



# Choose Well

## Member Newsletter

Summer Issue

CEU Virtual Lunch N Learn

Let's Talk Seniors Webinar

Facility Feature: Monte  
Vista Village

Article: 10 Steps for RCFE  
Virtual Tours

AUGUST/SEPTEMBER 2020



**sarsis**

Health | Technology Solutions

# COVID-19 Resources for Older Adults

## [AIS Special Edition Bulletin](#)

Information on the coronavirus that is specific to older adults and high-risk populations.

## [County of San Diego COVID-19 Updates](#)

Visit the [County's website](#) for daily updates on coronavirus in San Diego County and other resources and materials. Text COSD COVID19 to 468-311 to get text alert updates.

## [Ways to Engage - COVID-19 Edition](#)

Great ideas for San Diego County older adults to get involved from home, including recreational opportunities, volunteering, mental health services, transportation, and caregiver resources.



## Member Count

By HHSA region, this is how Choose Well membership is distributed countywide:

HHSA Region	Total in Region
Central	10
East	31
North Central	40
North Coastal	41
North Inland	46
South	13
<b>County Total</b>	<b>181</b>

## Sneak Peek of What's Inside!

- 03 CEU Virtual Lunch N Learn
- 03 Let's Talk Seniors Webinar
- 04 Facility Feature: Monte Vista Village
- 05 10 Steps for RCFE Virtual Tours





# CEU Virtual Lunch N Learn

On June 17, 2020, Choose Well held a CEU Virtual Lunch N Learn for Members. The topic of the CEU was "Common Infections in Long-Term Care Facilities" presented by Angie Jung, Registered Nurse and certified RCFE Instructor/Administrator.

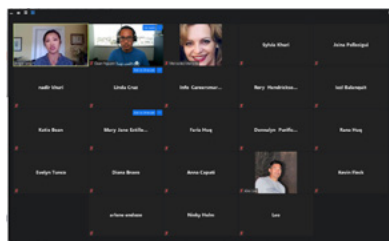


The course was pre-approved for California RCFE administrators and nurses. Members who attended and completed the training received 2 CEU credits.

In addition to the CEU topic, Members also had the opportunity to join a bonus social media training and content design tutorial. Many members were extremely thankful for the social media training and stated they were excited to implement new tools they learned about in their RCFE marketing strategies.

Near the end of the training, Members were treated to a catered Rubios lunch, which was directly delivered to their residence via Door Dash.

The CEU Virtual Lunch N Learn was Choose Well's best-attended CEU yet! We look forward to continue providing these free CEU training opportunities to Members.



## Let's Talk Seniors Webinar

On June 24, 2020, Choose Well was the featured guest on the Let's Talk Seniors webinar. Jaina and Quan had the opportunity to present the Choose Well program to webinar attendees, detail Membership benefits, and answer questions from local RCFE staff who attended.

Choose Well plans to continue these collaborative webinars with Jewell Buenavista from Let's Talk Seniors Realty Group to recruit more RCFEs to be Choose Well Members. Thank you so much to Jewell and her team for this opportunity and partnership!





## Facility Feature

# Monte Vista Village

"The Best Kept Secret in San Diego"



**D**iscover the best kept secret in senior living in East County at Monte Vista Village. "The atmosphere and grounds make it enjoyable for people," said Wally Yeatts, resident of Monte Vista Village for almost five years. Wally has many hobbies, which make Monte Vista Village's beautiful seven-and-a-half-acre campus, with cottage-style homes the perfect fit. He loves to garden and enjoys caring for the community's roses.

"For many years, I was a member of a gym, but since I moved here, I canceled my membership. I do my exercises right here on the grounds," explained Wally. Monte Vista Village has been a part of the East County community for nearly 60 years. This vibrant senior living community offers a healthy aging lifestyle, dedicated and caring staff members, intergenerational programming, and exceptional services and amenities.

Monte Vista Village's programs help residents to live their passions, fulfill their potential, and keep precious memories alive, while making cherished new ones. Wally, a combat veteran of the Korean War, is also a retired police detective of 25 years. Recently, he earned a master belt in martial arts. Community Relations Director, Jackie Comardo, says "Wally loves to stay active, and the environment at Monte Vista Village allows him to do just that, because we

believe everyone deserves a wonderful life at every stage. We will not only help to put more meaningful moments in your life, we help to put more life into each and every moment."

Residents love the manicured grounds, spacious bungalow apartments with patios, and chef-inspired cuisine. Their lifestyle is an outstanding value and includes amenities and services such as meals, utilities, weekly housekeeping and linen service, 24-hour on-site staffing, scheduled transportation, life enrichment programming, and more. "We are well-cared for, no matter what we need," said Wally.

