

EXTENDICARE

About CARE...

No doubt by now you've noticed our employees wearing nametags that include the letters C.A.R.E. More than just nametags, however, we think of these as our C.A.R.E. badges of honour.

C.A.R.E. is Extendicare's customer service initiative. Launched in 2004, this homegrown program is designed to help us deliver exceptional service to you, our customer, day in and day out. Each letter in C.A.R.E. signifies an individual customer service standard. To ensure that everyone is fully trained and demonstrates its requirements in every aspect of his or her work, each letter of the word must be earned.

You'll notice that when entering our centres, there's a "Director of First Impressions" sign at reception. We all know the importance of first impressions, and our standard for *Courtesy* is such that each person contacting Extendicare is treated as a VIP. Whether it is on the telephone or in person, every member of the Extendicare team is a director of first impressions, whose role is to ensure that our residents, family members and all customers are treated with respect and courtesy.

The next square on our badges is reserved for *Attitude*. We share our attitude at work with others...whether we realize it or not. We have the ability to choose our attitude everyday, and that means choosing to be approachable in tone, body language and appearance. It means demonstrating our professionalism, from the moment we step through the centre's doors or pick up the telephone.

The letter "R" represents the fact that Extendicare takes its *Responsibility* to our residents and family members, seriously. Everyone is responsible for solving customer service issues – before they become complaints. If a staff member cannot provide an answer to your question, he or she will quickly find someone who can.

The last letter encompasses the entire program of *Excellence*. To earn an "E" and to be a truly excellent 'director of first impressions,' Extendicare staff will have proven they go that extra mile to ensure customer satisfaction.

What does it all mean?

We believe we are not doing our jobs unless we are treating our residents and families with C.A.R.E. and this program helps employees demonstrate that.

Each long-term care centre has designated C.A.R.E. mentors who act as our coordinators of the program at the home level. These enthusiastic individuals are responsible for ensuring the success of the program by helping all employees get the most out of the activities involved in obtaining each letter.

Three objectives must be met in order to earn a letter – attending seminars that are taught by the C.A.R.E. mentors, participating in a home-specific "challenge" and successfully completing a quiz. As each long-term care centre designs its own elements to the program, residents and families may be asked to participate in the challenges which reward staff who exhibit excellent customer service skills.

More than the service standards of *Courtesy*, *Attitude*, *Responsibility* and *Excellence*, it's about the service behaviours that go with them. We want to show you everyday, in everything we do, just how much we C.A.R.E.!

If you have any questions about our C.A.R.E. program, feel free to ask one of our many directors of first impressions.