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industry news.

☒ According to Thomas Day, the national aging network was created by the Older Americans Act of 1965. It is administered by the Administration on Aging and by state aging departments. On a local level, services are offered through 655 area agencies on aging scattered all over the country. Its purpose is to provide a wide range of services to support Americans age 60 and over in the community and keep them out of nursing facilities. The aging network is the largest single provider of aging services in the country, utilizing 29,000 service providers and over 500,000 volunteers. To learn more about this organization, go to http://www.longtermcarelink.net/eldercare/area_agencies_on_aging.htm.

☒ Depression is a hot topic for many nursing home employees as they seek to reduce the incidence of depression in their organization. Nick Zullo reported that **20% of community dwelling elders experience symptoms of depression**, and the prevalence rate for depression in older women is twice that of men and **late-life depression can have serious repercussions, increasing mortality and disability, higher health care utilization, and longer hospital stays**. Yet 63 percent of older adults with a mental health disorder experience an unmet need for mental health services. To learn more about the prevalence of elder depression, go to http://www.longtermcarelink.net/eldercare/depression_elderly_care_recipients.htm.

shop talk.

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What is the one thing that will cause an organization to lose customers? The lack of customer satisfaction will possibly result in losing up to up to 40% of business. It is vitally important that customers feel valued and supported. Healthcare facilities and providers are constantly competing to gain business. To maintain your edge, organizations should focus on the customer and offer exceptional support. Some benefits to providing outstanding customer support are increased business, loyal satisfied customers and employee retention.

Here are some pointers to resolve customer concerns:

Focus on the problem not the person. Do not take it personal when a customer becomes unglued. Remember that their expectations have not been met.

Take responsibility. Never, ever say that is not my job. Remember you are not the problem, but you must take the proper steps to address and resolve the problem.

Offer solutions. Let the customer know that you are diligently working to resolve the problem. Offer an immediate solution that will start the resolution process. Always let the customer know that this may be a temporary fix until a permanent resolution can be implemented.

fun facts

Did you know that:

- There is a city in New Mexico named Truth or Consequence.
- Iowa has the most nursing homes per capita at 1 for every 5,400 people.
- South Dakota has the most hospitals per capita at 1 for every 11,250 people.
- 5% of nursing homes receive over 50 pages of documents per referral inquiry.
- 51% of nursing homes are associated with a chain organization.
- 92% of nursing homes are freestanding and 8% are hospital based.
- 68% of nursing homes are for profit;
- 28% are non-profit and 4% are government run.