

SCAN TO JOIN

mentimeter.com

Enter code:

2520 2038

Or scan the QR code on the screen →



DEVELOPMENT PREDICTABLY DELIVERED



WHCA · September 14, 2026 · 1:45-2:45 PM

## SESSION 1

# The 12 Photos That Predict Your Next Survey, Staffing Crisis, or Census Dip

*How to read your building like a story — and turn space friction into safer care, smoother staffing, and stronger revenue.*

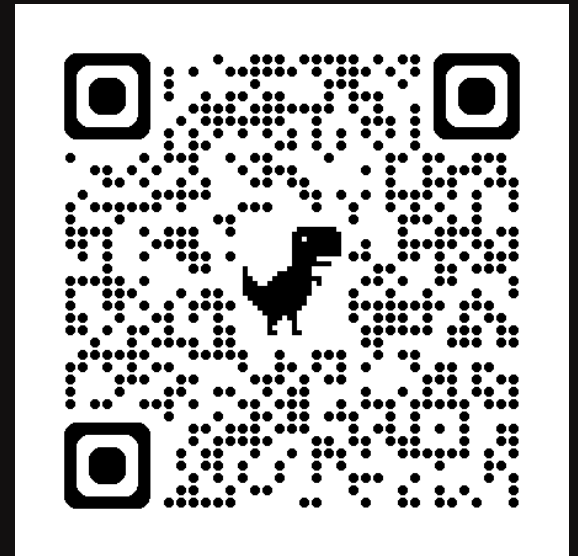
BY THE END OF THIS SESSION, YOU WILL HAVE:

- 1 A framework to read your building as a story — not a checklist.
- 2 12 photos scored against your building — with your own results.
- 3 Your Top 3 highest-ROI friction fixes to start in the next 30 days.

BY THE END OF THIS SESSION, YOU WILL HAVE:

- 1 A framework to read your building as a story — not a checklist.
- 2 12 photos scored against your building — with your own results.
- 3 Your Top 3 highest-ROI friction fixes to start in the next 30 days.
- 4 4 downloadable tools to take home and use Monday morning.

**Have the Tools in your  
inbox Monday Morning!**



DEVELOPMENT PREDICTABLY DELIVERED

SCAN TO JOIN

mentimeter.com

Enter code:

2520 2038

Or scan the QR code on the screen →



WHILE YOU JOIN —  
WARM-UP QUESTION:

What best describes  
your primary role?

- Administrator / Executive Director
- Director of Nursing / Clinical Leader
- Owner / Operator
- Regional / Corporate Leadership
- Other

DEVELOPMENT PREDICTABLY DELIVERED

THE FRAMEWORK ·

# Your Building Tells a Story. Are You Reading It?

## TIME FRICTION

Extra steps, hunting,  
bottlenecks, stacking.  
Staff burn time the  
building steals.

## COGNITIVE FRICTION

Confusion, noise,  
poor cues, interruptions. →  
The building thinks  
against your staff.

## SAFETY FRICTION

Falls, elopement,  
behaviors, infection risk.  
The building bets  
against your residents.

*Each photo today fits one of these three categories.  
You'll vote. You'll score your building. You'll leave with a fix path.*

DEVELOPMENT PREDICTABLY DELIVERED

## THE STAKES

Your building is already telling a story.  
The question is what it's predicting.

**80%+**

of construction projects  
delivered over budget

**50%+**

of falls happen in the  
bathroom or within 3 ft of bed

**20-30**

minutes per nurse per shift  
lost to supply hunting

**70%**

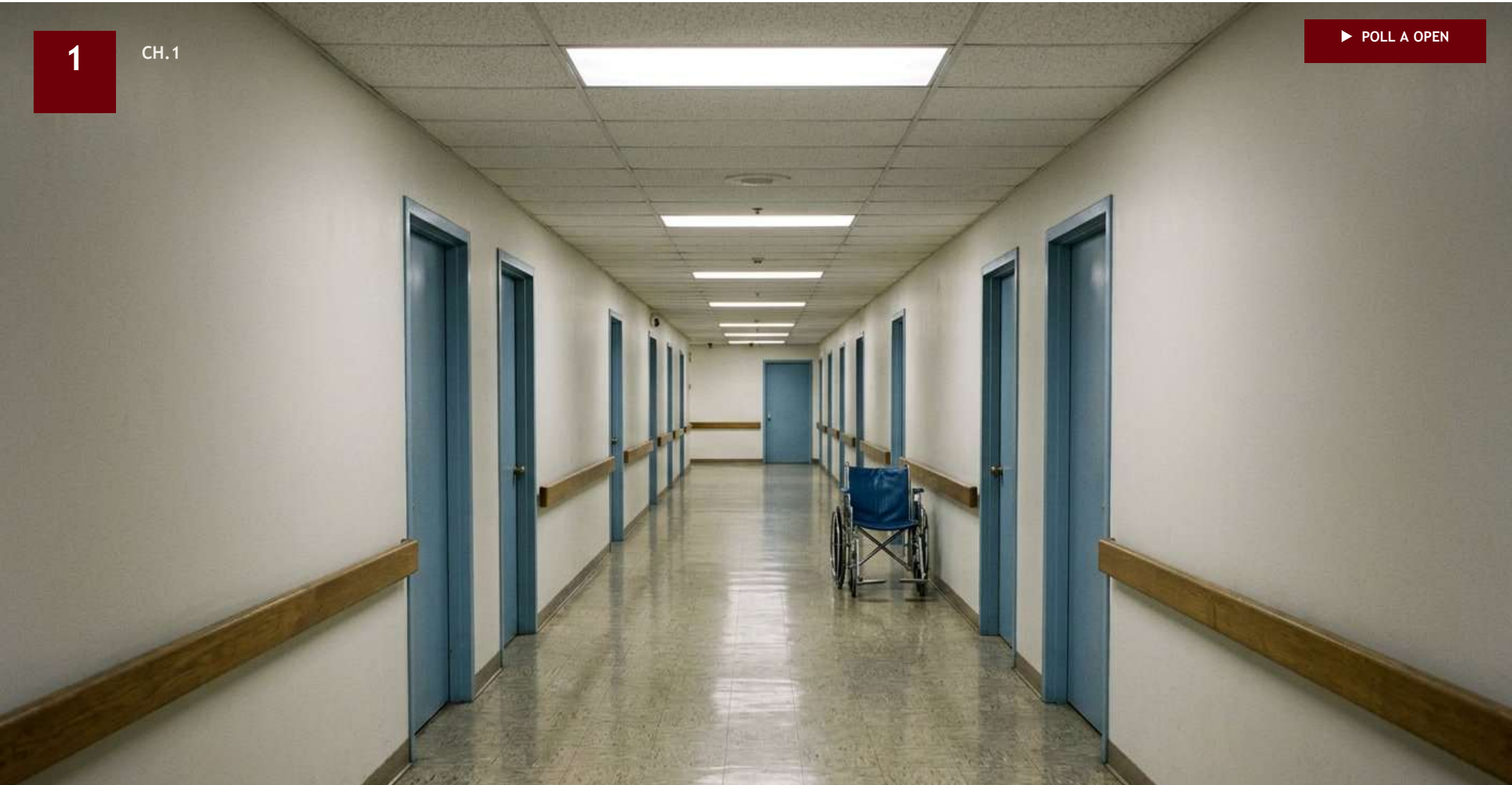
of Baby Boomers will need  
some form of care

