

## *A Good Reputation*

A good reputation can serve you well. That maxim is true for a person, or an organization. Some folks at Parkview Care Center in Evansville, Ind., recently had a personal encounter that proves the point.

Executive Director Connie Kirwer reported that one morning last week, one of the center's certified nursing assistants "came rushing in to see me, with the announcement, 'I couldn't wait to tell you what happened yesterday.' She said that her car was broken down and a co-worker offered her a ride home. Unfortunately, the seatbelt on the passenger side was broken, and she was not able to put it on. The driver did not fasten her seatbelt either.

"Of course, they were pulled over by one of Evansville's city police officers, who asked them if they knew what they had done wrong. After admitting they were guilty of not wearing their seatbelts – and explaining about the broken-down car and the offer of a ride by a co-worker – the officer asked them where they worked. Upon hearing their reply, at a nursing home, he asked which one. They told him Parkview, and he said, 'Oh, well, my mother was there, and you all gave her the best care she could have gotten. You really worked hard to take great care of her. I might have to go to a nursing home someday, and that will be where I want to go. I'm going to let you ladies go on home now. Thanks again for all you did for my Mom!'

"Both CNAs assured him they would wear their seatbelts in the future and thanked him for his kind words."

Kirwer said she remembers the officer and his mother. "I loved having his cruiser parked in our lot! Of course, we did nothing 'special' for his Mom; just took good care of her as we try to do for everyone. But isn't it great to be remembered so positively?"

Thanks for sharing the story, Connie. It's another testimony of doing things the Life Care way. And it's a prime example that quality care is your best marketing resource.

– Beecher Hunter