**Communication Resources; Family, Resident and Staff**

A skilled nursing facility must make clear, timely and robust communication part of the facility culture. This need only increases during times of emergency response or disaster. Below are some of the tools that can be used to communicate and notify family, residents and staff on the latest information regarding outbreaks, visitation policy updates as well as non-disaster related programs, etc. that affect the facility and those it serves.

**Tools (cost associated) –**

1. DialMyCalls.com – Pretty nifty service that lets you create a contact list for both staff and residents and has features to send – [Mass Text Messaging | Voice Broadcast | Automated Calls - DialMyCalls](https://www.dialmycalls.com/)
   * 1. Your own Voice recorded message to give that personal touch.
     2. Robo-Call – male or female voice message
     3. Text Message.
2. Textmagic.com – purely text message service but it does provide 2-way texting service [TextMagic: Text Message Marketing Software Since 2001](https://www.textmagic.com/)
3. Simpletexting.com – similar text only service - <https://simpletexting.com/>

All of these tools have the capability to schedule the broadcast at a later time and/or on repeat schedule.

**Bundled/ Free of Cost Tools –**

1. Social Media – Social Media such as Facility website, Facebook and Instagram.
2. Payroll Software – Facilities can also explore their Payroll systems, such as Paycom and Kronos that have capability of sending notifications to staff at no additional cost.
3. Email Library – Establishing an email library through the payroll system or distribution list in email platforms comes in handy and can be used for mass communication.
4. Communication Apps – Zoom, Microsoft Teams, Conference Call software such as Ring Central could be useful as well. Holding weekly calls and/or open forum for family, residents and staff, either together or separate times, to ask questions and distribute updates and notifications.

CMS has also compiled a toolkit of best practices for Nursing Homes to help with response management – <https://www.cms.gov/files/document/covid-toolkit-states-mitigate-covid-19-nursing-homes.pdf>