



Experience Makeover – LTC

Moving person-centered care from theory into action

We make person-centered care possible by providing tools that facilitate empowerment and immediate change that aligns your brand promise to the experience.

fast forward>>>>
Fast Track. Forward Thinking. Focused On Results.

in collaboration with

experience in motion

The Experience Makeover - Points of Differentiation

1. Embeds **experience management practices** for immediate change and improved business results
 - Experiences happen. They happen rationally and emotionally.
 - They are either managed or not. Are you managing them?
2. Addresses **everyone's** experience
 - Experiences don't happen in a vacuum to one group; they happen in an 'eco-system'.
3. Uses tools to create **empowerment and authentic change**
 - Tools allows us to gain new perspectives. Once gained we automatically change behaviors because we want to – not because we are asked.
4. Ties experience to **brand**
 - Your brand is not what *you* promise.
It lives in people and is determined by how they feel after the experience you provide.
That feeling is your story and the Makeover provides tools to tell that story effectively.

“No product or service can be better than the people who produced them. Quality derives from emotional issues and the relationships between employees and customers based on integrity and respect. As a result, productivity, innovation and quality depend more on the strength of the relationships and the emotional attachment of its people.”

Charles Hampton Turner, a professor at London School of Business

The Experience Makeover Supports the Shift

From Paper-Centered

Focus on *service* & quality of care
Focus on resident experience
It's not my job
Disempowered
Performing tasks
Manage the fear
Quality and competency
Measure satisfaction to survive

To Person-Centered

Focus on *experience* & quality of life
Focus on everyone's experience
It's everyone's job
Empowered
Create meaningful connections
Understanding the journey
Quality, competency coupled with *compassion*
Generate loyalty to thrive



“Customers listen with their eyes to see what a company does rather than with their ears to hear what the company says.”

Customers feel first, think second - and interactions with a company strongly influence their heart and produce a longer lasting impact than communications directed toward their heads.

Among those companies having strong capabilities for delivering customer experience excellence, 81 percent report that they outperform the competition.”

Customer Experience Maturity Monitor from SAS Institute Inc. and Peppers and Rogers Group, USA

fast forward>>>>
Fast Track. Forward Thinking. Focused On Results.

in collaboration with

experience in motion

The Experience Makeover

The Approach:

An affordable 4-step approach featuring a customized toolkit to move person-centered care from theory into action

The Tools:

Tools are designed by integrating the findings from neuroscience with the principles of experience management and customized for an organization's unique business and brand strategy.

The Method & Steps:

Equip and empower people with insights and tools, not rules, to create self directed change.

1
Experience
Assessment

2
Experience
Alignment

3
Experience
Design

4
Experience
Implementation

The Experience Makeover Toolkit:

A guide to creating and delivering an experience that addresses the rational and emotional needs of patients, residents, staff and family members that will result in improved health outcomes and business performance.



“Anthony Cirillo has put together a dynamic team that is changing the experience across aging services.”

M. Bridget Duffy, M.D., CXO; past Chief Experience Officer, Cleveland Clinic



We're Seeking Visionary Leaders that:

- ✓ recognize the value of a great experience.
- ✓ understand that experiences involve hearts and minds.
- ✓ make things happen through empowerment and collaboration.
- ✓ are tired of programs that promise change and want a process that delivers results now.

and who see the value of their investment...

When organizations implement an excellent culture change program, they see a 143% return on investment; for every dollar spent the company gains 43 cents. Source: McKinsey

Average annual revenue per facility of Top 10 chains as reported in Provider Magazine: \$10,000,000. Using McKinsey above, potential improvement: \$4.3 million per facility.

Average annual revenue for one additional nursing home admission: \$75,000
Cost to hire an R.N.: \$40,000

Makeover Investment: less than cost to replace one R.N. or gain .5 admission.

“Instead of a management philosophy centered around the manager as the play-caller, assigning tasks and motivating people to carry them out, we are told by the neuroscientists that the new management job is one of facilitating more of a customized, do-it-yourself process centered around each newly-energized employee, one centered on questions (often leading) rather than direction.”

*Are You Ready to Manage in an Irrational World?
Harvard Business School Working Knowledge*

**If you are such a leader,
then we need to
talk...now...here's how:
contact Anthony Cirillo
cirillo@4wardfast.com,
(877) 278-8791**