

New Chapters

History

- Started as “Columbia Manor Dream Team” in 96 bed nursing facility in Portland Oregon
- Expanded throughout state of Oregon by creating a non-profit foundation; “Oregon Health Care Foundation” Renamed “Forget-me-Not”
- Further expanded to eight western states through Consonus’ “New Chapters” program

Video

Program Goals

- Reinforce mission and philosophy statements
- Bring meaning to why our team dedicates their lives to the clients we serve
- Consistently demonstrate to our team members that we value their dedication to our values and residents
- Build a community of team members focused on common objectives

Alice Meets George Strait!





"Christine Volgel's 'Make a Wish' Visit To Meet Governor Gregoire - Executive Mansion - June 18, 2009"



Vickie Swims with the Dolphins!



Irma and the “Rough Riders”



Betty Tried to Resist



Benefits/Results

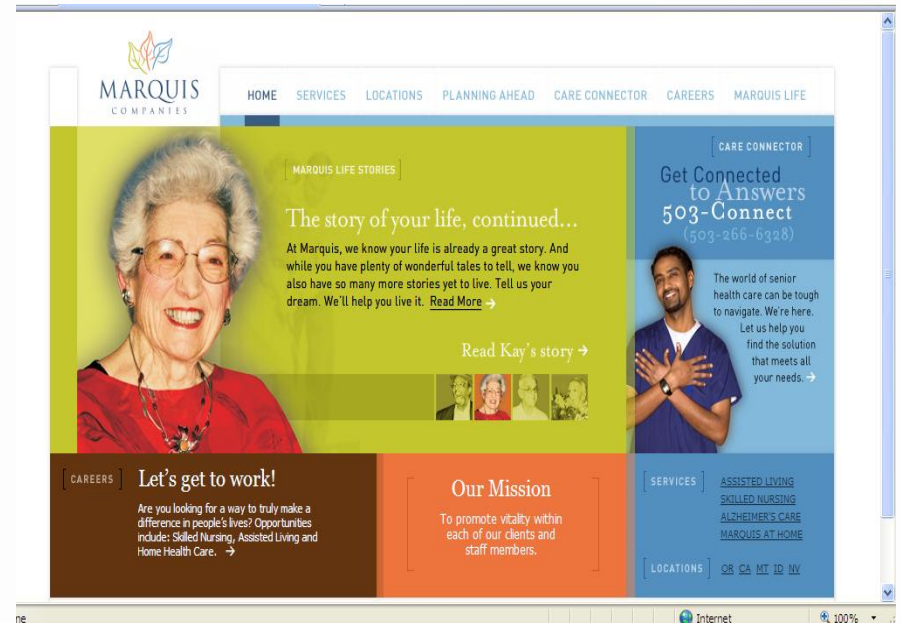
- Improved perception of facility
- Improved staff turnover and satisfaction
- Enhanced sense of corporate community
- Marketing/P.R – Focus on what is right about LTC
 - Internal
 - Staff
 - Residents
 - Families
 - External
 - Public
 - Referral sources
 - Surveyors
 - Caseworkers



New Chapters

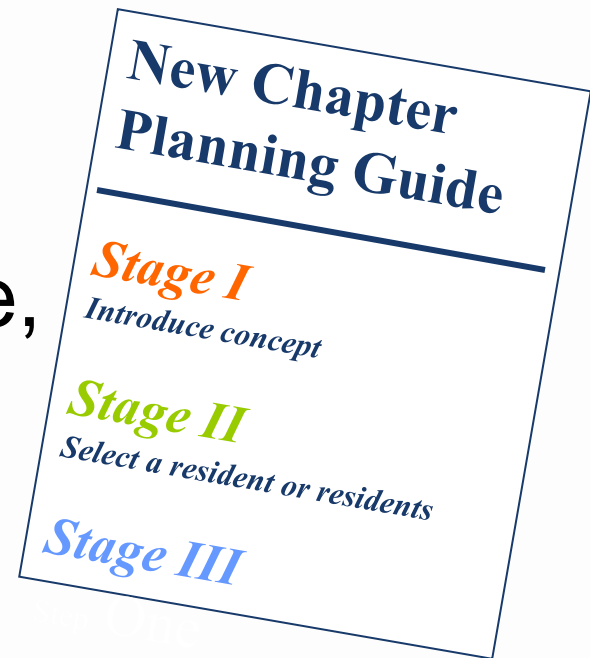
External Promotion of Program

- Name/pictures of residents posted on public website.
- You Tube postings
- Miscellaneous earned media
 - * Newspaper(s)
 - * TV
- Miscellaneous paid media
 - * Ad in Newspaper



Planning an Event

- Introduce concept
- Select a resident or residents
- Brainstorm
- Think big, Big, BIGGER
- Who, what, when, where, why, *HOW*
- Get the word out.



Additional Benefits

- Focus on Mission
- Builds Teamwork
- Gains Community Involvement / Outreach
- Positive Public Relations
- It's Fun!

Call for more Information!

For complete program information, please
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Make a Dream Come True

