



The use of Technology to attract today's customer

John Stuart
Chief Executive
Office
Twilight Aged Care

TWILIGHT AGED CARE
1915 - 2015

100
Years of Care











Twilight Aged Care



- 1912 Founded by a group of society women
- 1915 Opened Onslow House
- 1924 Opened Jamieson House
- 1979 Opened Horton House
- 1999 Opened Glengarry
- 2010 Purchased Glades Bay Gardens
- 2010 Closed Onslow House
- 2015 Centenary year

Knowing your market



1915: Educated gentle women

2014: Sons and daughters of people needing care

- High socio-economic demographic
- Educated and discerning consumers
- Assertive advocates for their parents or relative
- Seeking superior individualised care and accommodation
- Engaged with Information Technology

Brand Differentiation



- Small boutique facilities
- Homelike environments
- Domestic style furnishing
- Staff don't wear uniforms
- Desire by governing body to deliver a superior level of care
- Leverage technology to improve care outcomes
- Use technology to market care and services

Traditional Marketing Platforms

Print Media

The Sydney Morning Herald



- Expensive
- Limited reach and short life
- Limited opportunity to get the message across



Patient Information

A TEACHING HOSPITAL OF THE UNIVERSITY OF SYDNEY

PATIENT'S INFORMATION
RYDE
COMMUNITY

Dentist

Manly Hospital

THIS DIRECTORY IS FOR THE USE OF PATIENTS



Mc
PRIV

Hornsby Ku-ring-gai Hospital

2013-2014

Patient Information Directory

This directory is the property of the Hospital
Please do not remove





knowing you've made
the right choice



Twilight Aged Care is at the forefront of ageing in place - providing a variety of care options for every stage of ageing, including dementia-specific and end of life care. We offer activity programs, lovely gardens and elegantly designed accommodation including spacious rooms with en-suites. Call us today to find out more about our home-like facilities, services and outstanding care.