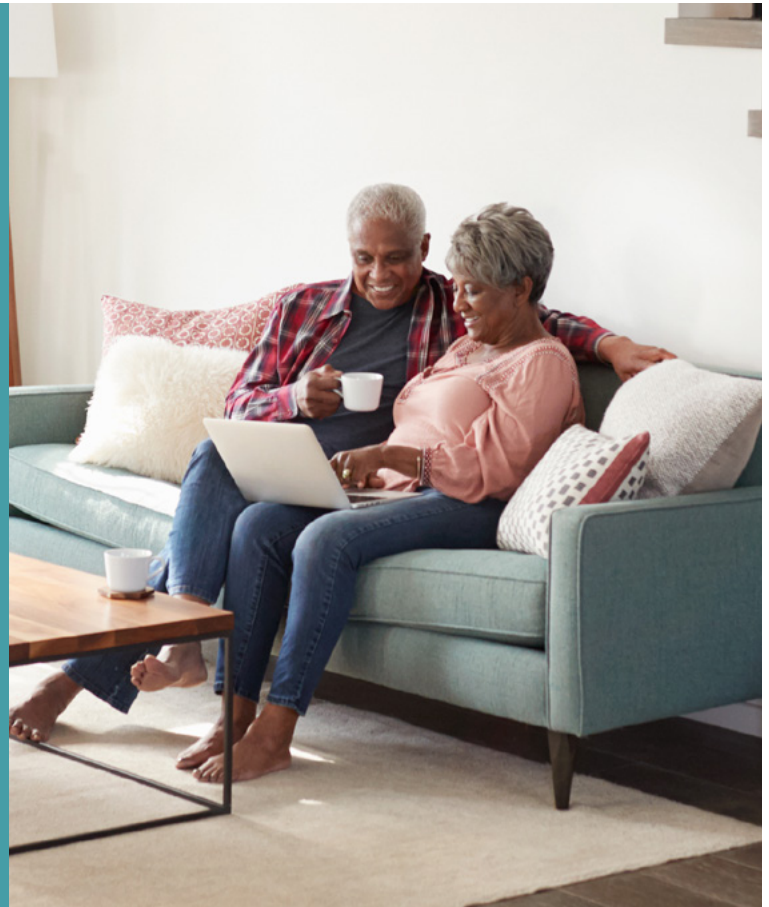
Monte Vista Village offers independent living and assisted living. Monte Vista Lodge offers long term care. For more information, please call Dustin Miasek or Jackie Comardo at 619.465.1331 or visit [montevistavillage.com](http://montevistavillage.com).





# 10 Steps for RCFE Virtual Tours

Residential Care Facilities for the Elderly (RCFEs) are implementing various protocols from federal, state, and local guidelines to prevent the spread of COVID-19. Senior living facilities have been affected severely by the global pandemic, and efforts to ensure a safe and secure environment continue to progress in order to protect the vulnerable older adult population.



Due to social distancing and other public health precautions, many RCFEs have opted for virtual tours over in-person visits in order to showcase their facilities to interested families. Although there are some companies that provide services and software to create 3-D renderings for virtual tours, there are also less expensive and free tools that can be used.

Below are the ten steps to consider when giving virtual tours of an RCFE.

## Step 1:

### Decide what kind of virtual tours you will offer

There are two main types of virtual tours: 1) pre-recorded virtual tours and 2) live virtual tours. There are pros and cons for each type of virtual tour, and it is best to offer both in order to reach the highest number of potential clients.

Pre-recorded virtual tours have many advantages. These tours can be published on various video platforms, like YouTube and Vimeo, in order to be

shared and watched at any time and by anyone. These tours also save RCFE operators time since they only need to be filmed once.

Live virtual tours require more coordination but have the advantage of engagement with people receiving tours. These tours provide the opportunity for interested clients to direct the tour to rooms of interest, ask questions, possibly interact with current residents, and have more autonomy over the virtual tour. RCFEs can schedule live virtual tours with individual people, families, or larger groups of people. It is important to have experience with the platform being used for live tours. It is recommended to have several test runs with these platforms, which may include Facetime, Skype, Zoom, WebEx, etc. It is also crucial to understand various metrics and limitations of the platform used. For example, Zoom only offers free use for 40 minutes. Therefore, time management and proper communication with clients is necessary in order to conduct a successful virtual tour.

## Step 2:

### Decide what equipment to use

Various equipment can be used for virtual tours, but the most cost-effective tool is a smartphone. Many smartphones, like the iPhone and Androids, can produce high-quality videos. The basic equipment for a cost-effective and quality virtual tour include: 1) smartphone, 2) lapel mic, and 3) gimbal or stabilizer.

Although not completely necessary, the second most important piece of equipment that will greatly enhance the virtual tour is a microphone. Media research suggests that many people will watch a video with great audio and low-quality video but will not watch a high-quality video with bad audio. A simple lapel mic can make the biggest difference in the experience of virtual tours, especially for live tours where people may be asking questions and constantly communicating during the tour.

A phone gimbal or other stabilizer is highly encouraged when giving RCFE virtual tours. Using a gimbal will significantly improve the video and movement through the facility and provide clients with a smoother and more enjoyable experience. Gimbals range anywhere from \$5.00 to \$250.00 depending on the gimbal capabilities and brand.

