

 **FREE eBook**

# 20 ways to build **trust** in your care service



# Hello! We're the team behind PASS, leading the way in care management software.

If you're reading this, chances are you're looking for effective ways to build stronger trust with families and service users. And you're in the right place.

In social care, trust isn't just a nice-to-have; it underpins everything. It's what turns first-time interactions into lasting relationships. We've put together 20 actionable tips to help you achieve just that. From leveraging technology to the art of communication, these strategies are designed with your success in mind.

**In this free eBook, you'll learn how to:**



**Communicate clearly to build trust**

**Personalise care and enhance wellbeing**

**Seek and act on feedback**

**Embrace technology and improve safety**

**Celebrate wins and build a community**

# Try these tips and watch confidence in your service grow



## 1. Keep communication crystal clear

Clear communication is essential. When sharing updates, use simple, everyday language that anyone can understand. For instance, rather than saying 'administered medication', opt for 'we made sure your mum took her heart medicine this morning'. Try adopting this approach in all your communications to ensure clarity and build trust.



## Bonus tip:

Consider using a tool like [openPASS](#), our friends and family portal, to enhance your communication strategy. It allows secure, real-time updates about care, ensuring families are always informed and involved in their loved one's care journey.





## 2. Tailor care to the individual

Adjust care to suit each service user's personal interests and needs. If someone enjoys classical music, ensure it's part of their daily routine to enhance their wellbeing. Begin this process by directly asking new service users or their families about their preferences, allowing you to weave these details into their care plan effectively.



## 3. Foster open channels for feedback

Create a culture where feedback from families is not just welcomed, but actively sought out as essential guidance. For instance, establish regular channels such as monthly meetings or dedicated feedback forms that invite constructive suggestions from families. This open invitation for dialogue ensures that their voices are heard and valued, making them true partners in the care process.





## 4. Prioritise privacy

Privacy for those receiving care is critical. Educate your team on data privacy best practices and conduct regular security audits to prevent breaches. This proactive approach reassures families that the safety of their personal information is a priority. For example, hold a privacy training session for staff every quarter to reinforce the importance of confidentiality.



## 5. Stay consistent

Consistency in care delivery builds trust. Ensure carers maintain regular schedules to develop familiarity with service users. For instance, try to keep the same carer for a user during their most challenging times of day, like morning routines, to provide comfort and stability.



## Bonus tip:

Implement care scheduling software, like [PASS roster](#), to ensure care is both reliable and well-planned. This not only optimises caregivers' time but also reassures families that their loved ones are receiving consistent, timely care.



## 6. Embrace technology for better care

Adopting technology significantly improves the quality of care by streamlining coordination and ensuring safety.

Highlight the real-world impact of these tools, such as the way electronic health records facilitate better communication among care teams and with families, leading to more informed and personalised care.

Encourage engagement by sharing success stories or case studies that showcase the positive outcomes from using these technological solutions in your care settings.



### Bonus tip:

Adopt [eMAR](#) within your care management practices to take medication safety and monitoring to the next level. It ensures all medication is administered accurately and on time, providing peace of mind for both care teams and families.





## **7. Advocate passionately**

Advocate for your service users by understanding and pushing for their needs. If someone requires a specific therapy, gather evidence of its benefits and communicate with healthcare providers to include it in their care plan. Be the voice that ensures every need is met and every concern is addressed.



## **8. Simplify the journey**

Ensuring that accessing care is straightforward and stress-free is crucial. Make certain that all information regarding your services is not only clear but readily accessible.

For instance, consider crafting a welcome pack that not only outlines all your services but also details the steps involved in using your service. This pack could include FAQs, key contacts, and a roadmap of the care journey, effectively demystifying the process for families.

Additionally, establish a dedicated helpline or online chat support for real-time assistance, further easing the path for families seeking care.

By taking these steps, you guide families through the care process with clarity and compassion, making the entire experience as seamless as possible.



## 9. Offer a tech walkthrough

Clarify the use of digital tools in your care services by offering hands-on, interactive tutorials. For tools like an online portal for managing appointments or an emergency alarm, create step-by-step guides complemented by visual aids. Organise monthly interactive sessions, possibly through webinars or in-person workshops, where families can explore these tools first-hand, ask questions, and see exactly how these technologies make care management more efficient and responsive to their needs.



## 10. Celebrate small victories

Acknowledge every achievement, no matter how small. Whether it's a resident walking more independently than before or participating in a new activity, share these moments with the community. Start a monthly newsletter featuring these small victories (with the service users' permission) to keep everyone informed and uplifted.



## 11. Bridge distance with virtual visits

Virtual check-ins can bridge the gap when in-person family and friend visits aren't possible. Schedule regular video calls to keep families updated and involved in their loved one's care. Consider a weekly virtual 'open house' where families can join a video call to see their loved ones and talk to staff.





## **12. Offer educational resources**

Empower families with knowledge by providing clear guides on care and health topics. For example, create a series of short, informative videos on common care challenges and solutions. Make these resources easily accessible online and in your facility.