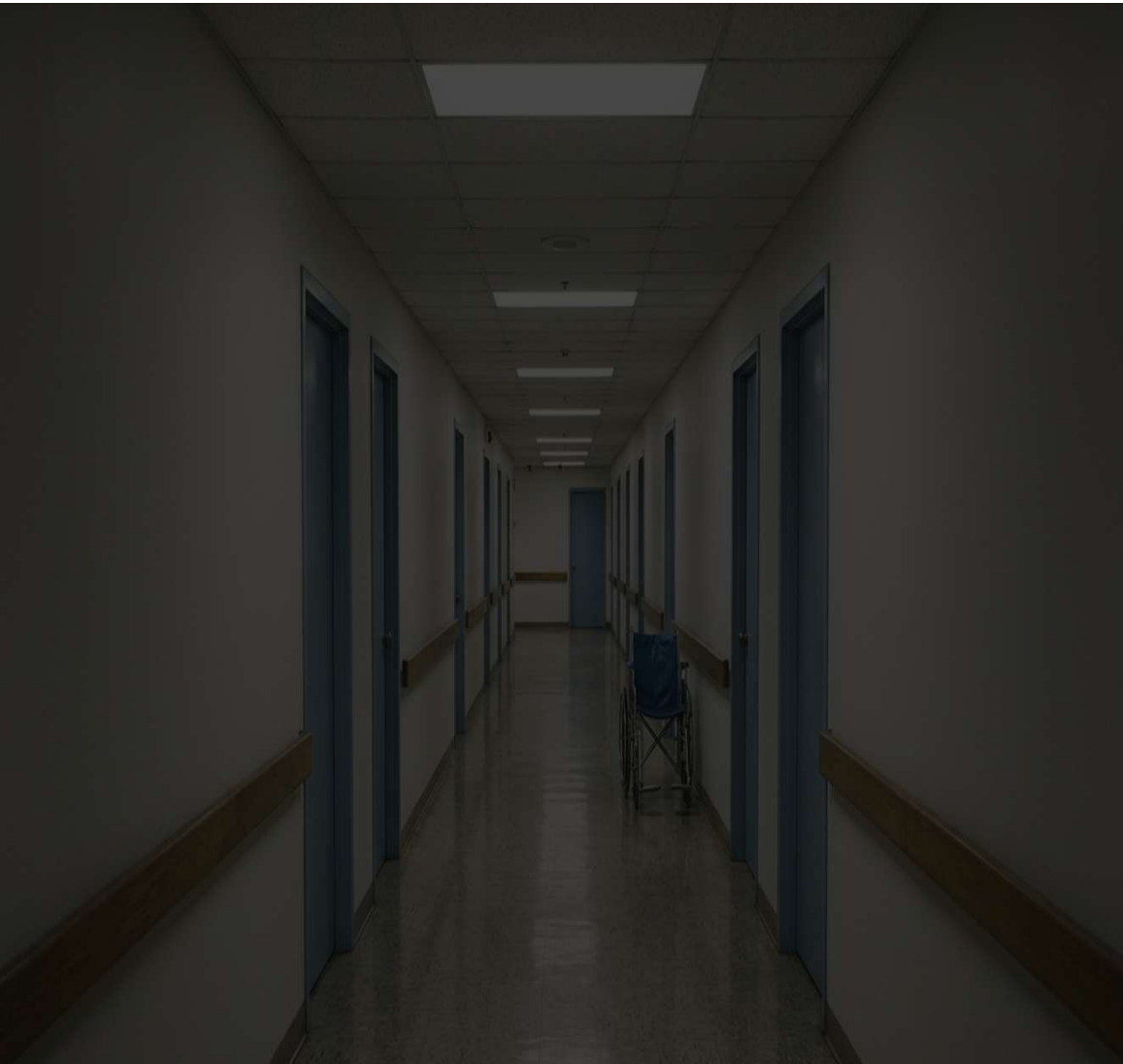
CHAPTER 1

# First Impressions

*Census + Trust · Photos 1-4*

DEVELOPMENT PREDICTABLY DELIVERED





## COGNITIVE FRICTION

### THE FIX PATH

OPS NOW (0-30 days, no capital)

Post zone identifiers at every intersection (color-coded by wing). Add landmark artwork at T-junctions. Brief all tour guides on the 3-stop orientation script.