FOR MORE INFORMATION

(02) 9414 4400

info@twilight.org.au | www.twilight.org.au

■ GLADES BAY GARDENS

■ GLENGARRY

■ HORTON HOUSE

■ JAMIESON HOUSE

Traditional Marketing Platforms

Radio



Wide reach to target audience

Limited to 30 sec commercials

Drives people to other platforms such as websites, phone enquiries

Ability to change advertising regularly and link to special events

Expensive

Call to Action

Focused specifically on drawing attention to an issues and getting leads



Cross Promotion

Aligning your message with media promotions



Special Events – ANZAC Day



Leveraging your Website

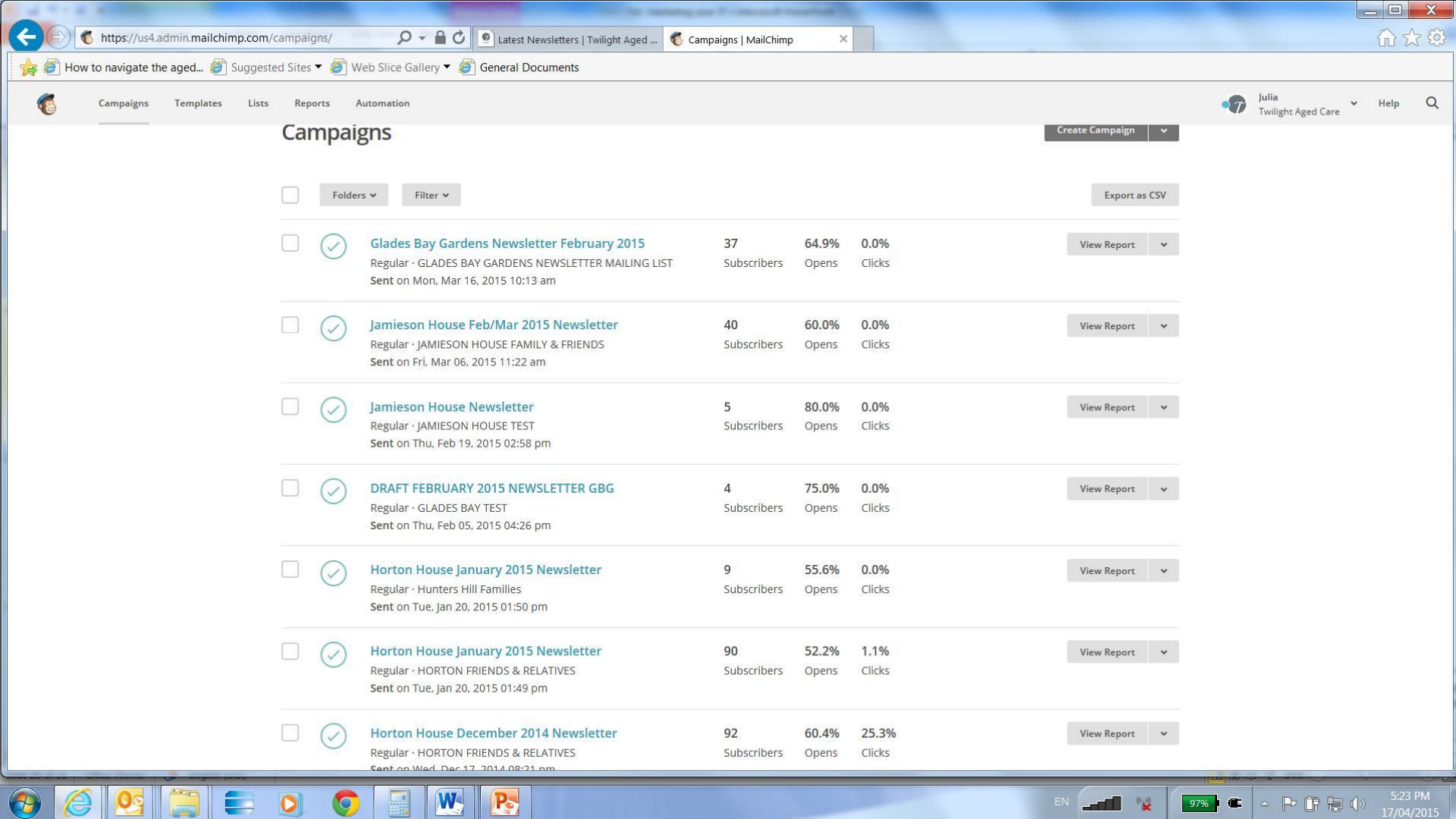


Twilight
AGED CARE



Newsletters



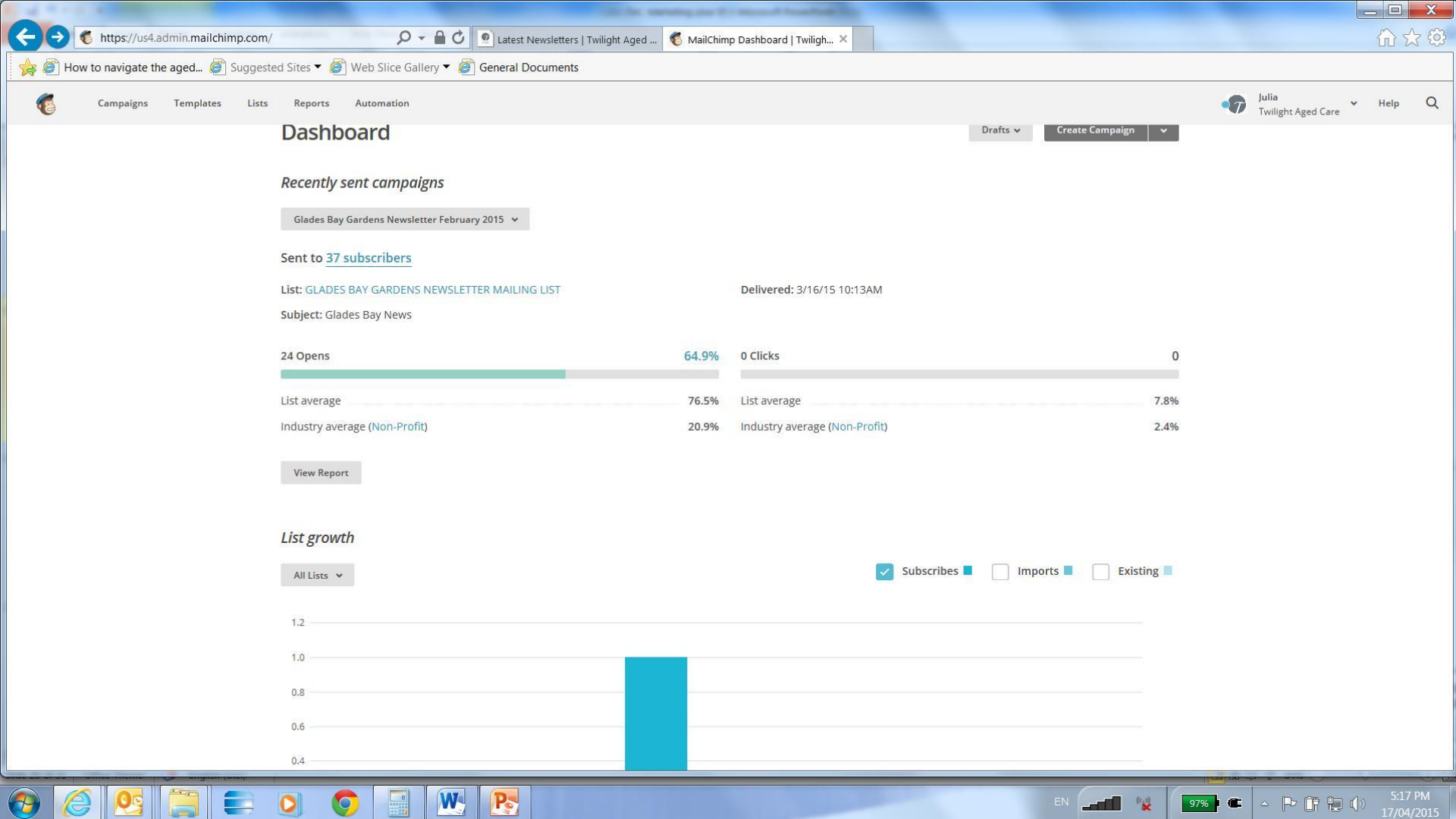


Campaigns

Create Campaign

<input type="checkbox"/>	Folders	Filter					Export as CSV
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Glades Bay Gardens Newsletter February 2015	37	64.9%	0.0%	View Report
			Regular · GLADES BAY GARDENS NEWSLETTER MAILING LIST	Subscribers	Opens	Clicks	
			Sent on Mon, Mar 16, 2015 10:13 am				
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Jamieson House Feb/Mar 2015 Newsletter	40	60.0%	0.0%	View Report
