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# Health Service innovations

Improving Quality Through Innovation <sup>SM</sup>

Editor - Diane McNeil

## Health Service Innovations *At a Glance*

Health Service Innovations (HSI) is a long-term care, assisted living and housing with services management and consulting company dedicated to enabling our clients to succeed by providing innovative solutions and superior results.

Established in 1999, our vision at HSI is to revolutionize complex management issues and to deliver a variety of quality services that support our clients in reaching their desired outcomes. HSI's team of staff is comprised of professionals who possess expansive knowledge, skill and experience specific to long-term care and the healthcare industry.

HSI aids our clients by providing these services:

- Long-term management
- Interim management
- Clinical management
- Licensure and regulatory compliance
- Operations start-up
- Operations analysis
- Mergers and acquisitions
- Owner's representative
- Strategic planning
- Marketing development
- Financial proforma
- Fund development
- Project management
- Recreation therapy
- Community relations
- Mission integration
- Events management

*The mission of Health Service Innovations is to enable our clients and their organizations to succeed in providing the highest quality services to their customers. We accomplish this mission by offering our clients innovative approaches to meeting new challenges.*



## HSI's *Ultimate* Customer

### The Journey of Williametta Teage

One would wonder how a school teacher,

from a village in Liberia, would become a resident at St. Olaf Residence in North Minneapolis; here is a glance into her incredible story.

In 1924, Williametta was born into a family of four brothers and one sister. They lived in a rural village along the country side of Liberia. Williametta married and had three children of her own, each of whom died at very young ages. In the 1990's, this small village turned into a 'ghost town' as Williametta describes it. "The

soldiers came into our home and told us to get out. They took everything from us except what we could carry on our head. We fled to a neighboring city and then were placed in a refugee settlement.

The war was very hard on us; my parents along with my brothers and sister eventually died, one brother from starvation."

After the war, Williametta began to teach kindergarten children. "I had a house where the children would come and sit on planks or on the floor. I appealed to the Liberian President, for whom one of my brothers had once worked for, to give us some assistance for the school. I received school supplies, six additional teachers, and food."

Williametta also had a nephew here in Minnesota, "He wanted me to come and stay and take care of their children. I did that until I became ill. "Eventually my knee got so bad I went to the hospital."

After Williametta's stay at the hospital, she came to St. Olaf Residence for therapy. Rehabilitation Therapy has helped her to regain her independence in walking and she is able to move about without the pain she once experienced. Williametta has been at St. Olaf Residence for four years and appreciates the peace, security and love that surrounds her. She also enjoys the weekly church services and Bible studies, and helping the older people here with mending and sewing hand bags.



*Tim Meyer is the founder, president and CEO of Health Service Innovations  
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### ***Improving Quality Through Innovation<sup>SM</sup>***

All of us at Health Service Innovations are aware of our tag line: ***Improving Quality Through Innovation<sup>SM</sup>***. We strive to deliver on its message every day whether we are working on behalf of one of our managed facilities or advising a client on a consultative basis. So what do we mean by improving quality through innovation?

In our case we hold a belief that no one person or organization has fully arrived in improving quality. We work with

## A Message from *Tim*

high quality providers where their opportunity to improve rests with taking an innovative approach. Sometimes we have the opportunity to facilitate or develop a strategic plan for an organization. These processes allow for organizations to go beyond simply developing operating plans but rather to say, "What can we do that is a new concept for us that will bring greater outcomes especially for those whom we serve?"

Examples include embracing the concept of culture change whereby resident centered care is the focus. Other examples include an aggressive community outreach program with community partners, e.g. adult day care, Meals on Wheels, collaborating with family organizations that meet the needs of children and young families.

How about those organizations that are in the midst of significant change or have experienced challenges that place their reputation in jeopardy? For those organizations we approach improving quality through inno-

vation in a different manner. In fact, what may be an innovative concept for one organization may not be for another organization. In this case, we quickly identify their opportunities for innovation, (i.e. the act of introducing something new-Thank you Webster's). We bring new ideas with an emphasis on enhancing the organization's performance. An example of an innovative thought for an organization in transition may simply be to focus on recruitment and retention in a manner that will reduce turnover and thus improve on their results. The innovation is found in how we assist in executing creative approaches to reducing turnover in partnership with the organization.

We enjoy the creative process that occurs in asking ourselves what is innovative about what we are doing for our facilities and clients. To the extent we keep asking and answering that question, we will continue to carry out our founding principle of ***Improving Quality Through Innovation<sup>SM</sup>***.

## Meet Your *HSI Staff*



**Deborah Rose**  
*Director of Consulting*  
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Deb Rose has worked in the long-term care industry since 1986. She has provided oversight in all phases of project development including market and financial feasibility analysis, site acquisition, budgeting, design and engineering, as well as contract negotiations, financing and

construction. She also has extensive experience in the management of skilled nursing facilities, senior housing, home care services, adult day services and transportation.

