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Brian Barrick's

December 2010

“THE CIRCLE OF SAFETY”

ADULT CARE AWARENESS ADVISOR

News and Tips to Make Your Life Easier, Safer and Happier!

For Friends and Clients of PCALIC, LLC

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Become a fan of PCALIC by logging on to Facebook. Be entered for a chance to win a monthly Facebook fan **Prize Pack!**

Visit Brian's online blog at: <http://brianbarrick.wordpress.com>. Use this as a valuable resource for information on claims, risk management, and news in the Adult Care industry.

Follow us on Twitter!

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Did you Know?

December is also known as:

1. National Tie Month
2. Read a New Book Month
3. Safe Toys & Gifts Month

This December, make sure you read a new book, buy a fancy tie, and give safe toys & gifts!

Important Dates:



- December 2nd- Hanukkah Begins
- December 21st –First Day of Winter
- December 25th-Christmas Day
- January 1st-New Year's Day
- January 17th – MLK Day

You Tube? Is Video Marketing really the Answer?

Video marketing is on the rise across the country in small business and organization use. You Tube has made it easy for anyone to create a video marketing campaign and broadcast it to their target markets. How can video marketing help you and your adult care facility?

1. **Cut your marketing costs!** Spread the word about the benefits of your facility for little or no costs. You Tube is a free service and you can even create your own channel!
2. **Go Viral!** You Tube videos can be shared on Facebook, Twitter, your website, and other online media channels. Viewers will share your video with their friends & family...who knows? Somebody may see it and think that would be a great place for my loved one to stay!
3. **Get better Ranking on Google!** When you upload a video to You Tube it associates your video with your website address which will prompt viewers to visit your site online. Google ranks you higher when somebody searches for adult care facilities in your area; if your website is frequently visited.
4. **Channels Work!** When you upload a video you can create a channel in your business name. Viewers can then subscribe to this channel and will be notified via e-mail any time you add a new video! This will keep your in front of them on a constant basis.

Here are 4 Simple Steps to starting Your Own You Tube Channel:

1. Visit www.youtube.com
2. Click on Create Account on the top left-hand side and complete the form
3. Log-in to your e-mail to verify your account
4. Click on Upload , from here you can upload your first video from a saved on File on your computer

For ideas on what type of videos to create, visit our Facebook Page and join in the discussion!



Let's Celebrate The Season Safely

With the Holiday Season in full swing and a million-and-one things on your mind, don't lose sight of safety and put your loved ones - and yourself - at risk.

If you hang seasonal decorations, here are a few simple rules to follow:

- Don't place trees or other big items where they might block escape routes.
- If you have a tree, keep it watered; don't let it dry out - if it does, it's a fire hazard.
- Unplug interior lights when you go out or go to bed.
- Don't place candles close to flammable items or in drafts, and, again, extinguish them when you leave the room.

When you buy gifts, ensure they are suitable for the age or health of the recipients. Most toys carry age-suitability ratings and, with these, it's best to use caution. With older or less able folk, especially those with unsteady hands, avoid fiddly and sharp items.

Holiday guests also need special attention. Remember, they don't know your home like you do, so remove obstacles, install night lights or low wattage bulbs that can be left on overnight and, if they're first-timers, give them a quick tour of your home.

If you're going to be the guest - that is, you'll be traveling - leave early for your trip to anticipate weather and traffic glitches, pack your gifts carefully so they don't get damaged in transit and, when you arrive, take the time to familiarize yourself with your surroundings too!

Finally, this is the time of year when youngsters get over-excited. They can injure themselves or others, eat too much candy, become exhausted, and wander off while you're busy cooking or celebrating, or otherwise get out of control. Keep a close eye on them.

