

A Unique Winter Experience

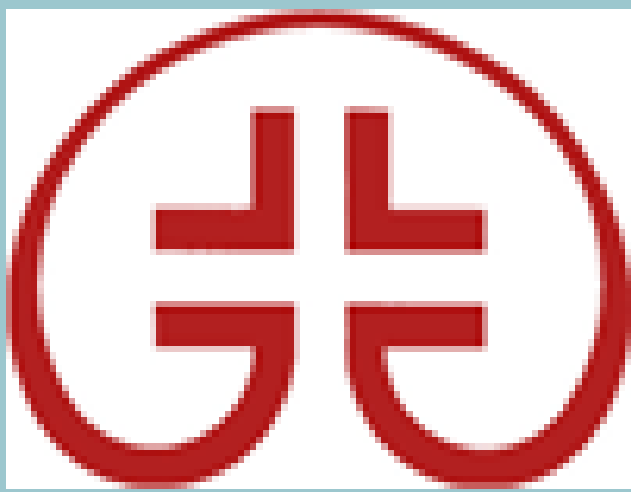
McKenna Puls

Bethany St. Joseph Care Center

La Crosse, WI

Customer Service Leadership Project

University of Wisconsin
Eau Claire



INTRODUCTION

At Bethany St. Joseph Care Center, we have residents who enjoy sitting outside all year long, but with the winter months coming we don't have an appropriate place for them to relax. We don't want to take away the opportunity for our residents to sit outside and enjoy the beauty of winter. The solution to this problem was to include outdoor warming igloos.

OBJECTIVES

This project was designed with the comfort of the residents in mind. The intention was to help create a unique winter experience with the warming igloos. We also wanted to receive positive feedback regarding the igloos from residents, staff, and family members.

METHODOLOGY

1. Research Igloo Options
2. Survey Residents
3. Purchase Igloos
4. Inform Residents and Families
5. Track Visits In Igloos
6. Media Coverage of Igloos
7. Survey Residents and Families
8. Survey Staff and Visitors



MEASURES

Pre-survey

On a scale of 1-5, how likely would you enjoy an outdoor visit in a warming igloo?

Tracking

A log was kept each time a resident used the igloo.