## **13. Personalise your communication**

Addressing families and service users by name and including personal details shows care and attention. When sending updates, personalise messages to reflect individual care experiences. Implement a 'note of the week' practice where you share personalised updates with families, making each communication feel special.



## **14. Show your team's human side**

Share stories and backgrounds of your carers to build connections. For example, feature a carer's story in your newsletter, highlighting their passions and motivations. This helps families see the care team as individuals dedicated to their loved ones' well-being.



## 15. Act on feedback

Use the feedback you receive as a catalyst for continuous improvement within your care setting. When families suggest enhancements, like a wider variety of meal options, not only swiftly implement these changes but also publicly acknowledge the suggestions and your responses. A 'feedback and action' display in your facility can serve as a transparent testament to how family input directly shapes and enriches the care provided, reinforcing a dynamic of trust and collaboration.





## 16. Offer flexibility

Adapt to changing needs with agility. If a service user's preferences evolve, adjust their care plan promptly. For example, if they develop a new hobby, incorporate it into their daily activities. This responsiveness shows families that you are attentive and flexible to their loved one's needs.



### Bonus tip:

Use [care planning software](#), like PASS, to effortlessly update care plans in real-time, ensuring every change in preference or need is immediately reflected and shared across the care team.





## **17. Build a caring community**

Help families feel connected and supported by setting up easy ways for them to talk and help each other. Along with online chats, start groups where families can discuss specific topics or a buddy system for new families to get advice from those with more experience. This makes everyone feel part of a big, caring family, sharing advice and support.



## **18. Emphasise openness in facing challenges**

Honesty is essential in building trust. Whenever challenges occur, communicate them directly, along with the steps you're taking to resolve them. Implement regular 'transparency updates' to keep families informed about any issues and the measures.



## **19. Celebrate your team**

Showing appreciation for your staff's hard work goes a long way. It's like a standing ovation for the unsung heroes in care. Make it a point to spotlight different team members in your newsletters or on your social media pages, sharing their stories and the impact they have on care, fostering a culture of recognition and respect.



## 20. Prioritise wellbeing

And last but definitely not least, put the wellbeing of both service users and staff at the forefront of your care philosophy. This could mean introducing wellness programs or mindfulness sessions. For example, start a weekly yoga or meditation session open to both staff and families. It's a gesture that shows you care about the holistic health of your community, enhancing overall satisfaction and trust.



# Next steps? Schedule a **free** call with our digital social care expert...

In just 30 minutes, we'll show you how you can use PASS to build trust in your care service, through the smart use of tools such as openPASS, personalised care planning, reliable rostering and more!



*Jess, digital social  
care expert at PASS*

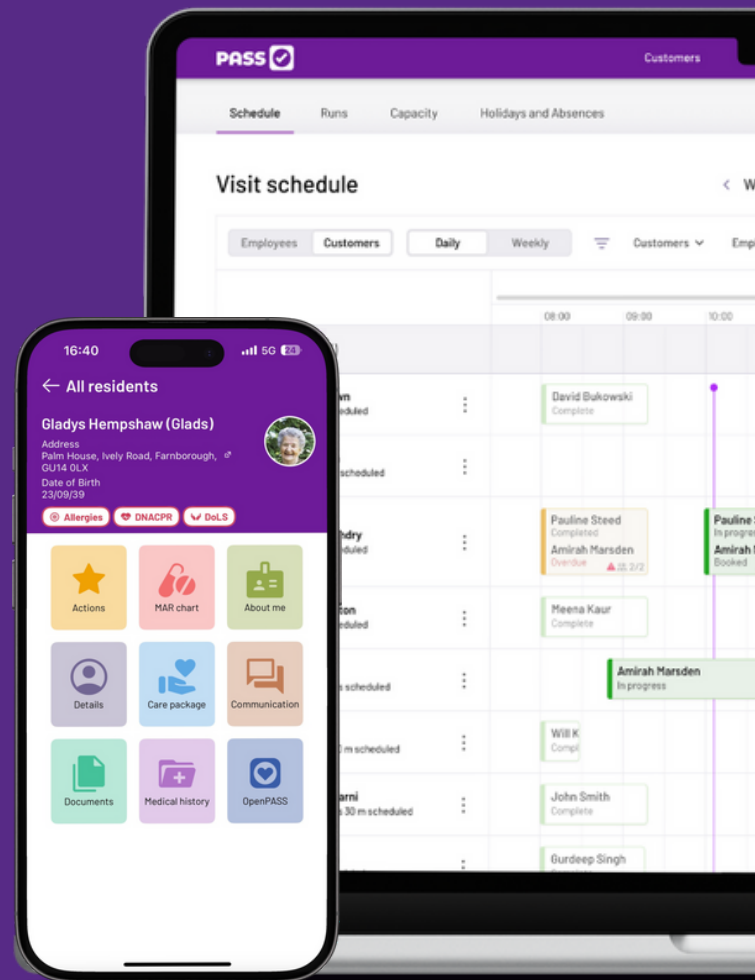


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*"We will never go back to paper auditing, because the PASS system makes it so much easier!"*

Sue Troelson, Care Manager, Joghide Homecare

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