SA24- Creating Memorable Experiences for Residents, Families, and Staff: What Nursing Facilities can Learn From Disney

Saturday, March 24
4:00 PM- 5:30 PM

Session Description

Whether or not you’re a fan of Disney theme parks, LTC can learn valuable lessons from the success of the Magic Kingdom. Like the theatre or a musical performance, Disney is in the business of creating an experience, rather than merely providing a service. Ironically, health care is not so different (we just don’t realize it yet!). In an effort to integrate a more proactive, positive, and creative focus, this session will offer a paradigm shift in language, culture, and experience for all LTC stakeholders, based on the book “If Disney Ran Your Hospital - 9 ½ Things You Would Do Differently” (Fred Lee, 2004). By focusing team efforts on initiative, empathy, courtesy, and communication, all embraced so effectively by the Disney team, patients and families will focus on their experiences rather than the services provided in participant facilities. Hop in your roller coaster and join us for a unique, fun, and dynamic session...Disney characters welcome!

Learning Objectives

Discuss the Disney SHARE acronym and explain its utility in long term care.
Identify at least two current practices in their LTC facility that could be improved by integrating the Disney paradigm.
Describe the difference between providing a service and creating an experience and ways to create experiences in PA/LTC care.
Identify two exercises that attendees can facilitate with staff in their LTC facility.

Presenter(s): Diane Sanders-Cepeda, DO, CMD; Paige Hector, LMSW, MSW; Patricia Bach, PsyD, MS, RN

Presenter(s) Disclosures: All speakers have reported they have no relevant financial relationships to disclose.
If Disney Ran Your Nursing Home: Lessons from the Magic Kingdom

Pat Bach, PsyD, RN
Diane Sanders-Cepeda, DO, CMD
Paige Hector, LMSW

Dear Colleague,

This slide deck is an abbreviated version of the slides that will be used in this session. Our intention is to provide you with an overview of the topics we will teach. The full slide deck will be posted on the PALTC website following the conference.

If you're interested in a new and creative approach to maximizing best practices in PA-LTC, this session is for you! We hope to see you next week (Saturday, 3/20 at 4 pm) #DisneyinPA-LTC

Disclosures

• Pat Bach, None
• Paige Hector, None
• Diane Sanders-Cepeda, Employee of United Healthcare

Objectives

1. Discuss the Disney SHARE acronym and explain its utility in long term care
2. Identify at least two current practices in their long term care facility that could be improved by integrating the Disney paradigm.
3. Describe the difference between providing a service and creating an experience and ways to achieve that in long term and post-acute care.
4. Identify two exercises that attendees can facilitate with staff in their long term care facility.

What’s the Story to this Presentation?

• The three of us were working on a committee and had an idea...
• Brainstorming, almost jokingly
• Emphasis on fun, maximizing staff and resident experiences

An Environment for Healing

It (the book) reflects what I hope is a deeper approach to clinical practices by focusing on ways of thinking rather than prescribing action to implement. Action follows thought, and if our thinking is changed we will find the ways to create a culture that inspires caregivers and reshapes the patient’s experience toward a more trusting and compassionate environment for healing to take place.

Fred Lee
9.5 Things You Would Do Differently*

- Redefine Your Competition and Focus on What Cant Be Measured
- Make Courtesy More Important than Efficiency
- Regard Patient Satisfaction as Fool’s Gold
- Measure to Improve, Not Impress
- Decentralize the Authority to Say Yes

- Change the Concept of Work from Service to Theater
- Harness the Motivating Power of Imagination
- Create a Climate of Dissatisfaction
- Cease Using Competitive Monetary Rewards to Motivate People
- Close the Gap Between Knowing & Doing

* If Disney Ran Your Nursing Home!

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So, what’s this got to do with post-acute and long-term care???

Clinical Case

Case Study

First Person Narrative
Tale of Two Hospitals

Our Team

Navigating the Peaks and Valleys

In the End, Little Things Mean a Lot

Group Discussion

"Your company’s culture is your operating system."
—Dave Gray, author and entrepreneur
Perception Matters

ALL perceptions must be treated as valid

The perception isn’t necessarily accurate, just valid

Loyalty is generated by memorable things that happen that we didn’t expect.

Encourage staff to try ideas that are in the name of great service.

“Often the limits are in our own minds and based on the way we have always thought were our constraints.”

Lee

Personal Experience as a Patient or Family of a Patient

• What did facility staff do well?
• What do you wish staff had done differently?

What was your experience?

Remember, No Matter the Task

The fundamental question is “What is the reality of this patient’s experience, and how can I make it real to me?”
What would it take?
Imagination and Empathy

Imagine a person acting unpleasantly in your facility.

Why might they be acting like that?
• Anger (fear, guilt, shame, embarrassment…)
• Upbringing
• Experiences
• Intellectual disability
• Medication reaction

Consider:
• What would it take for me to act like that?
• What if this were my mother [father, sister, brother, friend]?
• How would I feel if this happened to me [my spouse, partner or child]?

Creating Memorable Experiences
DISNEY LESSONS

Diane Sanders-Cepeda, DO CMD
Optum Medical Director, South Florida Market

What Makes Any Single Experience Memorable?

So What Can Disney Teach Us....

Our Industry’s Focus....
• Survey of Patient Satisfaction/Patient experience
• Payment Models
• Readmissions
• Length of Stay
• Avoidable Hospitalizations
• Surveys/Complaint surveys
In Search of Fool’s Gold – Lessons from Disney

Managing Dissatisfaction in the Nursing Facility

- Review of Resident Concerns
- Discussion at QAPI
- PIPs (Performance Improvement Plans)
- Plan of Correction

Real World Application

Reshaping the Culture of Your Facility – Lessons from Disney
What is the Culture of Your Organization

- What are your core values....
- How do you motivate your staff....
- Will your staff give beyond their job description....

Resources

- Fred Lee TED talk, “Patient Satisfaction or Patient Experience?” https://www.youtube.com/watch?v=tylvc9dY400
- Covey F. The 7 Habits of Highly Effective People. ??,??: Simon and Schuster; 2012.
- Slide share, https://www.slideshare.net/