

Use outcomes to plan wellness programs

Measure outcomes from your program, then compare these to the National Benchmarks report.



10 Reasons to measure outcomes

- 1. Evaluate the effectiveness of new and ongoing activities.
- Identify options that help residents stay functionally independent for a longer period of time.
- 3. Share outcomes with marketing since positive results are a powerful reason to move in to the community.
- 4. Contrast your community to others and the national results. Use the results to explain how your wellness lifestyle program compares to others.
- 5. Use the results to guide decisions for budget planning.



10 Reasons to measure outcomes

- 6. Gather data for lenders and grant funders. Continue these reports so funders know their investment is used wisely.
- 7. Set department and staff performance objectives and monitor results.
- 8. Establish recognition and reward systems for staff based on meeting goals.
- 9. Demonstrate the value of the program to senior management, the board of directors, financiers, colleagues and residents.
- 10. Engage staff and residents in wellness because you can show the value of participation to residents.

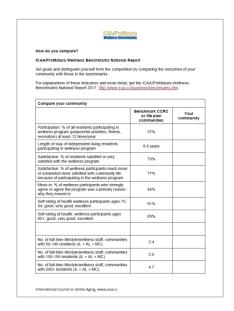


Compare and contrast

Find details in the National Report to compare staff levels, amenities and program types, value to residents



Compare your results to key indicators in the National Report





Think about the big picture

- How does your community compare in terms of bricks and mortar, programs, services and staffing in relation to others?
- Do the available facilities influence participation? If there are many facilities/programs but few residents participate, why is that? Programs? Staffing?
- What about staff? Is there an appropriate number of staff? Would their years of experience or education influence residents' satisfaction?
- What about tomorrow, and 5 years from today?



Evaluate participation

Look at the individuals who regularly attend an activity or class. A person who comes once in a while may achieve a goal number ("there were 10 people attending"), but coming once or rarely does not benefit residents.

Why does an activity/class have dedicated participants? Is that because the class/activity is:

- purposeful, so that participants feel they are learning new things or improving current skills?
- offered more or less frequently? e.g., 5 days/week v. once/month
- led by a well-liked instructor/leader? Or a person who is not doing as good a job?
- marketed a lot, or not at all?
- promoted by lots of word-of-mouth comments?
- fun and interesting?



Questions to ask

- Should an activity be discontinued or changed because of low participation?
- If the wellness program isn't increasing resident's satisfaction with the entire community, what should change?
- If a change in staffing or activities, what are the outcomes?
- Would more resident involvement in designing the programming impact participation or satisfaction?



Focus on individuals

- Are the most frequent participants candidates for a wellness committee, or volunteers for special events like Active Aging Week?
- Would a few of these residents form an outreach team to talk up the wellness program, or write articles for the community newspaper on why they participate?
- If a person moves from a higher number of hours to far fewer, is it because of illness, or vacation or another reason?
- If a resident says they want to drop out because they aren't seeing results, will showing their attendances indicate it's because of program choices that won't help them reach their goals?



Add outcomes to other information to tell the story of wellness

ICAA/ProMatura Wellness Benchmarks Resident satisfaction surveys

Interests, event surveys

Health & Medical records

Business results,
Program
management

Program planning

Healthcare management