



## CHOOSE A PARTNER... CHOOSE AN OUTCOME

|                                | A POSITIVE CULTURE CHANGE RIPPLE EFFECT   | A NEGATIVE CULTURE CHANGE RIPPLE EFFECT  |
|--------------------------------|---|--|
| <b>The Decision Criteria</b>   | Based upon the total impact of the incontinence care system (products and programs) on cost and care outcomes   | Based on "Price per piece" and independent of other factors  |
| <b>The Direct Care Effects</b> | <ul style="list-style-type: none"> <li>• TENA® on-site education and support tools for the application and use of quality absorbent products</li> <li>• Staff have access to on site education programs to reinforce the benefits and best care practices for the overall management of incontinence</li> <li>• Ongoing TENA® follow-up and support to support greater staff satisfaction</li> <li>• Residents have better quality of care and life – with greater dignity as their specific needs are met</li> </ul> | <ul style="list-style-type: none"> <li>• Care is routine focused – NOT Resident focused</li> <li>• Residents' dignity and continence status is at risk for decline, since product absorbency is inadequate</li> <li>• Caregivers are less satisfied, due to spending more time changing residents -leaving less time for other care duties</li> <li>• Residents are not reaching maximum continence and dignity potential</li> </ul> |
| <b>Immediate Outcome</b>       | <b>Resident-centered, improved care supports</b> <ul style="list-style-type: none"> <li>• More alert and active states</li> <li>• Reduced risk for falls</li> <li>• Less dependence on pain medication</li> <li>• Individualized care as per CMS 315 guidelines.</li> <li>• Overall culture change</li> </ul>   | <b>Resident-based care practices can lead to:</b> <ul style="list-style-type: none"> <li>• More drowsy, weak and agitated states</li> <li>• Higher risk for falls</li> <li>• Increased caregiver workload managing agitated residents</li> <li>• Increased incontinence product and glove usage</li> <li>• Increased incontinence-related laundry consumption</li> </ul>   |
| <b>Final Outcome</b>           | <ul style="list-style-type: none"> <li>• Culture change practices achieved for incontinence care</li> <li>• Improved staff effectiveness/satisfaction</li> <li>• Residents' wellbeing improves</li> <li>• Improved family satisfaction</li> <li>• Improved survey results</li> <li>• Reduced risk for citations/fines</li> <li>• Improved facility reputation</li> <li>• Effective cost containment</li> </ul>  | <ul style="list-style-type: none"> <li>• Culture change not supported</li> <li>• Overburdened staff become dissatisfied</li> <li>• Weaker, more agitated residents</li> <li>• Families dissatisfied by resident's agitated or weakened states</li> <li>• Increased risk for poor survey results</li> <li>• Impacts facility's reputation and environment</li> <li>• Increased overall costs</li> </ul>                               |

## DECISIONS TODAY... LEAD TO THE RIPPLE EFFECT OF TOMORROW.

Contact us for more information: 1-800-992-9939

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