			Regular · JAMIESON HOUSE FAMILY & FRIENDS	Subscribers	Opens	Clicks	
			Sent on Fri, Mar 06, 2015 11:22 am				
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Jamieson House Newsletter	5	80.0%	0.0%	View Report
			Regular · JAMIESON HOUSE TEST	Subscribers	Opens	Clicks	
			Sent on Thu, Feb 19, 2015 02:58 pm				
<input type="checkbox"/>	<input checked="" type="checkbox"/>		DRAFT FEBRUARY 2015 NEWSLETTER GBG	4	75.0%	0.0%	View Report
			Regular · GLADES BAY TEST	Subscribers	Opens	Clicks	
			Sent on Thu, Feb 05, 2015 04:26 pm				
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Horton House January 2015 Newsletter	9	55.6%	0.0%	View Report
			Regular · Hunters Hill Families	Subscribers	Opens	Clicks	
			Sent on Tue, Jan 20, 2015 01:50 pm				
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Horton House January 2015 Newsletter	90	52.2%	1.1%	View Report
			Regular · HORTON FRIENDS & RELATIVES	Subscribers	Opens	Clicks	
			Sent on Tue, Jan 20, 2015 01:49 pm				
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Horton House December 2014 Newsletter	92	60.4%	25.3%	View Report
			Regular · HORTON FRIENDS & RELATIVES	Subscribers	Opens	Clicks	
			Sent on Wed, Dec 17, 2014 08:21 pm				