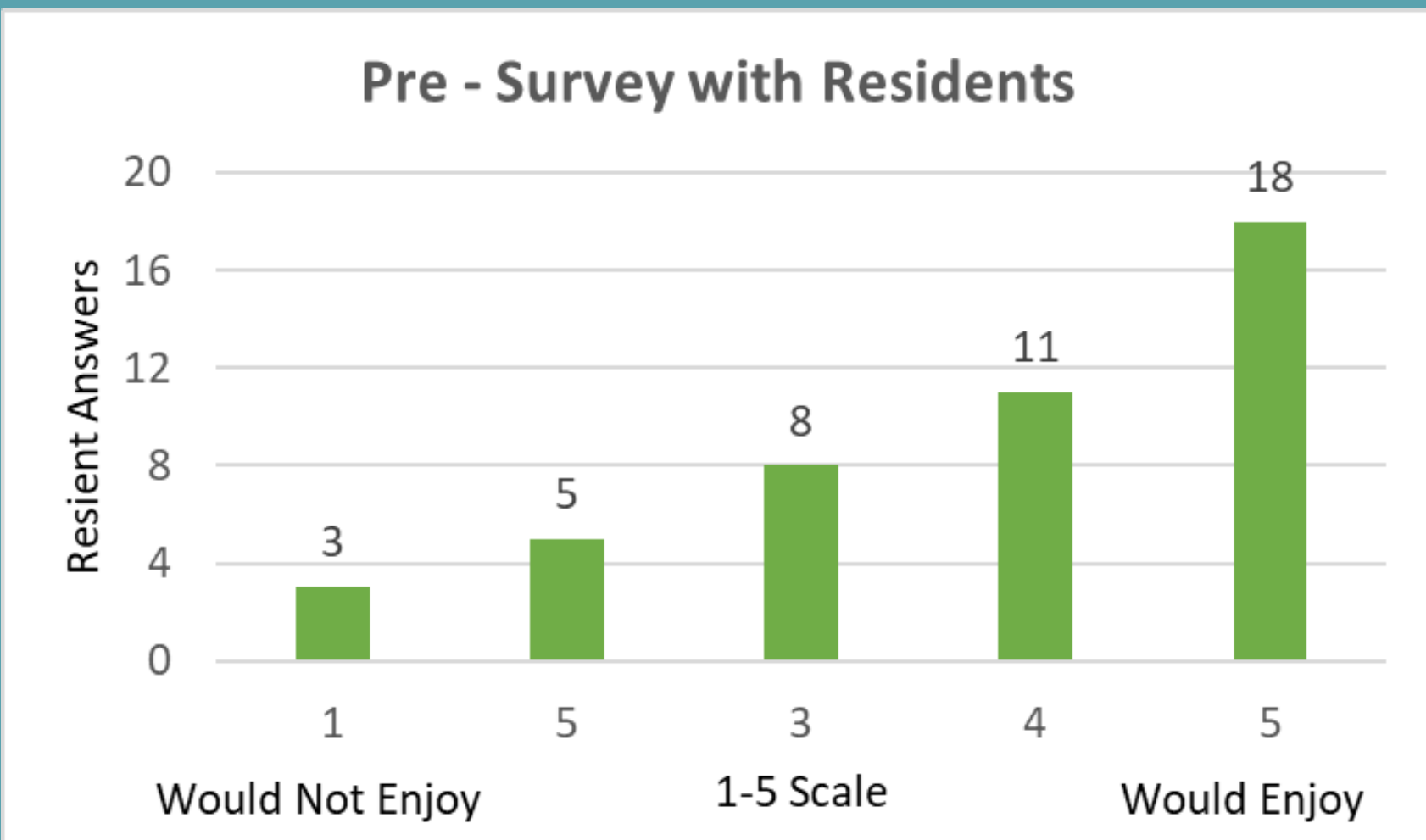
Post-survey

Do you enjoy the ability to go out in the igloo and enjoy a wintertime visit?