CAPITAL LATER (Good / Better / Best)

Good: Directional signage at intersections  
Better: Color-accent wall stripe per wing  
Best: Landmark art + architectural differentiation

DEVELOPMENT PREDICTABLY DELIVERED

PHOTO 1 • POLL B

## How much does wayfinding confusion show up in your building?

1

2

3

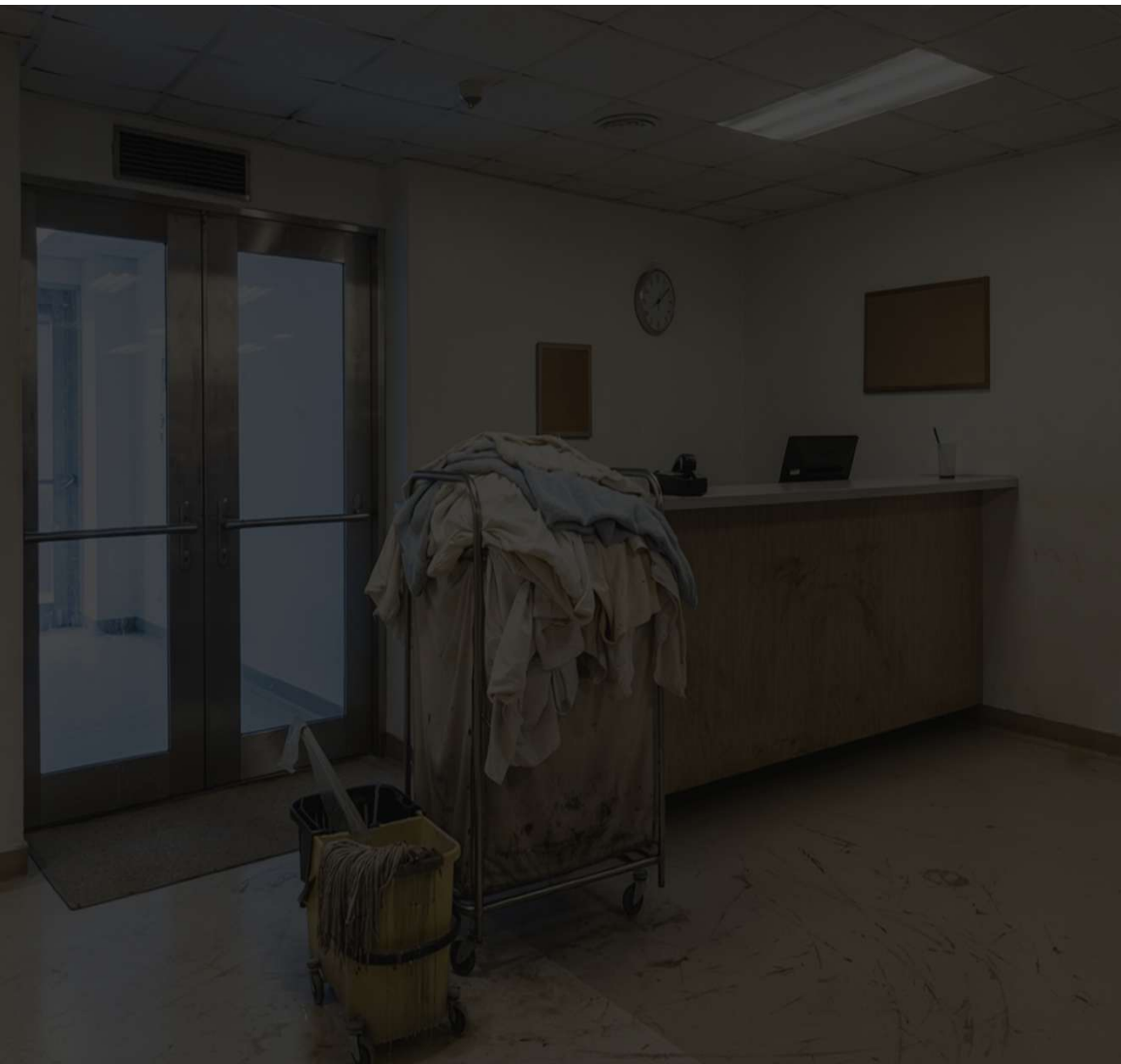
4

5

1 = Never — clear wayfinding

5 = This is my hallway





TIME + COGNITIVE FRICTION

## THE FIX PATH

OPS NOW (0-30 days, no capital)

Assign a 'First Impression Owner' on every shift. Move laundry staging to back of house. Create a pre-tour checklist for the front entry zone.

CAPITAL LATER (Good / Better / Best)

Good: Laundry carts removed from lobby before tours  
Better: Dedicated receiving/staging alcove off main corridor  
Best: Airlock entry with dedicated reception nook

