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Brian Barrick's

October 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

PO Box 933, Hanover, PA 17331 · 800-673-2558 · 717-630-1030 · www.PCALIC.com



## Become a fan of PCALIC by logging on to Facebook.

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!

Name: BrianBarrick

## Did you Know?

October is also known as:

1. National Breast Cancer Awareness Month
2. All American Breakfast Month
3. National Apple Month
4. National Pizza Month

This October, make sure you eat a good breakfast, pick apples, eat some pizza, and raise awareness on the risks of Breast Cancer!

## Important Dates:



- October 8<sup>th</sup> - National Children's Day
- October 11<sup>th</sup> - Columbus Day
- October 16<sup>th</sup> - National Boss Day
- October 31, 2010 - Halloween

## Twitter: How it can Benefit your Adult Care Home

Written By: Kathi Fuhrman

In the last newsletter, we covered how to easily implement a Facebook campaign for your Adult Care Home. Another great tool you may consider using in your Social Media Campaign is Twitter. Twitter is not like Facebook; in fact it's quite different. On Twitter you summarize your message in 140 characters or less. It is a great way to direct followers to your main website or sub websites like facebook or a blog.

### Why should you set up a Twitter Account for your Adult Care Home?

Twitter offers many of the same benefits addressed in our earlier Social Media Marketing articles this year. The more places online that you are active, the more your organization will be noticed for its efforts to help the local communities! Being recognized more leads to more business opportunities and more individuals being helped! **Start your Twitter account in just 6 EASY Steps!**

**Step 1:** Log on to <http://twitter.com>

**Step 2:** Create your username- make this unique to you!

**Step 3:** Find your friends and supporters! You may already have friends/supporters on twitter and there are 2 ways you can search, one is by entering your e-mail address and password and the other is by entering their names.

**Step 4:** Set up your profile- located under settings. This is where you will enter all of your information including your interests, location, real name, and e-mail address, and website address

**Step 5:** Click on picture at the top of your screen. Here you can upload your profile picture from one saved on your computer.

**Step 6:** Click on Home at the top of your page. Now you're ready to start tweeting!

Now that your account is set up there are many ideas you can embrace in your new networking resource! Here are just a few of those ideas. To share more ideas, visit our facebook page for PCALIC, LLC.

1. Tweet about interesting facts in your life!
2. Tweet about the ways you are benefiting your community!
3. Promote Blog posts!
4. Ask Questions- those that follow you will tweet back!
5. Organize a meetup (tweet up) with your followers!



## Safe Driving Tips for Bad Weather

When the weather turns against you and your volunteers are out driving, the risk of accidents or delays increases proportionately to the severity of the storm. But you can dramatically cut your chances of becoming a victim by following some simple, rules. You should always drive cautiously and with headlights on in low light or bad weather.

Here are our Top 9 actions that you, your employees, or volunteers can take to make sure you're safer on the road when temperatures fall or storms blow in.

1. If the weather is bad, consider whether you need to make that trip.
2. Keep windshields and lights clean, so you can see and be seen. Replace wiper blades if they're worn or smearing the glass.
3. Before you leave, work out an alternative route in case weather causes blockages and snarl-ups. Don't try to drive through floods.
4. If windows are iced up, thoroughly clear them before leaving.
5. Drive with headlights on, adjust your driving speed to suit the weather conditions and allow extra space between your car and the vehicle in front.
6. Set out earlier. If you're running late, take a deep breath and just accept it – don't rush.
7. Avoid windows misting up. Switch on your rear window demister and use your air conditioner to adjust moisture on the windshield.
8. If roads are wet or slippery, apply brakes slowly and gradually.
9. Be extra vigilant for other road users – pedestrians and drivers who may not have been as thoughtful – and visible – as you.

**(Solution to puzzle on page 3)**

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

Daily SuDoku: Sun 17-Oct-2010 very hard

## 5 Key Points to Reduce the Number of Falls

Falls are the number one cause of facility-incurred injuries. One in every three people age 65 and older fall each year. It is important for you as care providers to implement procedures that help reduce the number of falls and exposure to falls. Highlighted below are 5 keys to reducing your exposure to falls:

1. Implement Family Intervention Discussion Agreement
2. Complete a Physician Notification of the resident's condition for fall risks and forward to the physician of the resident
3. Place employees on alert of any resident at risk of falls
4. Have residents that are at risk wear a star or special pendant that alerts others this resident is at risk for falls
5. Form a safety committee that acts as a "watchdog" for exposures that may lead to falls or ideas that may reduce fall exposures.

If you currently are not implementing the above forms or policies, be sure to check out [www.pcalic.com](http://www.pcalic.com) where you can print these forms to use in your facility. Keeping your residents safe is your number one priority and we want to make it as efficient as possible for you.



PCALIC, LLC has just launched a BRAND NEW website! Log on today to gain access to some great tools:

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

Let us know what you think of the new site! Is it easier to navigate? Is it missing something important? We want to hear what you have to say!

# WELCOME!

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

- Clear Lumber Lodge, Oregon
- Mariana Bot, Washington
- Rockingham Assisted Living, Alaska
- Alberta Thomas, Georgia
- Green Grove AFH, Washington
- Keita Place, Alaska
- Trinity Manor, LLC, California
- Tucker AFH, Washington
- My Father's Estate, Georgia
- Walker AFC, Michigan

## Meet Your Service Team...



**Andrea Burch, Account Manager**

Andrea brings over twenty years of customer service expertise to the PCALIC Team. Andrea is a licensed insurance agent/broker. Her previous experience in the Medical field provides her with a broader understanding of the terminology and care provided by adult residential care. Customer Service is Andrea's specialty and she enjoys working together with the insured's to meet their insurance protection needs.

# Thank You! Thank You!

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

- Percy Hughes
- Rhonda Crockett
- Angelique Brown
- Joann Holmes
- Alemtsehay Mengestu
- Jana Burda



**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!

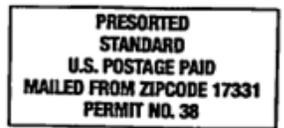
According to a study by Harvard Health, challenging your brain with mental exercise helps to maintain brain cells and stimulate communication between cells. Keep your mind young with Sudoku!

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

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**P.O. Box 933**  
**Hanover, PA 17331**  
**Return Service Requested**

“The agent that helped me out was fantastic! Did all he could to get me a quote in a timely fashion, not to mention finding a great deal! Very professional and nice to deal with, I would recommend this agency again and again!”

Karen Malucci, Houston Creek  
Assisted Living

*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!



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