(Solution to puzzle on page 3)

6	8	1	7	9	2	5	4	3
9	4	7	1	5	3	8	2	6
5	3	2	6	4	8	9	7	1
8	7	6	5	1	4	3	9	2
3	1	9	2	8	6	4	5	7
2	5	4	9	3	7	6	1	8
7	6	3	4	2	9	1	8	5
1	9	8	3	7	5	2	6	4
4	2	5	8	6	1	7	3	9

Daily SuDoku: Fri 3-Dec-2010

very hard

BEDSORES: DON'T PUT THE PRESSURE ON

Bedsore are also known as pressure ulcer and decubitus ulcers and can be defined as an injury to the skin resulting from constant pressure from staying in one position. This is a result of reduced blood flow to the area eventually resulting in the cell dying, skin breakdown and an open wound. Often resulting around a bony area such as the tailbone, hip or heel.

Those residents most at risk of bedsores are those that are immobile. Other factors that are often associated with bed sore development include the following:

- Inactivity
- A reduction in pain awareness
- Incontinence
- Poor Nutrition

To prevent or reduce the chances of bedsores on residents, the following prevention techniques should be used:

- Frequently reposition the resident
- Inspect the residents skin frequently
- Take care to prevent friction injury
- Reduce or avoid pressure over bony areas
- Clean areas after incontinence thoroughly and dry thoroughly

If policies and procedures have not been implemented in your facility, it is highly recommended that steps be taken to implement Bedsores Reduction Policies and Procedures. Careful documentation is essential as in any procedure occurring to a resident and should be included in the resident's file.

For more information visit www.pcalic.com and login to the member-insured section of the website. Under risk management, you will find great resources on implementing skin breakdown policies and prevention procedures in your adult care facility.



Log on to www.PCALIC.com to access all the benefits of being a Member Insured:

- Falls Procedures
- Wandering/Elopement Procedures
- Risk Assessment Form
- Sign in/Sign out form
- Medication Administration Video
- Mediation Agreement, Video, and Brochure

WELCOME!

We would like to welcome our recent new insured's:

- ASI Firm, LLC, Georgia
- Grammy Dee's House, Oregon
- Betsab Services, LLC, Michigan
- Clover Park Sr. Care, Washington
- Frontier Home, Arizona
- Morningstar Assisted Living, Florida
- Signature Care of GA, Georgia
- Family Home Care, Arizona
- Lakeside Guest Home, California
- Walker's Group AL, Maryland
- Paradise AFH, Washington
- Good Shephard Adult Svc, Georgia
- Give Thanks to God, Georgia

Meet Our Staff...

Kathi Fuhrman, Marketing Director



Kathi holds the fight for Breast Cancer very close to her heart. This past November marked her 3rd year for completing the Susan G. Komen 60 mile walk for a Cure. Since 2006, she has helped to raise \$50,000 for a Cure. Can you guess her favorite color? It's pink, of course!

Thank You! Thank You!

We would like to thank the following for referring their fellow friends and family to PCALIC for a quote:

- Claire Patterson
- Veronica Surbulescu



Remember: Each individual that refers someone to us for a quote receives a \$5 Gift Card to Starbucks! This is a perfect way to enjoy your coffee on us.

Challenge your mind with Sudoku!

According to a study by Harvard Health, challenging your brain with mental exercise helps to maintain brain cells and stimulate communication between cells. Keep your mind young with Sudoku!

6							4
		7		5	3		
5		2	6	4		9	7
8	7					3	
		9				4	
		4					1 8
	6	3		2	9	1	5
			3	7		2	
	2						9

Daily SuDoku: Fri 3-Dec-2010

very hard

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The object is to insert the numbers in the boxes to satisfy only one condition: each row, column and 3x3 box must contain the digits 1 through 9 exactly once. What could be simpler?

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“The promptness and service given to me was exceptional. I saved \$2,000 by checking online when I received your brochure in the mail. Service was great and fast.

Marilyn Wilkie,
Friendly Acres, LLC

IT'S A FACT: An average coat of paint is five-thousandths of an inch thick, so, after 200 coats on one interior wall, your room would be an inch shorter!



Inside This Issue...

Video Marketing?!	Page 1
Don't Put the Pressure On.....	Page 2
Celebrate Safely.....	Sidebars



Out page 3 and see how many individuals received free coffee just for talking about us!