

NOMINATION FOR THE BEST FACILITY IN EUROPE

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1 ABOUT THE FACILITY - SUMMARY

Dom Danice Vogrinec Maribor is a state owned nonprofit nursing home located in the Republic of Slovenia. With the longest history, dating back to 1950, the nursing home is a regional leader as the provider of services for senior care in the Republic of Slovenia with the capacity of 809 beds. Giving a wide portfolio of services which are consisted of institutional care services, home care services, servicing of meals at seniors' homes, physical and occupational therapy at seniors' homes, the nursing home Dom Danice Vogrinec Maribor makes its organization quite open to the community and has been extremely popular among the seniors in the region. By running daycare centers for seniors which spread around the region, the nursing home has added a new dimension of senior care trends for the future.

2 DESCRIPTION OF OUTSTANDING PRACTICES

The nursing home really exceeds very usual and common goal in the branch, which is providing a quality services for the seniors. We developed our services and programs under a positive perception of DANica brand name (DANica is a name of the nursing home founder Danica Vogrinec who was a nurse and at the same time DANica is the Slovenian name for the brightest Venus star). Due to a corporate approach which is to take over the clients' needs we put all empathy into it and take all the risk to elicit all the capacities of seniors. It was like entering in the space or making first steps on the moon 10 years ago when we decided to put into practice many ideas that have still been just a theory for the majority of providers. All activities have a common baseline which is in readiness to take enormous quantity of risk for the management and all employees to be prepared for designing and exercising unusual but very attractive occupations. By intriguing programs and with a big interest for the local environment we took the door from the hinges and let the city goes in. Due to the limited description we should only list the most attractive ones and those from the top of the hill while we constantly assure high professional social and health care services, occupational and physical therapy, social and technical support. They are:

Intergenerational relay race between our facilities under patronage of the President of the Republic of Slovenia Mr. Borut Pahor; incredible emotional run through the city with all roads closed for this event; organized exclusively and only by the employees from our nursing home; no agencies are involved for this organization; the race run starts with symbolic walk with citizens of all generations and clients able to run, walk and with the clients on wheelchairs; we take all effort to raise everybody to be a part of this event.

Rock and roll concert "Grandma, Grandpa & Rock'n Roll" which is traditional and held right in the front of the central facility; it is totally emotional concert in Maribor (which was European capital of culture in 2012) with an active role of clients singing with an iconic and famous rock group in front of the mass of spectators and gaining massive ovations each year; more and more

serious preparations each year are recognized with unbelievable wishes of seniors to drive on bikes again, even to wear jeans and leather jackets, getting tattoos etc.

Walking on the slack line

Very interesting experiment resulted in almost 10 seniors succeeding in walk on the slack line with support of the staff. A big group of others enjoy in adopted gym exercises on the slack line. We actually did not expect such an interest and success.

Dancing Capoeira

The staff is preparing clients to dance Capoeira during a few month period of time. They listen music and make Capoeira moves each day through the health care process to show the dance and fascinate a mass of people in the festival event. Somehow, we succeeded to move the medical therapy late in the night.

A traditional football match with the famous football player of FC Maribor at the peak of each year DANica's festival

DANica is becoming also a home of the most famous sport citizen through the networking and good perception of the DANica's brand. It is the only occasion when all FC Maribor senior players are coming together to show respect to their former fans and to play a symbolic match with them. Emotional and crowded.

Acting in full length film, travelling all around Balkan to act as a folklore group (making a film about that), having a fan group of FC Maribor, a client who is elected as a senior of the 2018 in Slovenia, singing as a main guest on the rock concert at the Metropolitan Stadium in Ljubljana in front of 12.000 people etc.

3 DESCRIPTION OF HOW THE QUALITIES OF ORGANIZATION RESULTED IN HIGH QUALITY CARE FOR THE CLIENTS AND FINANCIAL BENEFITS

We use questionnaires and other analytics to evaluate our organization and impact on the quality care for the clients. Through this tool we received a score on the top of the quality scale especially when we measure a satisfaction about the services, relations, commitment, etc.

After a preliminary hard work on eliciting a full a potential of the clients and not following only a regular standards of health care, we were surprised how many clients are beginning to leave their rooms more and more frequently and stay very proud as a members of slack line team or rock'n roll choir or members of football team, etc...

A recognition of their voices about satisfaction of the quality of care spread deep into local and state environment. As a result Nursing home Danica Vogrinec Maribor with his brand name

DANica was recognized and awarded on the municipality level, even more, DANica was awarded with the special award of the President of Republic of Slovenia Mr. Borut Pahor due to inspiring all Slovenian society with our work. There are more financial benefits due to added value in quality of services. The most important macroeconomic benefit is definitely because of the declining incidence of depression and simultaneously in decreasing costs of the medicines. Extremely positive perception of DANica brand name between the citizens on the other side give to the management very good negotiating power when discussing a further investment development.

4 OTHER INFO

The only way to see a sincere pleasure in the eyes of the clients is to look on the presentation of the DANica nursing home for only a little more than 2 minutes.

Please take a time and convince that the unique programs we offer is a not a commercial fake, but an extra added empathy value that could make incredible huge difference in the quality of services. Please stay focused on the facial mimics on the senior's clients after 1.30 in the presentation.

<https://www.youtube.com/watch?v=xGoPcR14ZZU>

5 A REASON FOR AWARDING OUR FACILITY

A totally unique approach that facility uses for gaining a satisfaction of the clients and reaching a success in incredible fusion with the local community is a recipe for the future trends in senior care services (long term care). It is also a unique approach which should have a success in all social environments in different cultures and religions. If facility is capable to accept such a corporate culture and business approach it assures an extra additional quality of services over a prescribe quality of standards for social and health care services. On other side a significant decline in incidence of depression is registered what resulted in better healthy conditions of the clients and simultaneously in decreasing costs of medicines.

6 TEXT FOR ANNOUNCEMENT OF NOMINATION

Nursing home Dom Danice Vogrinec Maribor actually provides a long term care and sets a new description of the services under terminology long term life (joy) in seniors' lives. The employees of nursing home are exemplary team with unlimited amount of energy and loyalty to the DANica family of clients and employees. Their actions result in surpassing taboos in senior care. They show us a way how should institutional barriers be broken inside the institution. They give us a

way how to handle a gap between generations and emphasize the capacities and abilities of the seniors in most natural ways. More than 5.000 people gathering at the traditional Rock'n roll concerts with the famous groups each year, with the taxis waiting for the people early in the morning in front of the nursing home makes a new era of understanding the seniors' needs.

And most important – the serious injury of DANica's football team captain during the training for the match in 2015 did not stop us. Our captain was so proud being called Messi during the hospital treatment and was back in 2016 in age of 89. We are proud on him and on other pioneers of DANica (footballers, runners, actors, Capoeira dancers and all clients who receive our empathy on the beds). Deinstitutionalization is not a civil architectural work on facilities but rather an architectural work on our brains.

DOM DANICE VOGRINEC MARIBOR

director

Maribor, 28.7.2018

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