

# Illinois Council on Long Term Care



# Customer Satisfaction

## Seminar Purpose

The long term care profession in Illinois has come together to launch a jointly developed statewide initiative call the **Road to Excellence**. The 2008 goals of the **Road to Excellence** are:

- ❖ Measure and improve customer satisfaction
- ❖ Prevent and reduce pressure ulcers
- ❖ Manage and reduce pain

The **Road to Excellence** is intended to complement and support existing facility efforts and is designed to highlight in an organized and measurable way the overall success of care efforts of individual facilities and staff working together.

In addition to an overview of the **Road to Excellence**, this seminar will focus on the first goal of the initiative – **Customer Satisfaction**. The presentation will review the compliance, quality assurance and marketing benefits to the facility of conducting customer satisfaction surveys. The seminar will provide tools to help your facility prepare for the customer satisfaction survey process and tips on successful customer surveying.

The seminar will also cover how to best use the results of the satisfaction survey in comparison with other facilities in the state and in your geographic area.

The **Road to Excellence** Customer Satisfaction presentation will be relevant to administrators, marketing, admissions and public relations directors, social services coordinators, activity directors, volunteer coordinators, and anyone responsible for good customer relations.

This is the first in series of **Road to Excellence** seminars. Be prepared for training sessions on Wound Management in May and Pain Management in June.

This seminar is also being offered by Life Services Network ([www.lsn.org](http://www.lsn.org) or 630-325-6170) on March 13 at Bobak's Conference Center in Woodridge and by the Illinois Health Care Association ([www.ihca.com](http://www.ihca.com) or 800-252-8988) on March 19 at the Northfield Inn in Springfield and on March 20 at the Rend Lake Resort in Whittington. Membership discounts for this seminar at all locations are available for members of the Illinois Council on Long Term Care, the Illinois Health Care Association, and Life Services Network of Illinois.

## Seminar Location

**Wednesday, March 5, 2008**  
**1:30 to 4:30 PM; Check-in at 1:00 PM**  
**Oak Lawn Hilton Hotel**  
**9333 South Cicero Avenue, Oak Lawn 60453**

**Tuesday, March 11, 2008**  
**8:30 to 11:30 AM; Check-in at 8:00 AM**  
**Skokie Holiday Inn**  
**5300 West Touhy Avenue, Skokie 60007**

## Seminar Schedule and Speakers

AM times for Skokie; PM times for Oak Lawn

8:00/1:00	Registration and Refreshments
8:30/1:30	Overview of the <b>Road to Excellence</b>
9:15/2:15	The Benefits of Customer Surveys
9:30/2:30	Get ready, Get Set, Go!
10:00/3:00	Break
10:15/3:15	Using Your Survey Results
11:15/4:14	Next Steps
11:30/4:30	Closing

Linda Hollinger-Smith, RN, PhD, FAAN is Senior Vice President for Research for Life Services Network of Illinois. Dr. Smith was crucial in the refinement and expansion of the **Confidence** Customer Satisfaction Survey that will be used on the **Road to Excellence**.

## Continuing Education Credit

The Illinois Department of Professional Regulation has approved these presentations for **THREE HOURS** of Continuing Education credit for Licensed Administrators and Social Workers. All other attendees may use their Illinois Council Annual Attendance Report as proof of participation.

**Illinois Council on Long Term Care**  
**The 2008 Seminar Series for Nursing Home Professionals**



# Customer Satisfaction



**Wednesday, March 5 at the at the Oak Lawn Hilton, 1:30 to 4:30 PM**  
**Tuesday, March 11 at the Skokie Holiday Inn, 8:30 to 11:30 AM**

Facility \_\_\_\_\_

Address \_\_\_\_\_ Telephone \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

**PLEASE PRINT OR TYPE; CHECK BOX FOR ONE SESSION ONLY PER PERSON**

Name	Council Member	IHCA Member	LSN Member	Administrator License #	CHECK ONE BOX ONLY	
					March 5 - PM Oak Lawn	March 11 - AM Skokie

**Seminar Fees: Non-members: \$190 each; Council / IHCA / LSN members: \$95 each**

**THE CLOSING DATE FOR REGISTRATION is March 3, 2008. No registrations will be accepted at the door. Registrations received after the closing date are \$285 for non-members and \$145 for Council/IHCA/LSN members. Cancellations will be accepted and refunds will be issued ONLY when the Council receives a phone call or fax by 9:00 a.m. the DAY BEFORE the seminar.**

**REGISTRATIONS WILL NOT BE PROCESSED WITHOUT PAYMENT.**

Photocopy the completed Registration form for your records and then mail or fax the original Registration form, with check or credit card information (VISA, Master Card, or Discover only) to:

Illinois Council on Long Term Care - Suite 304  
 3550 West Peterson Avenue, Chicago, Illinois 60659  
 Phone: 773/478-6613 Fax: 773/478-0843

Office Use Only: 2802 A B
Amount Due: _____
Date Recd: _____
Amount Recd: _____
Check #: _____
Credit Recd: _____
Comments: _____

For Credit Card Orders: Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Name of Card Holder: \_\_\_\_\_

Card Holder's Billing Address: \_\_\_\_\_