

Dash N' Dine Event



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External Relationships Project

Introduction

Wausau Manor is known throughout the Wausau communities for its affiliation with the Aspirus Hospital and for the services that can be provided. However, discharge planners are unaware that the facility is attached to an assisted living campus, Applegate Terrace. The project was designed to find a way to promote the spectrum of services (from independent living to CBRF/SNF level of care) and learn more about the services that the campus can provide. Leadership at Wausau Manor understands that building relationships with these hospitals, especially the discharge planners, is important to gain referrals and business for our campus.

Current Knowledge of Task

As the healthcare field grows and changes, leadership realized that many of the discharge planners had never physically toured the facility or knew about all of the services the campus could provide. Finding a way to get the discharge planners into the facility to learn more about the spectrum of care provided, while familiarizing them with the campus is important to gain referrals. This Dash N' Dine Event was an opportunity where these discharge planners would be invited into the facility to tour and learn about the campus and sent home with supper, as an added bonus. This event worked to increase the knowledge of the campus and help gain referrals and admissions from those in attendance from the event, especially for Aspirus Discharge Planners.

Methodology

Collect Pre-Data
(Referrals by
location/discharge
planer)

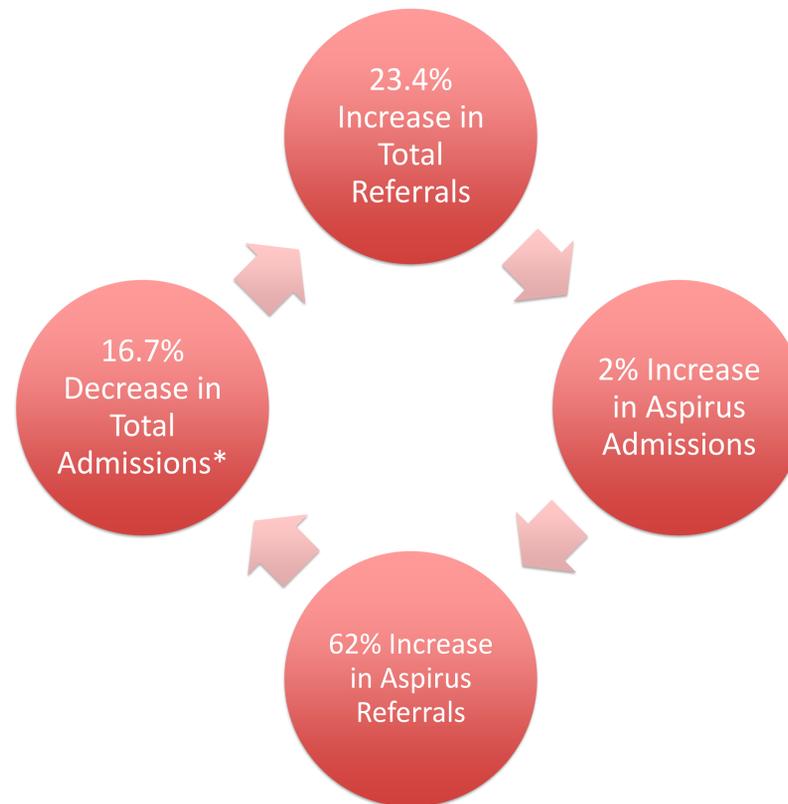
Create event to
bring discharge
planners into
facility

Host event: tour,
explanation of
services, and meet
& greets with staff

Collect Post- Data
(Referrals by
location/discharge
planer)

Look at
successes/failures
& impact on facility

Outcomes



* The decrease in total admissions was due to limited bed availability and high clinical acuity patients.

Results

Before Dash N' Dine Event
(September 1, 2016 to November 15, 2016)

Total of 123 Referrals:

- 80 from Aspirus Hospital
- 26 from Various Hospital
 - 17 from Unknown

Total of 83 Admissions

- 49 from Aspirus Hospital

After Dash N' Dine Event
(November 16, 2016 to January 31, 2017)

Total of 161 Referrals:

- 111 from Aspirus Hospital
- 8 from Various Hospitals
 - 38 from Unknown

Total of 69 Admissions

- 50 from Aspirus Hospital

Going Forward

- Marketing to the discharge planners and local hospitals is essential. By familiarizing these individual with the facility and services that can be provide, Wausau Manor leadership can promote top of mind awareness (TOMA). Having TOMA has the potential to increase referrals for our campus as a whole.
- This event had the overall goal of increasing referrals from the discharge planners from the various locations. The facility noted an overall increase in referrals, however there was a minor increase/decrease in referrals per discharge planner in attendance. The noted decrease in admissions from the Aspirus Hospital after the event was due to limited bed availability and the high acuity of patients needing placement.
- As for the overall attendance of the event, leadership anticipated more attendees than those that came to the event. Due to an unexpected survey on the campus, the event had to reschedule. The rescheduled date had landed on a day that the discharge planners had a conference in Green Bay, leading to many who had previously RSVP'd unable to attend.
- Overall, leadership felt as this event was successful. Those in attendance (nine new discharge planners, unfamiliar with the facility) gave positive feedback about the event and facility. It also helped to promote TOMA. As it help increase the total number of referrals made to the facility, especially those from Aspirus Hospital. This event is something that the facility plans on hosting in the future. It helped get new discharge planners into the facility for a tour and can help them see firsthand the variety of services and cares provided on this campus, both on the long-term care side and the assisted living side of this campus.