Social Media



Google™

YouTube



Find us on
Instagram





Twilight
AGED CARE

Week of 6 April–12 April



Twilight Aged Care
Build Audience · Promote Page

See Insights

	LAST WEEK	PREVIOUS WEEK	TREND
Total Page Likes	150	139	7.9%
New Likes	12	1	1,100.0%
Weekly Total Reach	769	172	347.1%
People Engaged	177	45	293.3%



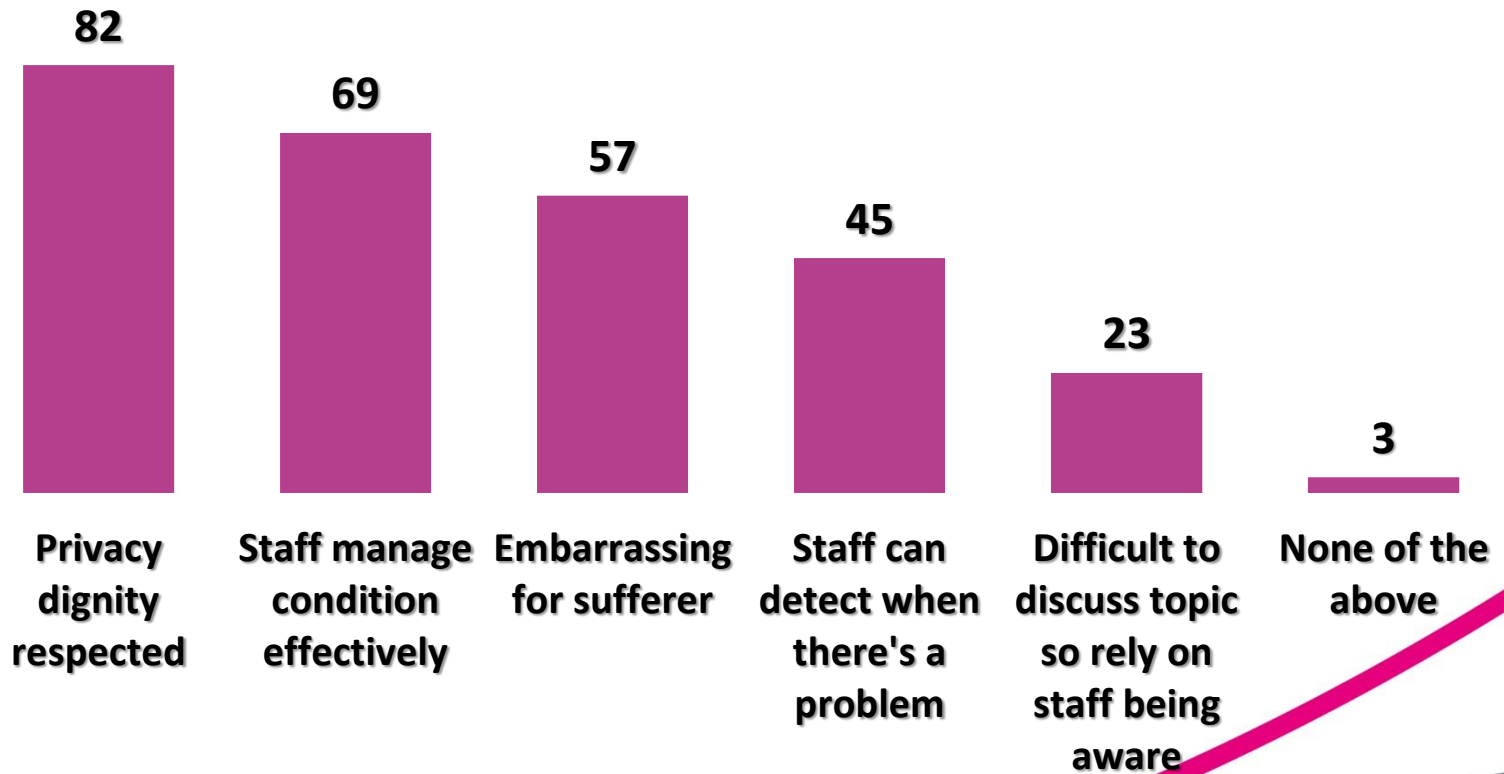
You Tube



Marketing your Clinical Information Technology

- Contenance
- Falls prevention and harm minimisation
- Medication management

Priorities around Incontinence



What is Smart Incontinence Management



Why Implement SIM



- Early adopters of information technology
- Use of technology to drive business reform
- Recognised opportunity to improve individual care
- Recognised opportunity to use the technology to leverage our marketing
- Recognised opportunity to improve revenue through increased ACFI returns



