

# Prepping for Life After the COVID 19 Pandemic



**Individual Program Fees:**  
Members: \$50 (Per Program)  
Non-Members: \$150 (Per Program)

For the convenience of CHCA Members, these trainings have been pre-recorded.

## **Rebuilding Consumer Confidence: Strategies for Rebuilding Consumer Relations**

The general public has never had a positive view of long-term care. The COVID-19 Pandemic has intensified the negative public perceptions and stimulated an increase in the demand for alternatives to long-term placement. Winning consumer confidence requires more than a focus on amenities. Building trust requires a confident, consistent, coordinated team approach to customer care and service.

## **Quality of Life: Socialization and Productivity**

Once the COVID-19 Pandemic has been successfully addressed through vaccinations and continued diligence in infection control, facilities will begin to return to a more traditional routine of programs and services. The pandemic has offered an opportunity to reevaluate the importance of socialization and productivity in the process of healing and recovery. More than busy work or entertainment, person-centered, therapeutic engagement should be an integral part of the plan of care.

## **Healing and Recovery: Role of Leaders in Crafting a New Facility Culture**

The COVID-19 Pandemic has significantly limited a facility's ability to achieve the long-standing industry ideal of creating a homelike environment of care. In the coming months, the facility culture and the quality of life for all concerned will be shaped by the status of the virus. The manner in which the leaders design and communicate the development of a new world order will be vital to a successful transition to the next generation of long-term care.

## **Presented By: Barbara Speedling**

An inspirational and motivational speaker, Barbara is an author, educator and management consultant at the forefront of person-centered care.

An innovator with more than 30 years of practical experience within the adult care community, she is the expert providers turn to when they want to ensure that the services they provide meet not only the physical needs of their residents, but their emotional and psychosocial needs as well.



Please contact [Bonita Jones](#) for additional details on these programs.