

The Emerging Trust Deficit

SENIOR CARE FACILITIES IN A POST-PANDEMIC WORLD

In California, a senior care home is called a RCFE (Residential Care Facilities for the Elderly). The focus of these communities is providing a safe environment for seniors. However, by their very nature, these facilities also represent target-rich environment for infectious diseases, which can destroy that safety.



While these facilities should be defended like nuclear installations, the Coronavirus pandemic has uniquely highlighted the deficiencies in the current model used in this defense. With the severity of the issue now brought to light, a growing trust deficit has emerged which could affect these communities for years to come.

The Headlines

The news headlines of 50,000+ seniors lost depict a numbing scale of the disaster we've suffered. While the news is focused on sensation (such as the policies that mandated admittance/re-admittance of COVID-19 positive residents to Nursing home facilities, shortage of essential PPE supplies and testing gear, choked overseas supply chains, etc.), digging deeper to the root causes of this epic loss of life is far more valuable to ensure our facilities and our residents are not put at risk again.

The statistic that is keeping residents and their families up at night and eroding their faith in our facilities is that 42% of US deaths due to Coronavirus are from just 0.6% of the population¹. And, that 0.6% of the population was our residents, the people who entrusted themselves to our care.



Figure 1: *The English language is not enough to sweet talk*



Figure 2: *Senior care industry was the ground-zero of Coronavirus*

This confirms that senior care industry was ground-zero of this pandemic, a fact that is rapidly generating a trust deficit in the market that we serve. Whether this lack of trust will be a short term phenomenon or have lingering effects (economists call this hysteresis) is something only time will tell.

Unfortunately, we must all assume that the effects on our market will persist long after the cause is removed – perhaps by the mass availability of a Coronavirus vaccine. After all, history² tells us that long after vaccines were available for prior contagions, it took years for the entire population to become immune.

Even as biological immunity is unpredictable, likewise no one can predict psychological immunity from the fear and apprehension the deaths of so many in our care has generated.

Are We Safe Or Are We Just Compliant?

The sweeping effects of the pandemic on our industry and the resulting trust deficit among prospective residents and their families mean that we as an industry need to be proactive.

Regaining the trust of our customers is critical.

Yet, we will never succeed in rebuilding that trust if we don the cloak of “we were fully

1. Ground zero of Coronavirus <https://www.forbes.com/sites/theapothecary/2020/05/26/nursing-homes-assisted-living-facilities-0-6-of-the-u-s-population-43-of-u-s-covid-19-deaths/#9cd470374cdb>
2. Contagious diseases in USA <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4175560/>

compliant with regulatory requirements and report fully and accurately to them”³. Instead, we have to recognize that no one was prepared for this catastrophe:

- Hospital systems were not prepared
- Regulators were not prepared
- Healthcare research & administrative institutions (CDC, CMS, CDSS, etc.) were not prepared
- Large and small nursing care and senior assisted living facilities were not prepared
- Seniors and their families were not prepared

The Coronavirus pandemic caught us all by surprise. The only thing we could do was react.

However, there is a light in all the darkness.

Now, that we have experience dealing with the fallout from the virus’ spread, we understand far more about not only where our previous approach to infection control and prevention was lacking, but also how we can proactively prevent and contain future outbreaks.

However, it’s worth noting, that when disaster forensic experts, study catastrophic failure in complex systems, the common thread is multiple fault points that result in a chain of events. This has been borne out in the root cause analysis reports of other epic disasters like the Three-mile Island nuclear accident, 1986 Challenger disaster, 9-11 Commission Report, 2003 Columbia Shuttle disaster, and Hurricane Katrina.

Once again, the truth of that will be borne out – this time in the very facilities where we strive to keep our residents safe. In truth, it was not one fault point that led to the loss of life our facilities have experienced due to Coronavirus. Instead, multiple fault points combined to result in a system that was both ill-equipped and ill-prepared to combat a highly infectious and deadly disease among the vulnerable population in our communities.

In that same way, it’s vital that to meet the problem head-on, keep our residents safe, and regain the trust that we have lost, that we build a system that addresses each of those fault points. Only then will our communities once again become a trusted source of senior care.



To learn more about how the InfeXBloc™ architecture can help your RCFE regain trust after the COVID-19 storm, check out www.infexbloc.com.

3. We are fully compliant: <https://www.buzzfeednews.com/article/rosalindadams/nobody-knows-exactly-how-hard-the-coronavirus-is-hitting>

INFEXBLOC™ PILOT SITE

Golden Springs Ranch





About Ashish Warudkar

Ashish has worked in the software industry for 30+ years including 19+ years in the healthcare sector. He also has been an entrepreneur for over two decades and provides consultation to “Golden Springs Ranch” which is an upcoming InfeXBloc™ home in Palmdale, California which will introduce the innovations discussed in this paper to provide its precious residents with a safe happy home and their families with peace of mind.

Ashish Warudkar is trained at:

IIT Bombay	Mechanical Engineering
UCI	Predictive Analytics (7/8)
Harvard	Disruptive Innovation Strategy with Clayton Christensen
MIT	Advanced Certificate for Executives in Management, Innovation & Technology Architecture & Systems Engineering of Complex Systems Platform Strategy – Building & Thriving A Vibrant Ecosystem Business Dynamics – Diagnosing and Solving Complex Business Problems Executive Certificate in Strategy and Innovation
Product School	Product Management
BWW	Network Marketing
Oren Klaff	Pitch Mastery

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Meetup: Monthly meeting (first Sunday 6pm CA time) of Senior Care Accountability Network
<https://www.meetup.com/Senior-Care-Accountability-Network-SCAN/>