More than just an IT system

- Nurses are not accustomed to working with data
- Data drives change
 - Resident continence management – no longer will one size fit all
 - Abandon old practices
 - Clinical documentation
 - How does SIM fit into the suite of documents collected for residents
 - What process changes will result in the way documentation is managed
- Opportunity to surpass customer expectations



Falls



Medication Management



- Computerised Medication Management System – iCare
- Seamless integration with Pharmacy
- Medication charts downloaded into the system
- Limits view to a specific medication round
- Linked to AusMed for easy medication information references online
- Tracks and reports exceptions

Medication Management

http://192.168.0.6/icare/ OUR HOMES | Twilight Aged Care Home iCareHealth

How to navigate the aged... Suggested Sites Web Slice Gallery General Documents

Twilight LIVE iCareHealth

John STUART - Twilight House Aged Care Facility [logout]

Back to Main Back to Sub-Menu Resident Listing

Resident Details

Resident Name: [Redacted] Allergies: Efavir

Preferred Name: [Redacted] Doctor Name: [Redacted]

D.O.B: [Redacted] Gender: Female

Medicare Number: [Redacted] Diet: Normal Diet

Last Updated: 16/04/2015 10:02:29 AM

Special Needs/Diagnosis: AF on apixolestaban, Heart failure, Left neck fracture, vavular disease, GORD, high cholesterol, recurrent falls, hypokalemia and hyperkalemia, Urinary incontinence, Decreased mobility, Malnutrition, Other demantia, (including alcoholic, persenila & senile, Unspecified), Heart disease.

Medication Note/Special Instruction:

Medication Information

#Regular Medication	#Additional Medication	PRN	Short Course
11	6	Y	No record from pharmacy

Medication Signing Sheets Send Message to Pharmacy Message History Historical Reports

Medication Profile

The resident is currently linked to the pharmacy: Millers Pharmacy Unlink Medication Profile

Message	Route	Drug Name	Status	Start Date	End Date	Freq.	Edit	Before Breakfast	Breakfast	Before Lunch	Lunch	Before Dinner	Dinner	Bed Time	Night Time	Pack No.
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EN 97% 6:32 PM 17/04/2015

Medication Management

Browser address bar: http://192.168.0.6/icare/ | OUR HOMES | Twilight Aged Care | iCareHealth