In addition, Deb has worked on a contractual consulting basis to one of the largest long term care

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*Deborah Rose performs consultative services in the areas of healthcare management (interim and transition), quality improvement and project management. For more information call 651.379.0303.*

## Meet Your *HSI Staff*

organizations in the country providing direction in the areas of quality and financial improvement. She completed her B.S. degree at Bethel College in St. Paul, and holds her Nursing Home Administrator's license for both Minnesota and Wisconsin. Deb is also a licensed social worker.

### Dates to take note of:



- Sept. 19-22** Annual Meeting & Leadership Forum  
Madden's Resort,  
Brainerd MN
- Oct. 8-11** AHCA Annual Convention  
San Antonio, TX
- Nov. 5-8** AAHSA Annual Meeting  
San Francisco, CA
- Nov. 13-15** Care Providers of MN  
Annual Convention  
Minneapolis, MN
- Feb. 7-9** MHHA Institute  
Minneapolis, MN



**Diane McNeil**  
Senior Consultant  
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Diane McNeil has an extensive background in health-care. Since 1984 she has worked with clients in long term care, assisted

living, brain trauma, psychiatric and chemical abuse.

Diane specializes in various capacities including; Fund Development and Capital Campaign Management, Marketing, Community Relations, Mission Integration, Events Management and as a Therapeutic Recreation Specialist.

Diane has served on many professional and community boards, commissions, task

forces, focus groups and committees. She is a recipient of the Community Connections award through Care Providers of MN. She is currently completing a certificate in Fund Raising Management through Indiana University Center in Philanthropy Management. She holds national membership through AFP (Association of Fundraising Professionals).

Diane completed her BS degree from St. Cloud State University and also holds a degree in Graphic Arts from St. Cloud Technical College.

*Diane McNeil performs consultative services in the areas of fund development, marketing, community relations, mission integration, events management and recreation therapy. For more information call 651-379-0303.*

## *HSI News* Staff involved and committed to the industry!

HSI is committed to maintaining an ever ready presence within the long term care and assisted living housing industry. This is accomplished by making ourselves available for multiple association activities and committee involvement.

- **Tim Meyer** – President & CEO of HSI, most recently served on the Care Providers of MN foundation golf tournament committee, he along with **Char Samuelson**, Senior Consultant for HSI served as the Master of

Ceremonies. Tim also will be traveling to San Antonio, Texas to speak at the American Healthcare Association annual convention on October 11th. His topic will be on diversifying your long-term care business.

- **Susan Taylor**, Vice President of HSI, serves on the Housing Cabinet for Care Providers.
- **Deborah Rose**, Director of Consulting serves on the regulatory and legislative affairs committee for both Care

Providers of MN and MHHA as well as on the Quality committee for Care Providers of MN.

- **June Lingle-Hass**, RN/Assisted Living, is serving on the MHHA Assisted Living Council.
- **Mike Hanson**, CFO for HSI will be speaking at the AASHA convention in San Francisco this fall.
- **Diane McNeil**, Senior Consultant, and **Dan Colgan**, Administrator, are involved in the Twin Cities Senior Development Group.

# Customer Satisfaction Surveys Tell Unique Stories

Customer satisfaction surveys are a standard practice at HSI managed properties. “It’s the best way to see how well we are doing in the eyes of our ultimate customer”, says Susan Taylor, Vice President at HSI. Different formats are used for each building using a customized approach as each building is unique in the scope of services offered—from skilled nursing services to assisted living to independent living. This customized approach gives the on-site manager a snapshot of how their residents perceive the general atmosphere of the building as well as the level of satisfaction with specific services and staff responsiveness.

Other information collected provides management with

information that can be helpful in determining future marketing strategies as well. For example, at one of the buildings, current residents were asked what factors influenced their decision to choose this particular building during their search for a new home. Over twenty percent identified the affiliation the building has with the sponsoring church, which is physically connected, as a contributing factor during their decision making process. Armed with this information, strategies were developed to continue the strong ties with the church’s activities and events and emphasize the campus setting in future marketing materials.

The questions on the survey instrument itself are kept to a

minimum to ensure the residents will be willing to fill them out. For those individuals who may find it difficult, a separate survey, with matching questions, is mailed to family members. The average response rate of 80% provides sufficient data to focus on areas that may need improvement and strengthen the overall level of service as well as provide trending data over time.

HSI also has conducted customer satisfaction surveys on behalf of clients on a consulting basis as part of an overall marketing analysis. *“We believe the best marketing plan starts with satisfied customers”*, says Taylor.



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