DEVELOPMENT PREDICTABLY DELIVERED

PHOTO 2 • POLL B

# How often does your front entry tell the wrong story to a touring family?

1

2

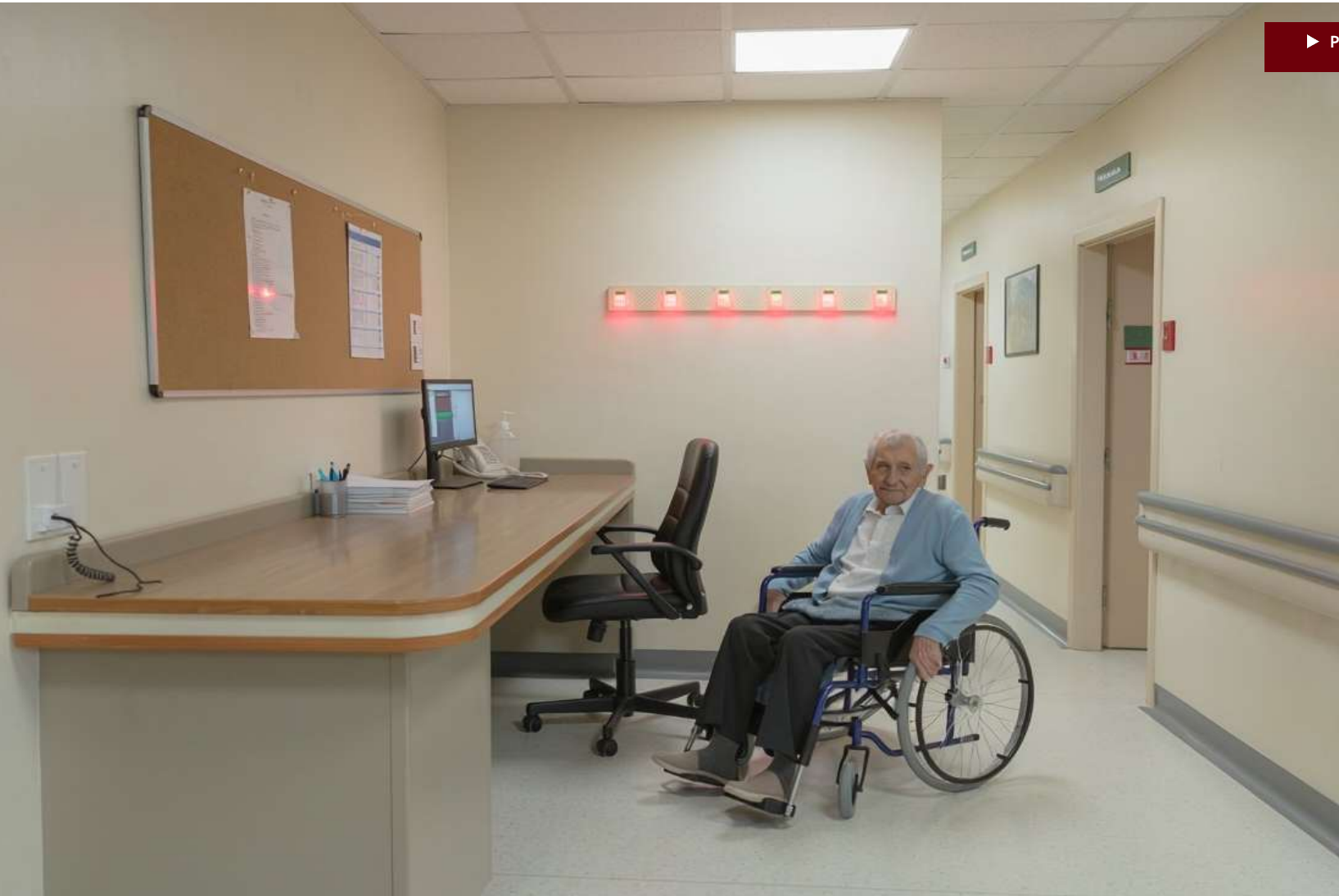
3

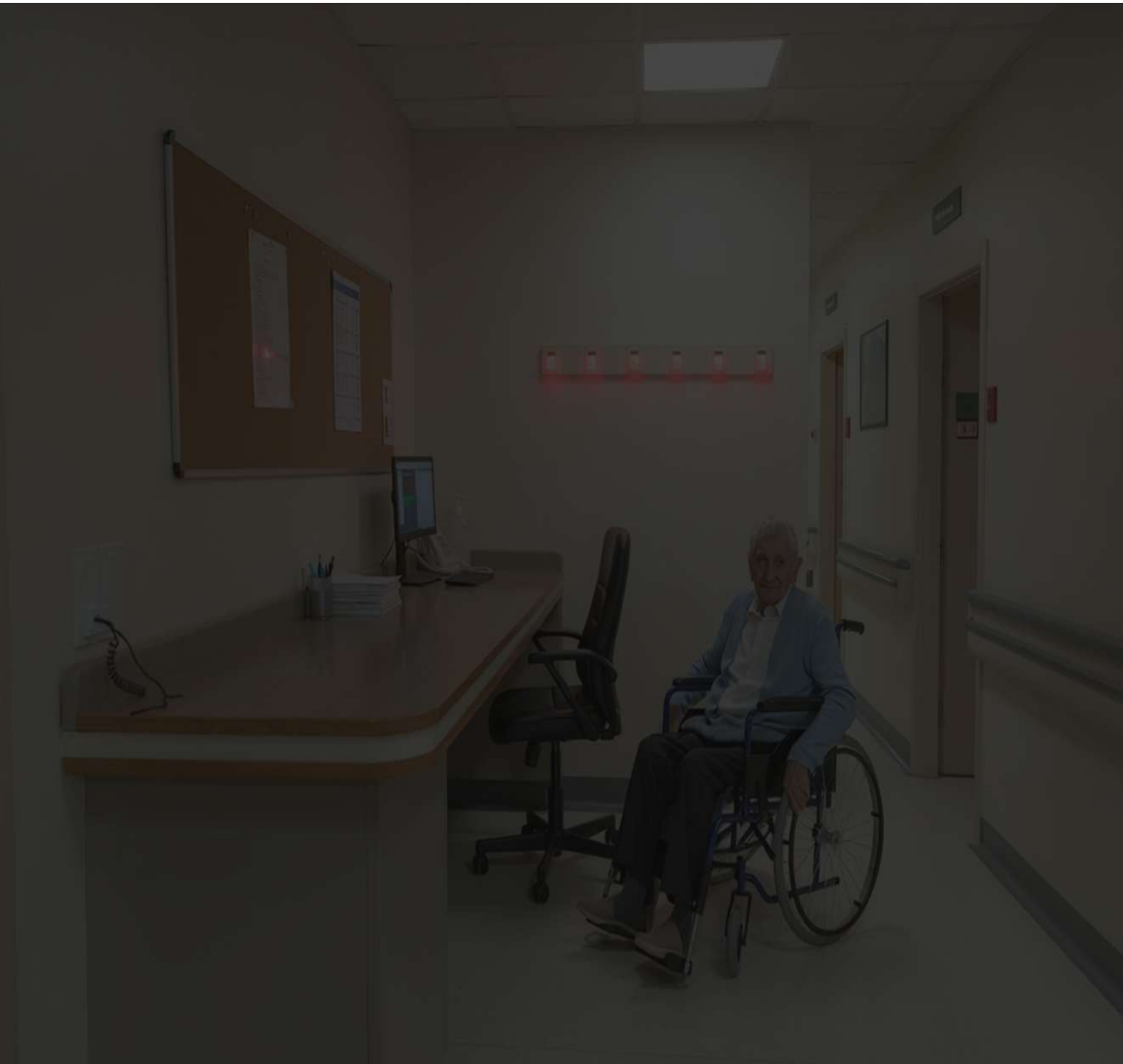
4

5

1 = Always sharp — I'm proud of it

5 = I wince when I walk in





TIME + COGNITIVE FRICTION

## THE FIX PATH

OPS NOW (0-30 days, no capital)

Add a visible staff indicator (light, flag, sign) at the station when staff are nearby. Post a 'Need help? Ring for assistance' cue at the empty station.

CAPITAL LATER (Good / Better / Best)

Good: Visible 'staff nearby' indicator system

Better: Redesign station to face the corridor

Best: Welcoming alcove with resident/family seating visible from station

DEVELOPMENT PREDICTABLY DELIVERED

PHOTO 3 • POLL B

# How visible and accessible is your staff to families during a typical shift?

1

2

3

4

5

*1 = Always present — clear help point*

*5 = Good luck finding anyone*





SAFETY + DIGNITY FRICTION

## THE FIX PATH

OPS NOW (0-30 days, no capital)

Audit every high-traffic doorway for privacy exposure. Add door privacy indicators. Brief staff on 'dignity by design' — door positioning before care.

CAPITAL LATER (Good / Better / Best)

Good: Consistent door-closed protocols for care delivery  
