they take their courses at home. **Integral Senior Living** held a contest to see which facility could decorate the best Silverchair-themed training space. **Ohio Presbyterian Retirement Services** held contests and theme parties in several of their facilities to launch the system and get employees excited to train online.

Silverchair Client Survey

Every year, Silverchair surveys our clients on the system, our service, and our courses. The survey has been incredibly influential for us, especially in the area of course development. We use the results and feedback on course topics to help drive our course development for the coming year. Feedback from clients has lead to the development of our Leadership Series and our forthcoming About Series, which addresses the most common conditions that lead to rehospitalization.

The Fall 2010 Client Survey was distributed this week; now is your chance to make your voice heard! If you have not received a link to the survey, please contact your Service Delivery Manager.

We're Listening

We always want to hear to from you about Silverchair and how we can improve your business. Do you have a suggestion or comment for us? Contact your Service Delivery Manager and share your thoughts with us!



About Silverchair Learning Systems

Silverchair Learning Systems is the leading eLearning provider in Senior Care. Training more than 400,000 caregivers in 6,000 facilities nationwide, Silverchair is known for its extremely easy to use software and its excellent client service. www.silverchairlearning.com