

RESORT RECREATION

THE BUSINESS **of** EXCEPTIONAL HOSPITALITY

\$15.00

Arnold Palmer's **BAY HILL** **CLUB & LODGE** *The Florida retreat he calls home*

**Improving Wi-Fi
Performance + Reliability**

Understanding Water Efficiency

**Rocket Science:
NASA Helps Hospitality**

**5-Star Service
You Can't Live
Without**

Official Business and Industry
Publication for



The Organization for
Exceptional Hospitality

FALL/WINTER 2013

Digital Version at <http://digitalmag.resortrecreation.com>

For reprints please contact the Publisher.

No Check-out Allowed

The Five-Star Service No Guest Can Live Without

The old Boy Scout Motto, “Be Prepared”, is wise counsel for the world beyond campfires and wilderness survival. Whether offering live entertainment, ultimate spa services, or golf, ski and other state-of-the-art recreation and fitness facilities, resort-style hospitality providers promise an experiential escape from life’s everyday stresses. Yet even paradise isn’t immune to a health crisis, and it is important for all venues to be prepared.

Sudden Cardiac Arrest (SCA) is a leading cause of death in the United States. Killing over 92 percent of its victims, SCA claimed 383,000 lives last year alone. It can strike anyone, anywhere, without warning. Whether a resort caters to young adults, families or the elderly, they are at risk—making SCA one of the most important health issues for property owners to address. Fortunately, the simple step of establishing an Automated External Defibrillator (AED) program can help any resort in combatting SCA.

A Life-Saving Amenity

Survival rates from SCA drop roughly 10 percent for each minute that passes, but statistics show employing an AED within the first three minutes after a victim collapses can increase the chance of survival to more than 70 percent. As time is critical, it is important to ensure facilities have easily accessible and clearly displayed AEDs to guarantee care is always close by.

While resort properties can be sizable and include multiple buildings and facilities, reassuringly, AEDs are now quite affordable—with all-in program costs (including equipment purchasing, installation, training and regular maintenance) running \$3 a day or less per AED—making it

financially practical to cover a range of locations. Additionally, increased awareness of SCA and the benefits of AEDs have driven continued advancement of state Good Samaritan laws, protecting both owners and users of AEDs

Sudden Cardiac Arrest (SCA) is a leading cause of death in the United States. Killing over 92 percent of its victims, SCA claimed 383,000 lives last year alone. It can strike anyone, anywhere, without warning.



from liability and ensuring that no one has to be afraid to offer help when it is needed. While pools, luxury services and entertainment are essential components of the guest experience, a lifesaving AED program may be the most important amenity of all.

Five-Star Training

Properly placing AEDs throughout the resort is the first step to successfully combatting SCA. While AEDs are exceptionally easy to use, no one will be saved without human intervention. Effective cardiac emergency response programs include sufficient staff training in CPR and targeted instruction to personnel, based upon their roles and work

location, to ensure that no matter the time or place, guests can rest assured that help is readily available. As CPR training is completely portable and can be used outside of the workplace, staff may also view this training as an added employee benefit. Thus, it can be worthwhile to consider incorporating training into employee on-boarding, which not only improves safety measures but can also boost employee morale.

The New Wake-Up Call

Once AEDs are in place and employees are trained, it is important to alert both staff and guests by properly identifying each AED's location. In addition to signage at AED sites, pinpointing device locations on resort maps and adding information on AED whereabouts/usage to in-room materials further increases safety. An effective communication strategy ensures anyone on the grounds knows and understands help is available and reinforces the true level of care that the resort holds for its guests.

Rewards Program

Resort owners who seek additional ways to increase safety not only foster a more positive reputation, but are likely to build brand loyalty. With awareness of SCA and expectations surrounding AEDs dramatically increasing – among the general public, corporate and meeting/events

sectors – resorts have an opportunity to elevate their brand and build trust among guests. The hope is that the time for using an AED doesn't present itself. Nevertheless, the simple act of proactively preparing for an SCA event will improve the standing of the property in the eyes of guests.

Check Out: A Final Note

Considering the prevalence of SCA, taking proactive steps in preparedness offers five-star service no guest can afford to live without. By securing AEDs, training staff and implementing a communication program to promote SCA awareness, resorts can offer peace of mind to guests, enhance their brand and reputation, as well as be confident that when SCA strikes, they are prepared to handle the situation quickly and without hesitation. In today's competitive hospitality environment, can you really afford not to meet you guests' expectations? **R+R**

ABOUT THE AUTHOR:

John Ehinger is the CEO of CardioReady, a suburban Philadelphia company, which offers organizations turn-key preparedness and training solutions aimed at improving survival from Sudden Cardiac Arrest. For more information, visit www.cardioready.com

Amphitheaters Pavilions Trellises Gazebos Dugouts Walkway Covers Transit Shelters Signs Fabric Shade



CUSTOM GRECO TRELLISES

Leader in the design, engineering, and manufacturing of shade coverings for applications in steel, fabric, and wood

poligon[®]
616.399.1963 www.poligon.com