Better: Curtain tracks at doorways in care corridors  
Best: Alcoved or offset room entries that shield sightlines

DEVELOPMENT PREDICTABLY DELIVERED

PHOTO 4 • POLL B

How confident are you that care is never visible to people who shouldn't see it?

1

2

3

4

5

1 = Very confident — no exposure risk

5 = I can think of 3 spots right now

CHAPTER 2

# Staff Time + Stability

*Overtime · Burnout · Turnover · Photos 5-8*





## TIME FRICTION

### THE FIX PATH

#### OPS NOW (0-30 days, no capital)

Map peak-use times for the medication room. Stagger medication pass start times by 15 min to reduce queuing. Post a 'room in use' indicator.

#### CAPITAL LATER (Good / Better / Best)

Good: Scheduled access windows + room indicator  
Better: Pass-through window or second access point  
Best: Satellite med alcove to distribute flow

DEVELOPMENT PREDICTABLY DELIVERED

PHOTO 5 • POLL B

# How often do your staff have to wait on each other to complete a basic task?

1

2

3

4

5

1 = Rarely – good flow throughout

5 = We have a queue every shift





## TIME FRICTION

## THE FIX PATH

### OPS NOW (0-30 days, no capital)

Conduct a supply audit: identify the top 10 most-hunted items. Create par-level labels on every shelf. Assign a weekly 5-minute restocking check.