## Step 3:

### Decide between someone being on camera or using a voiceover for the tour

Depending on the equipment and staff availability, you need to decide on either having someone on camera during the tour or just having a voiceover.

It is best to have someone on camera, especially during live tours. This creates a connection between the RCFE staff and potential clients. Families want to see who will be taking care of their loved ones and want to be able to interact with a live person in an engaging way.

## Step 4:

### Prepare the facility for the tour

Be sure to do some tidying and staging of your RCFE before the tour. Clean and prepare typical rooms that are shown during tours. It is also a good idea to schedule live tours during lunch time or activities. This is because the tour should reflect what it is actually like during the average day, and potential clients would appreciate this insight.



Another significant consideration is the lighting inside your RCFE. For filming, it is important to have consistent, bright lighting throughout the facility. Be sure to open all curtains and blinds to allow as much natural light as possible, in addition to turning on all lights during the tour.

### **Step 5:**

#### **Tips for filming virtual tours**

For tours of any type of facility or home, hold the camera or phone in a landscape orientation in order to show a wide view of the space and rooms. Hold the camera as steadily as possible, keeping the frame at a viewpoint that reflects the natural human perspective and height. When moving through space and showing rooms, pan the camera from left to right and vice versa most of the time. Avoid panning in multiple directions, up and down then left and right, too much because this may create motion sickness, especially if the cameraman is not moving slowly

### **Step 6:**

#### **Isolate unique niches and features within your RCFE**

Start with the entrance and rooms of interest during virtual tours. After these rooms, showcase unique niches and features of the facility that may be appealing to potential residents. If your RCFE has a large patio, activity room, or additional safety features, highlight those special areas.

### **Step 7:**

#### **Capture outdoor areas to emphasize curb appeal and liveability**

It is also important to show the outside of the facility during a virtual tour. Is the facility easily accessible from the road? Is there parking space for visiting family members? Does the



backyard provide safe space to relax? All these questions can be addressed during the tour when displaying the outside.

### **Step 8:**

#### **Technical considerations for virtual tours**

For pre-recorded tours, it is important to consider loading times on the platforms used to host the videos. Even if you conduct live tours, you can do a screen recording of the tour and post this tour as well. Be sure to get your residents' and/or their families' written media consent before recording a video tour.

For optimal viewing, you should always upload the videos to a video streaming service, such as YouTube or Vimeo. YouTube lets you upload videos for free, while Vimeo has a monthly fee but gives you more control over how your video is displayed on your website.



### Step 9:

#### Reference virtual tours in materials and electronic platforms

Once you publish your pre-recorded virtual tours, maximize the exposure of these videos by referencing them and linking them in various materials and electronic platforms. Share these tours on your Facebook page, put a link to the tour video on your email signature, or blast an email to your listserv featuring the new virtual tours and where they can be accessed.

### Step 10:

#### Use other listing assets to supplement virtual tours

Supplement virtual tour videos with collateral material like photos, floor plans, and room descriptions. If you recorded a live virtual tour, follow up with the attendees and email them the video tour along with supplemental materials.

Providing virtual tours of your RCFEs allows for more engagement and communication with potential residents during this time. These virtual tours enable RCFEs to continue promoting their business in a simple, adaptive, and low-cost way.

### Sources

[www.medium.com/@theandrewjcarr/why-most-virtual-tours-for-real-estate-suck-and-14-ways-to-make-yours-amazing-658684402b86](https://www.medium.com/@theandrewjcarr/why-most-virtual-tours-for-real-estate-suck-and-14-ways-to-make-yours-amazing-658684402b86)

[www.aplaceformom.com/coronavirus/resource-center/virtual-tours-communities](https://www.aplaceformom.com/coronavirus/resource-center/virtual-tours-communities)







## Helping Families Find Distinguished Assisted Living Facilities

Choose Well is a free, innovative, web-based program that helps older adults and their families make informed decisions when selecting assisted living facilities.

### Quality Measures

Discover specially evaluated Choose Well facilities that have voluntarily agreed to be scored on 11 measures of quality.

### Contact Us

Learn more details about the Choose Well program:

 (858) 221-4862

 [info@choosewellsandiego.org](mailto:info@choosewellsandiego.org)

 [choosewellsandiego.org](http://choosewellsandiego.org)





# Choose Well

Helping Families Find Distinguished Assisted Living Facilities



Follow us on

**facebook**

@ChooseWellSD



Visit Our

**Website**

[choosewellsandiego.org](http://choosewellsandiego.org)

**Do you know a facility that would benefit from  
being a Choose Well Member?**

Send them our updated provider brochure by clicking [here](#).

Choose Well is a free, innovative, web-based program that helps older adults and their families make informed decisions when selecting assisted living homes.

For information on other programs and resources for older adults and people with disabilities, visit [www.aging.sandiegocounty.gov](http://www.aging.sandiegocounty.gov) or call 800-339-4661.



**sarsis**

Health | Technology Solutions