RESULTS

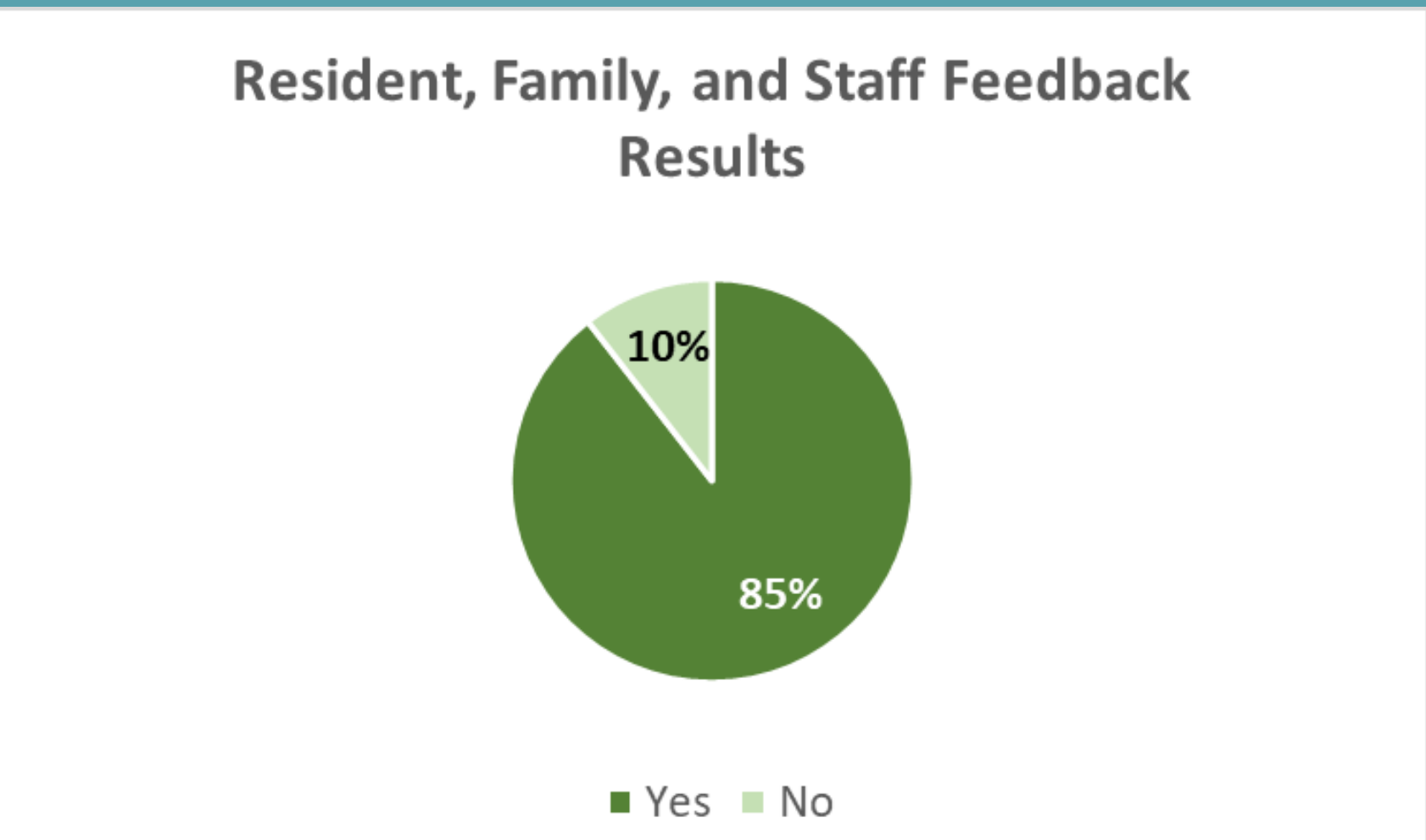
All results of this project were based off responses from 45 long-term care residents and their families and 20 employees who participated in the surveys.

Pre-Survey



Pre-Survey Graph: This is based on resident responses about the likelihood of them enjoying an outdoor visit in a warming igloo. Responses show that only 3 out of 45 residents would not likely enjoy an outdoor visit in the warming igloo.

Post-Survey



Post-Survey Graph: The same residents along with family members and staff were interviewed after the implementation of the igloos; the results show that residents, family, and staff enjoyed that they were able to go into the igloos and enjoy a visit. 85% of all that were asked enjoyed the igloo visits.

FEEDBACK

"I love being able to go sit outside and still be warm!"
- Resident of 4 Years

"I love that my mom can do something like this! It's so unique and fun!"
- Family Member

"It's cool that residents have this! I've only seen something like this at restaurants!"
- Staff Member