Twilight LIVE iCareHealth

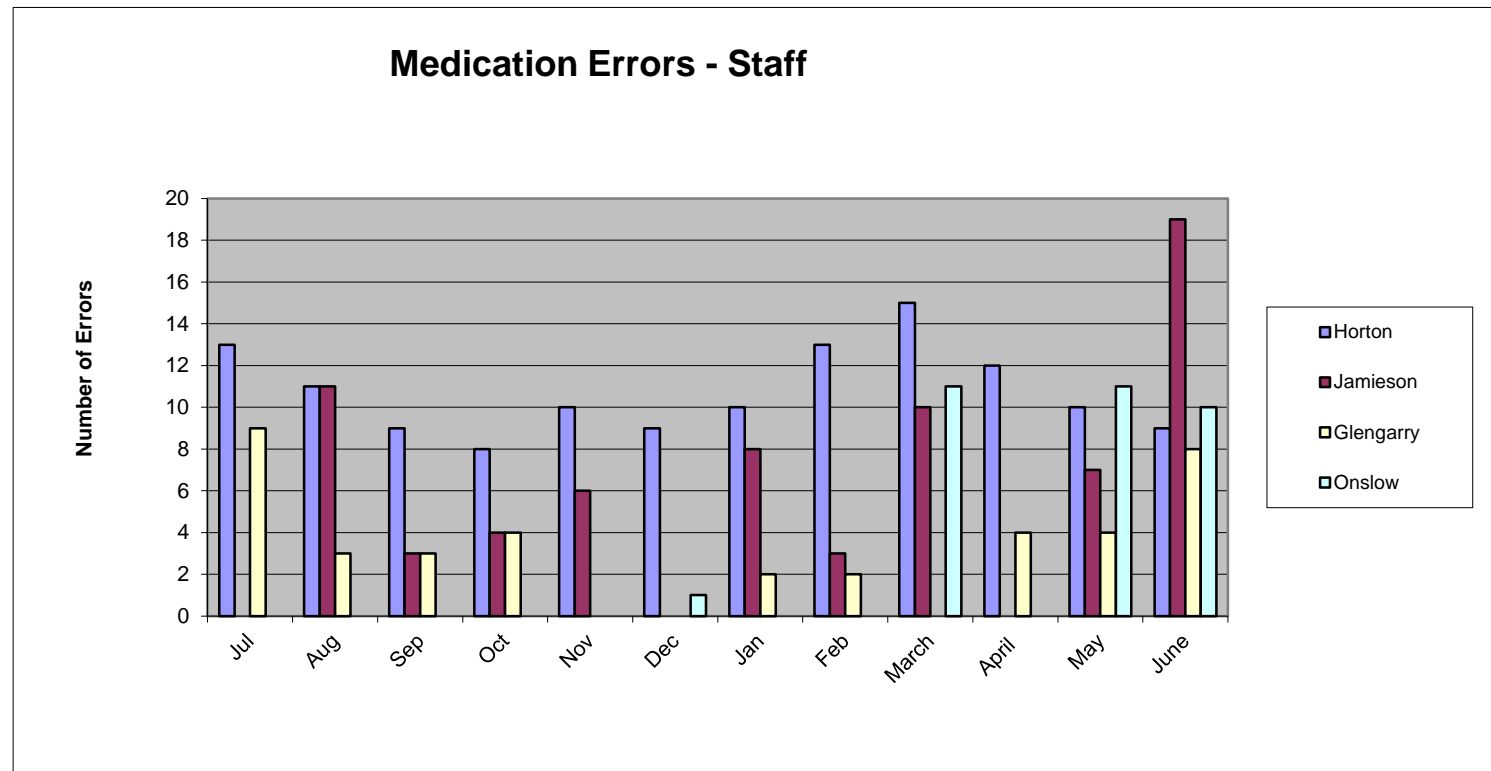
Click here for licensing information | Click here to open AusDi Advanced

Message	Route	Drug Name	Status	Start Date	End Date	Freq.	Edit	Before Breakfast	Breakfast	Before Lunch	Lunch	Before Dinner	Dinner	Bed Time	Night Time	Pack No.
Send	O	Avanza SolTab 15mg Tab (Mirtazapine)	Packed	17/02/2014		daily	Edit							1.00		1
Send	O	Bior 5mg Tab (Bisoprolol fumarate)	Packed	17/02/2014		daily	Edit						1.00			1
Send	O	Eliquis 2.5mg Tab (Apixaban)	Packed	17/02/2014		daily	Edit	1.00				1.00				1
Send	O	Frusid20mgTab (Frusemide)	Packed	2/03/2015		daily	Edit	1.00								2
Send	O	LanoxnPG62.5mcgTab (Digoxin)	Packed	17/02/2014		daily	Edit	1.00								1
Send	O	Ozpan 40mg Tab (Pantoprazole Na)	Packed	24/03/2014		daily	Edit	1.00				1.00				2
Send	O	Panamax500mgTab (Paracetamol)	Packed	17/02/2014		daily	Edit	2.00			2.00		2.00	2.00		2
Send	O	Perindo Combi 4/1.25 Tab (Indapamide hemihydrate; perindopril erbumine)	Packed	17/02/2014		daily	Edit	1.00								1
Send	O	SoflaxTab (Cassia,SennosB,etc)	Packed	17/02/2014		daily	Edit	2.00				2.00				1
Send	O	Stilnox10mgTab ONLY!!!	Packed	24/09/2014		daily	Edit						1.00			1
Send	O	VIT D 1000U (VIT D 1000 TAB)	Packed	17/02/2014		daily	Edit	1.00								1
Send	I	Bretaris Gen Inh (Acidinium Bromide)	Unpacked	26/01/2015		daily	Edit	1.00				1.00				1
Send	O	ChlorvescentTab (KHO3;K2CO3;KCl)	Unpacked	23/02/2015		daily	Edit	2.00								1
Send	O	LacDolSyrup (Lactulose)	Unpacked	17/02/2014		daily	Edit	20.00								1
Send	INJ	Neo-B12 Injection (Hydroxocobalamin)	Unpacked	5/08/2014		every month	Edit	1.00								1