### CAPITAL LATER (Good / Better / Best)

Good: Par labels + assigned restocking owner

Better: Dedicated supply alcoves by wing

Best: Decentralized supply stations eliminating the central hunt entirely

DEVELOPMENT PREDICTABLY DELIVERED

PHOTO 6 • POLL B

# How much time do your staff spend hunting for supplies they know you have?

1

2

3

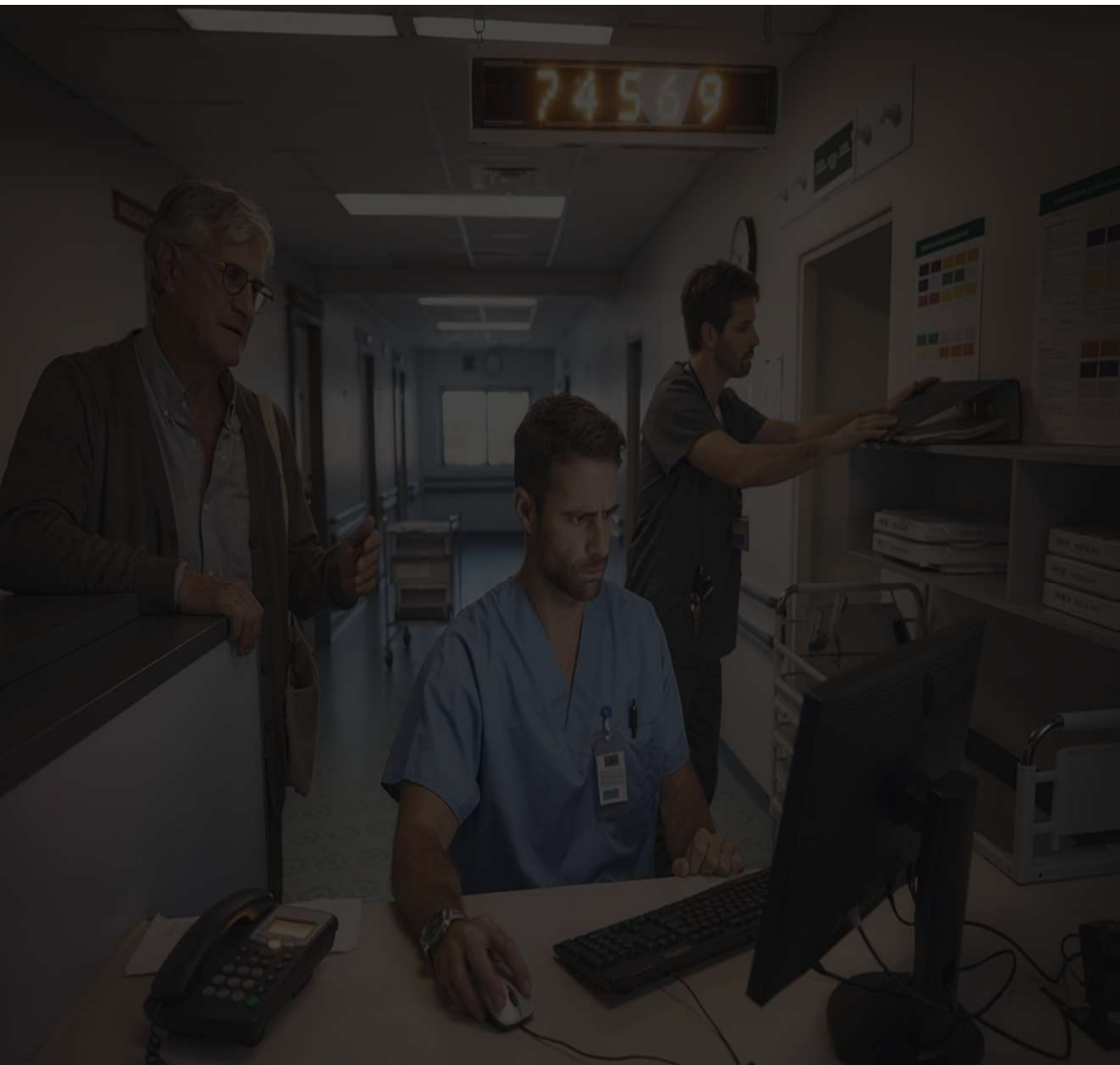
4

5

1 = Minimal — everything has a home

5 = Daily frustration on every shift





## COGNITIVE FRICTION

### THE FIX PATH

OPS NOW (0-30 days, no capital)

Designate a 'Do Not Interrupt' protocol during med pass — visible vest or signal. Route non-urgent family questions to a scheduled callback window.

CAPITAL LATER (Good / Better / Best)

Good: Interruption-free zone protocol + visual signal  
Better: Half-height partition or alcoved workstation  
Best: Protected documentation station removed from corridor flow

DEVELOPMENT PREDICTABLY DELIVERED

PHOTO 7 • POLL B

## How protected are your staff from interruptions during high-focus tasks?

1

2

3

4

5

1 = Very protected — clear systems exist

5 = Open season — anyone, anytime





## SAFETY FRICTION

### THE FIX PATH

#### OPS NOW (0-30 days, no capital)

Walk your building and photograph every blind spot. Install convex safety mirrors at problem corners. Adjust workstation orientation if moveable.

#### CAPITAL LATER (Good / Better / Best)

Good: Convex mirrors at blind-spot corners

Better: Reposition workstation to improve sightline

Best: Architectural modification to open the corner or add a window

DEVELOPMENT PREDICTABLY DELIVERED

PHOTO 8 • POLL B

Are there areas of your building where a resident could be in distress and staff wouldn't see it for several minutes?

1

2

3

4

5

1 = No — full coverage throughout

5 = Yes — I know exactly where

CHAPTER 3

# Resident Safety + Experience

*Falls · Elopement · Behaviors · Infection · Photos 9-12*





## SAFETY FRICTION – FALLS

### THE FIX PATH

#### OPS NOW (0-30 days, no capital)

Photograph every bathroom threshold this week. Document which fall risk triggers are environmental vs. behavioral. Add to your QAPI action log.

#### CAPITAL LATER (Good / Better / Best)

Good: Non-slip threshold strips + wet floor protocol  
Better: Threshold ramp + improved lighting over toilet  
Best: Full accessible bathroom redesign – zero-threshold entry

DEVELOPMENT PREDICTABLY DELIVERED

PHOTO 9 • POLL B

How many fall triggers in your building are environmental — meaning capital dollars are needed to fully fix them?

1

2

3

4

5

1 = Few — we're in good shape

5 = More than I want to count





COGNITIVE + SAFETY FRICTION

## THE FIX PATH

OPS NOW (0-30 days, no capital)

Audit your common areas for sensory overload: competing TVs, pattern flooring, lighting. Create one low-stimulation zone with dimming and acoustic separation.

CAPITAL LATER (Good / Better / Best)

Good: Designate one calm zone — no TV, dimmed lighting  
Better: Replace overstimulating flooring in highest-acuity areas  
Best: Sensory-designed memory care environment — zoned lighting, acoustics, wayfinding