CONCLUSION

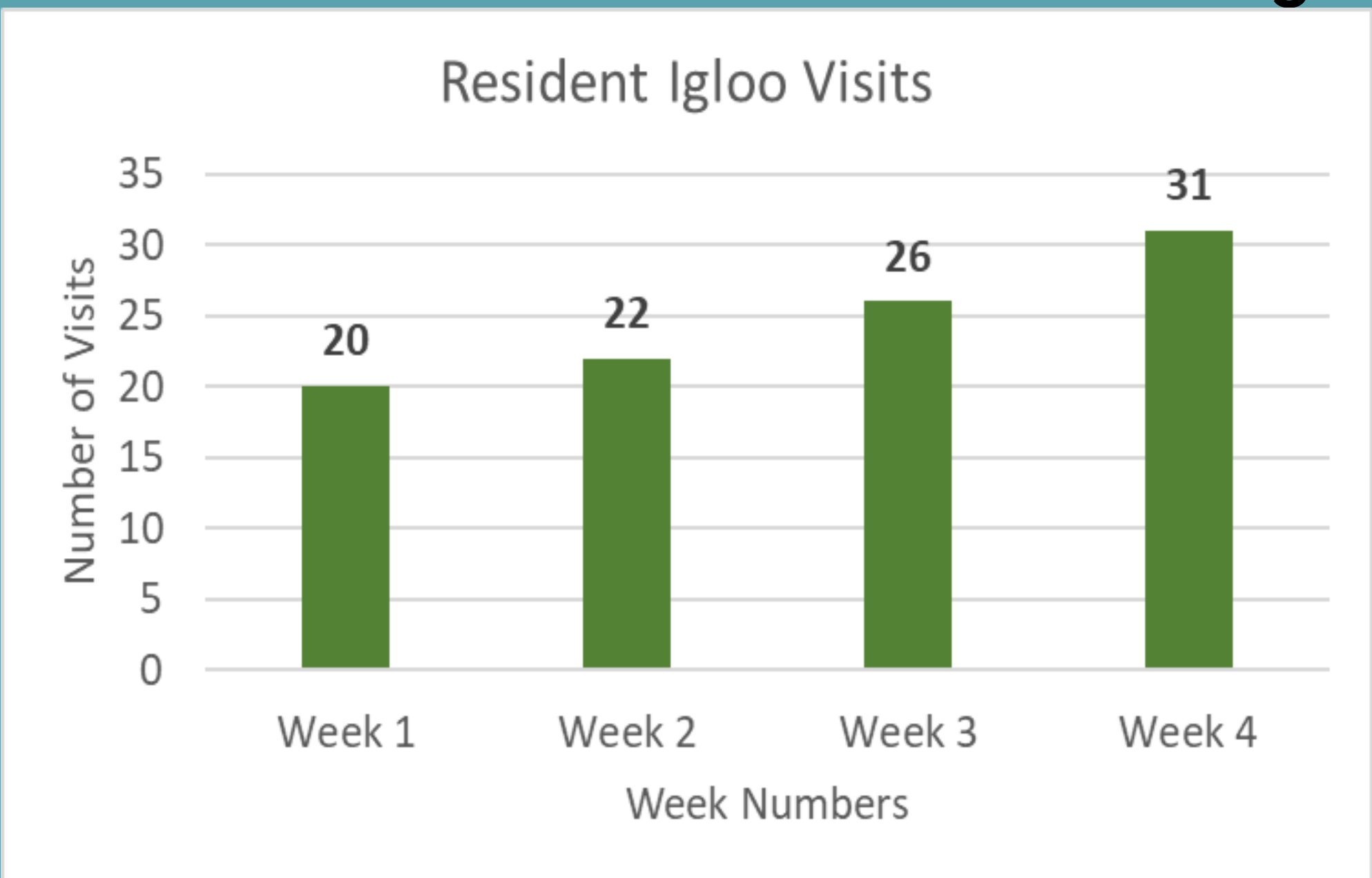
In conclusion, this customer service project created comfort for residents and families during the cold winter months. From the beginning, this was the goal. When residents and families used the igloos, comfortability increased. This in turn lifted the environment and culture within the facility. Overall, this project was success.

RECOMMENDATIONS

As this project continues, the activity director will be taking over the process. My recommendation for her would be to involve herself in the visits with the residents and their families. I would tell her to decorate the igloos for each season and keep them up year-round.

A second recommendation that I would give is to offer reminders to families and residents that the igloos are available for visits. This could be done by creating a sign-up sheet for families and residents to use to "reserve" times in the igloos.

Tracking



Employee Compliance Graph: Each use of the igloos were tracked over a four-week period to determine the initial success of the project. The tracking captured each time a resident used the igloo. This graph represents the total number of visits per week. The graph shows there is a consistent increase in the number of visits over the four-week period. Fridays were the most popular day with a total of 25 out of the 99 visits occurring on a Friday. The overall visits were high, with Week 4 showing 69% of residents that said they would enjoy a wintertime visit, enjoyed an igloo visit.

Unexpected Results