Medication Management

Reduce Errors and Improve Safety

2008-
2009



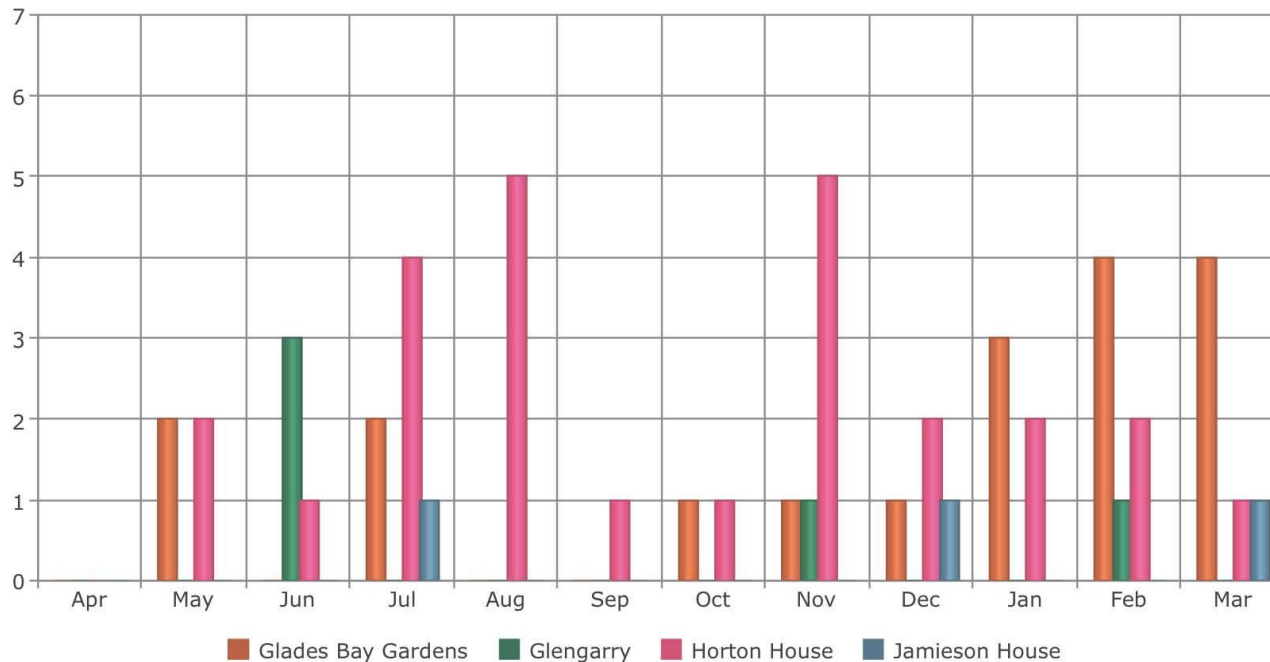
Medication Management

Reduce Errors and Improve Safety

2014-2015

Medication Errors by Staff

Number of medications errors by staff at facility per month



Leading Change

- CEO Executive sponsor and Champion with high level overview
- CEO and senior management must value clinical information as drivers of business change
- CEO and senior managers must value clinical services as major marketing assets and differentiators
- Clearly identify what outcomes are required for the project and how they will be measured
- Clearly identify what business process will be impacted or changed
- Make resources available
- Free up bottlenecks
- Evaluate the success (or otherwise) of the project

Thank you

