



Master Practice Minutes

From the Corporate Perspective: Support and Communication

Learning Objectives:

- Learn ways to enhance communication techniques about successful aging Bright Spots across your organization.
- Discuss ways to create healthy competition.
- Expand use of Bright Spots and honor successes for outreach.

Tips from Presbyterian Senior Living:

- Facilitate healthy competition with an annual project that challenges the community to work together to promote their successful aging journey.
- Gather Lifestyle Coordinators and Resident Champions together a few times a year in person to share “Bright Spots.”
- Hold quarterly all organization Lifestyle Coordinator calls to work through challenging opportunities and share Bright Spots.
- Determine a method to publically honor successes such as through a Blog, Social Media venues or organization wide newsletter.

Questions:

- What do you do to celebrate successes and share Bright Spots?
- How do you identify Bright Spots as they occur?
- What are some hurdles that you have experienced in your organization in relation to Blogs and Social Media?

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