



# Thrive Under Fire: Handling Our Customers With Ease

August 8, 2024 • 1–2 p.m. CT

[www.LeadingAgeIowa.org/ThriveUnderFire](http://www.LeadingAgeIowa.org/ThriveUnderFire)

Customer service is the cornerstone of every business and is essential for building a strong reputation. We learn about it, and we talk about it ... but do we truly deliver what we promise? In long-term care, customer service stands apart from other industries and requires a unique approach.

In this webinar, the participants will begin by completing a brief, self-scored inventory to identify their personality traits. This insight will help them understand themselves better and improve their interactions with others, regardless of personality similarities or differences.

Everyone encounters "difficult" customers—whether they are staff, residents, or families—in their daily work. This webinar will cover 10 different "difficult" personality types and provide specific skills and strategies to manage each type effectively, bringing out the best in people even in challenging situations.

Participants will gain real-time strategies to enhance their daily customer service efforts, ultimately aiming to improve satisfaction and outcomes.

- Identify key personality attributes and how these impact day-to-day interactions with others.
- Describe "difficult" personality types and key intervention strategies for mitigating conflict.
- List evidence-based customer service approaches for health care and explain how these impact satisfaction and outcomes.

## Event Schedule

August 8, 2024 | 1–2 p.m. CT

## Who Should Attend

Administrators, Nurses, Department Heads, Social Workers, Activity Professionals, Direct Care Professionals, and other team members. Appropriate for all provider types including nursing home, assisted living, adult day services, and independent living.

## Faculty

**Kathleen Weissberg, OTD, OTR/L, Education Director. Select Rehabilitation**



Kathleen Weissberg, in her more than 25 years of practice, has worked in long term care as a researcher/educator and has established various programs in nursing facilities including palliative care and end of life care, incontinence management, falls management and dementia care and staging. She currently provides continuing education support to 6,000 therapists nationwide as director of education for Select Rehabilitation. She has lectured nationally, at the state level, and authored publication on the topics such as patient satisfaction outcomes in long term care, restraint reduction and fall prevention, driving and the elderly, dementia management, palliative care, and hospital readmissions. She has presented at previous LeadingAge conferences for Georgia, South Carolina, Michigan, New York, and has authored articles for publication for LeadingAge Florida and Texas.

## Continuing Education Information

**Social Services** – The event is designed to provide 1.0 contact hour, aligning with the criteria set by the Iowa Board of Examiners for Social Workers for participants who attend the entire event. Please note that partial credit will not be granted; full attendance is required to receive contact hours or a certificate of attendance. LAI will verify electronic virtual sign-in and sign-out times before issuing certificates.

**Activity Professionals** – This session has been approved by the Iowa Department of Inspections & Appeals for 1.0 contact hour for Certified Activity Professionals who attend this session in its entirety. Partial credit for this session will not be granted. To receive contact hours or a certificate of attendance, you must attend the entire session.

LAI Assisted Living Manager Recertification – Participants who attend the entire event will be eligible for 1.0 contact hour. Please note that partial credit will not be granted; full attendance is required to receive contact hours or a certificate of attendance. LAI will verify electronic virtual sign-in and sign-out times before issuing certificates.

Iowa Board of Nursing Provider #67 – LeadingAge Iowa is an approved provider of continuing education for nurses, accredited by the Iowa Board of Nursing (Provider No. 67). Participants who attend the event in its entirety will be eligible for 1.0 contact hour. Please note that partial credit will not be granted; you must attend the entire event to receive contact hours or a certificate of attendance. LAI will verify electronic virtual sign-in and sign-out times before issuing certificates. Evaluations for this event can be submitted directly to the Iowa Board of Nursing.

Nursing Home Administrators – The event is designed to provide 1.0 contact hour, aligning with the criteria set by the Iowa Board of Examiners for Nursing Home Administrators for participants who attend the entire event. Please note that partial credit will not be granted; full attendance is required to receive contact hours or a certificate of attendance. LAI will verify electronic virtual sign-in and sign-out times before issuing certificates.

For other long-term support and service provider professional not listed above: Most licensure boards, credentialing agencies and professional organizations have processes that allow individuals to earn a certain number of CEUs for non-preapproved programs and/or to accommodate self-submission for approval of continuing education hours after the event takes place with proper documentation from the program sponsors. It is up to the discretion of the licensee to choose relevant sessions and self-report. Certificates of attendance will be provided for this purpose.

### **Registration & Other Information**

Register at [www.LeadinAgeIowa.org/ThriveUnderFire](http://www.LeadinAgeIowa.org/ThriveUnderFire).

LeadingAge Iowa Member	\$50
Prospective Member	\$100

### **What's Included**

Registration fee includes digital handout, one connection to the live webinar and instructions for receiving CE credit/attendance certificate for one person. A recording of this webinar is NOT included in the registration fee.

### **Cancellation/Refund Policy**

No refunds for failure to log-in at the time of the event. Substitutions are welcome anytime via email. A full refund will be given to all cancellations received 10 or more business days prior to the event. A \$25 administrative fee will be charged to all cancellations received six to nine business days prior to the event. No refunds will be given to cancellations received five or fewer business days prior to the event. Refunds will be calculated by the date received and the business days remaining prior to the event. LeadingAge Iowa reserves the right to cancel the program due to insufficient enrollment, in which case pre-registered participants will be notified and full refunds provided. All cancellation and substitution requests must be emailed to Amy Huisman ([ahuisman@LeadingAgeIowa.org](mailto:ahuisman@LeadingAgeIowa.org)).

Go to [www.LeadinAgeIowa.org/VPCodeofConduct](http://www.LeadinAgeIowa.org/VPCodeofConduct) to view the LAI Virtual Programs Code of Conduct.

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