DEVELOPMENT PREDICTABLY DELIVERED

PHOTO 10 • POLL B

# How often does your environment contribute to behavioral incidents — beyond the resident's diagnosis?

1

2

3

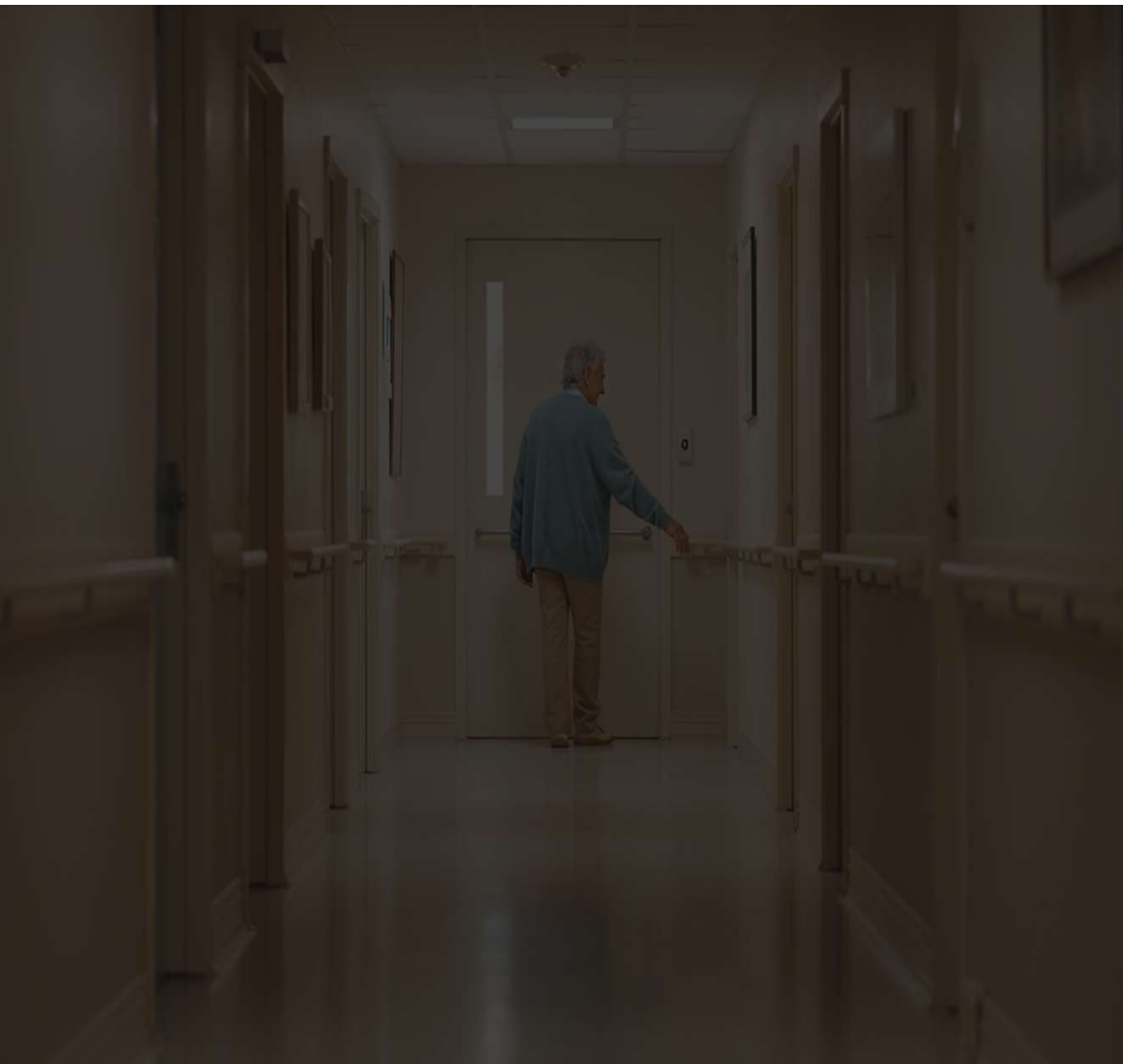
4

5

1 = Rarely — calming environment

5 = The room itself is a trigger





## SAFETY FRICTION — ELOPEMENT

### THE FIX PATH

OPS NOW (0-30 days, no capital)

Walk every exit door that looks like a resident room door. Add visual camouflage (mural, bookshelf decal, door cover) to unsecured exits today. Test door alarms.

### Up to 75% Reduction in Active Exit-Seeking

CAPITAL LATER (Good / Better / Best)

Good: Visual camouflage on unsecured exits + alarm test log

Better: Delayed-egress hardware + wander alert integration

Best: Architectural redesign — secure perimeter with clear, safe outdoor space

DEVELOPMENT PREDICTABLY DELIVERED

PHOTO 11 • POLL B

How confident are you that every unsecured exit is visually differentiated from resident room doors?

