

LONG-TERM CARE FAMILY EXPERIENCE SURVEY

What It Measures

This indicator tracks the percentage of **long-term care residents' families who agree or strongly agree that the quality of care and services they receive is satisfactory**, and whether they would recommend Northwood to others.

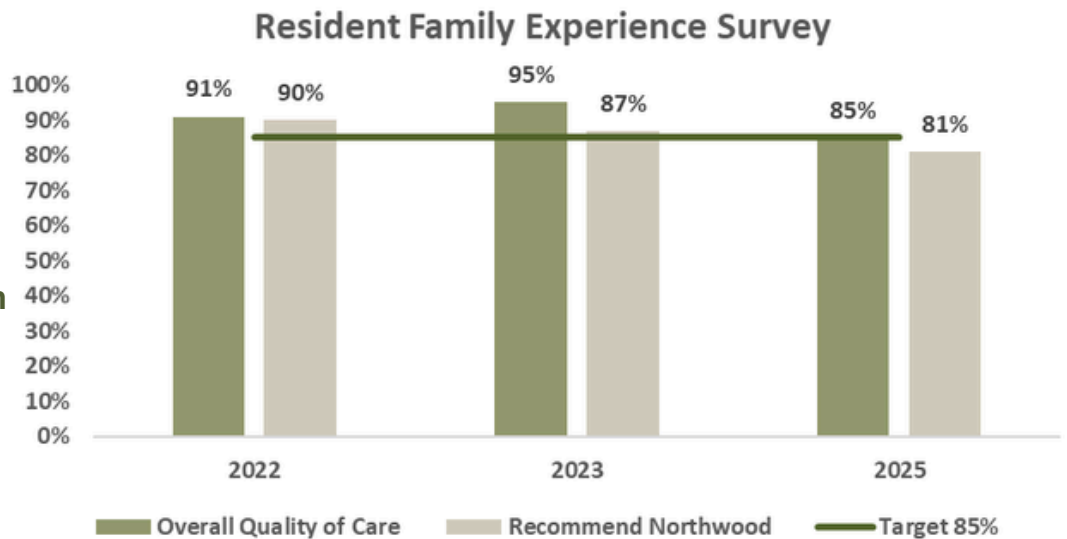
Why We Monitor This

Northwood uses this survey to understand how residents' families perceive their care experience. It helps us identify strengths, uncover areas for improvement, and ensure we are delivering high-quality, client-centred care. The feedback also informs operational decisions, care planning, and staff development.

Our Goal

Northwood aims to meet or exceed an 85% satisfaction and recommendation rate, reflecting our commitment to excellence in long-term care.

Northwood achieved an **85% overall quality of care rating** and an **81% recommendation rate**, both decreasing since 2023. This change may be influenced by significant updates to the survey to align with new accreditation standards, as well as differences in how families responded to the questions using a revised Likert scale.



How We're Improving

To improve overall satisfaction and quality of care, we are taking several proactive steps. We are reviewing survey feedback to identify recurring concerns and key areas for action. These insights guide staff training initiatives focused on enhancing communication, customer service, and clinical care.

We're also working to strengthen resident engagement through clearer communication and regular forums for dialogue. Targeted action plans are being developed to address specific areas of lower satisfaction, such as staffing levels, meal quality, and recreational activities.