1

2

3

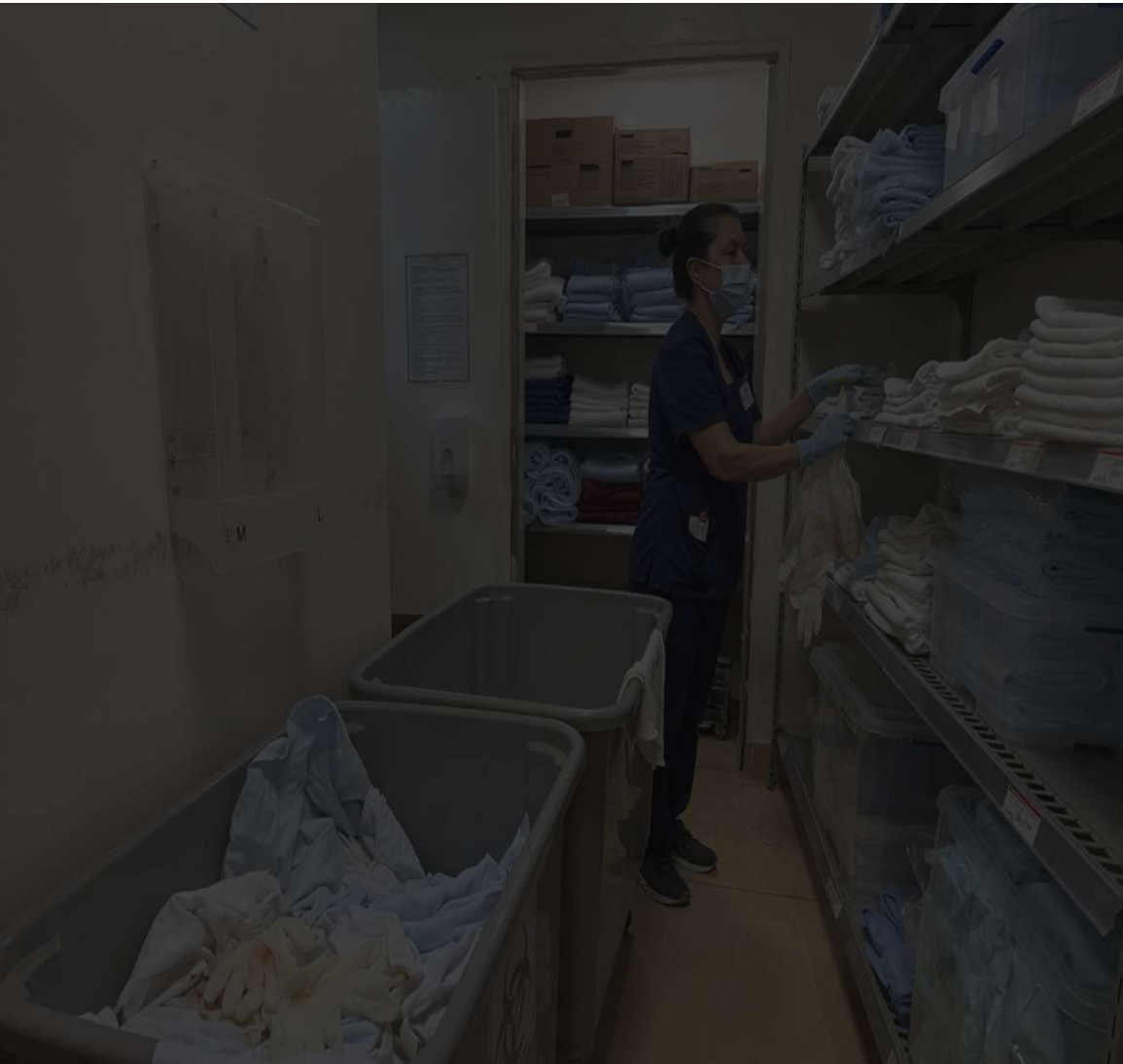
4

5

1 = Very confident

5 = I need to walk my building after this session





SAFETY FRICTION — INFECTION

## THE FIX PATH

OPS NOW (0-30 days, no capital)

Audit all hand sanitizer dispensers — refill and reposition to be within arm's reach of every exit point. Physically separate clean and dirty zones with a visible barrier or signage today.

CAPITAL LATER (Good / Better / Best)

Good: Dispenser audit + clean/dirty signage or physical separation

Better: Dedicated soiled utility room separate from clean supply

Best: Properly designed clean and soiled utility rooms with separation by code

DEVELOPMENT PREDICTABLY DELIVERED

PHOTO 12 • POLL B

# How easy does your building make infection control compliance for a busy aide on a Monday morning?

1

2

3

4

5

1 = Very easy — compliance is the path of least resistance

5 = The building fights the policy

YOUR TOP 3 • STEP 1 OF 2

## Right now — which friction type is costing you the most?

A Time Friction — staff wasting minutes hunting, waiting, walking

B Cognitive Friction — confusion, noise, poor cues, interruptions

C Safety Friction — falls, elopement, behaviors, infection risk

## The Facility Friction Finder

A FREE 3-5 minute survey that results in a personalized email showing you:

- The primary Friction in your Building
- How it feels for staff to deal with that friction
- Where your staff are creating workarounds
- What you can do about it

YOUR TOP 3 • STEP 2 OF 2

► PICK 2

# Which 2 areas should you walk first this week?

Entry / First Impression

Dining + Common Areas

Staff Respite + Storage

Bathing + Bathrooms

Corridors + Wayfinding

Med Pass / Nursing Station

Resident Rooms

DEVELOPMENT PREDICTABLY DELIVERED

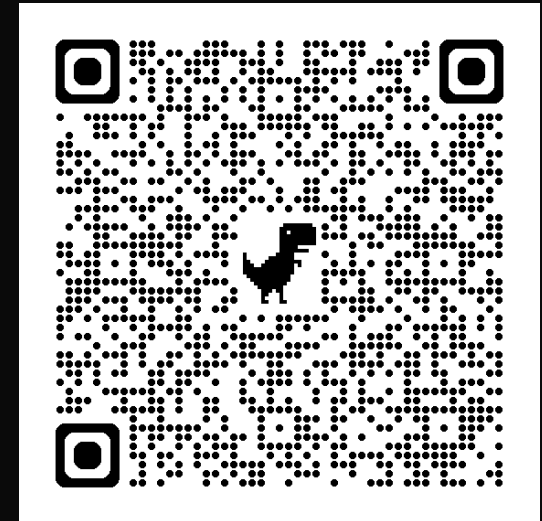
THE FACILITY FRICTION FINDER — SCAN NOW

# The Facility Friction Finder

A FREE 3-5 minute survey that results in a personalized email showing you:

- The primary Friction in your Building
- How it feels for staff to deal with that friction
- Where your staff are creating workarounds
- What you can do about it
- Tools targeted to remove the problem

Remove the guesswork and fix the friction

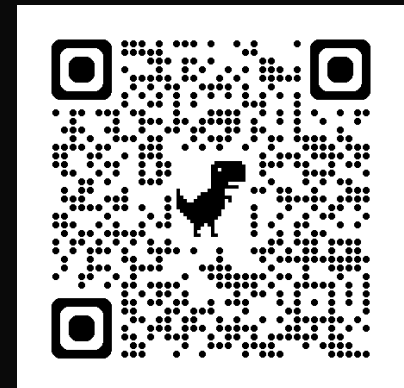


DEVELOPMENT PREDICTABLY DELIVERED

## YOUR DOWNLOADS — SCAN NOW

- 12-Photo Building Audit Guide
- Space Friction Scorecard
- 30-Day Quick Wins Planner
- Good / Better / Best Decision Brief

*Scan to access all downloads + sign up for  
Areté Advantage — our free weekly brief for  
WA care operators.*



DEVELOPMENT PREDICTABLY DELIVERED