

SCYLLA

FACILITY MONITORING REPORT

ABC Healthcare of Smallville

**CAPTURING INTELLIGENCE
ACROSS DIGITAL CHANNELS**

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Report Details

Client:	ABC Healthcare of Smallsville
Date Ordered:	September 15, 2014
Assets Monitored:	ABC Healthcare of Smallsville
Type of Monitoring:	Look-back
Total Monitoring Period:	September 22, 2013–September 22, 2014

Understanding the Report

The Scylla Facility Monitoring Report is a new way to harness the power of listening to conversations on social media networks and the Web as an additional way of managing risk. This customized report allows your organization to monitor activities and conversations around the Monitored Asset occurring during the Monitoring Period identified above. Using a combination of Open-source Intelligence (OSINT) research and data collection, Scylla is able to monitor the Web and social networks collecting data related to the Monitored Asset.

This report is a summary of conversations from across the Web related to the Monitored Assets. Only those conversations related to the Monitored Assets are analyzed. The asset-specific conversation is categorized by sentiment. *Sentiment analysis* is a system for determining the sentiment of a sentence or phrase. *Sentiment* refers to the thought or mood of a post and can be positive, neutral, or negative. *Sentiment* does not measure the factual accuracy of the posting—only the mood or thought as related to the Monitored Asset.

In addition, the Scylla Facility Monitoring Report provides insight into both where the conversations are occurring (e.g., Facebook, Twitter, blogs, or review sites) and the volume of activity around the Monitored Asset. Finally, where relevant, Scylla analysts include granular-level detail of specific posts for your review.

The Scylla Facility Monitoring Report has limitations. Only publicly available information is included. Privacy rules prevent Scylla from obtaining information in violation of a user's privacy settings.

Disclaimer: The information provided is with the understanding that Pendulum is not offering a legal opinion or any other professional consultation in regard to the subject matter. We have made every effort to ensure the accuracy of the information enclosed; however, it is the responsibility of the recipient to evaluate the appropriateness and use of this resource. Pendulum shall not be responsible for any damages resulting from any error, inaccuracy, or omission contained in this publication.

The Scylla Rating System

The Scylla Rating System rates overall sentiment levels and corresponds directly with the critical observations made in the social media listening report. Facilities are assigned a subjective score of **thumbs-up**, **sideways thumbs**, or **thumbs-down**.

There may be occasions where a rating may fall outside of the scope of the traditional rating grid (e.g., Sideways Thumbs (with a Negative Element)). These “elements of concern” are communicated in the Possible High Impact Event section of the report.



Thumbs-up

The overall sentiment for the facility was reflected in a positive light.



Neutral Thumb

The overall sentiment was neither negative nor positive.



Thumbs-down

The overall sentiment for the facility was reflected in a negative light.

ABC Healthcare of Smallville Rating:



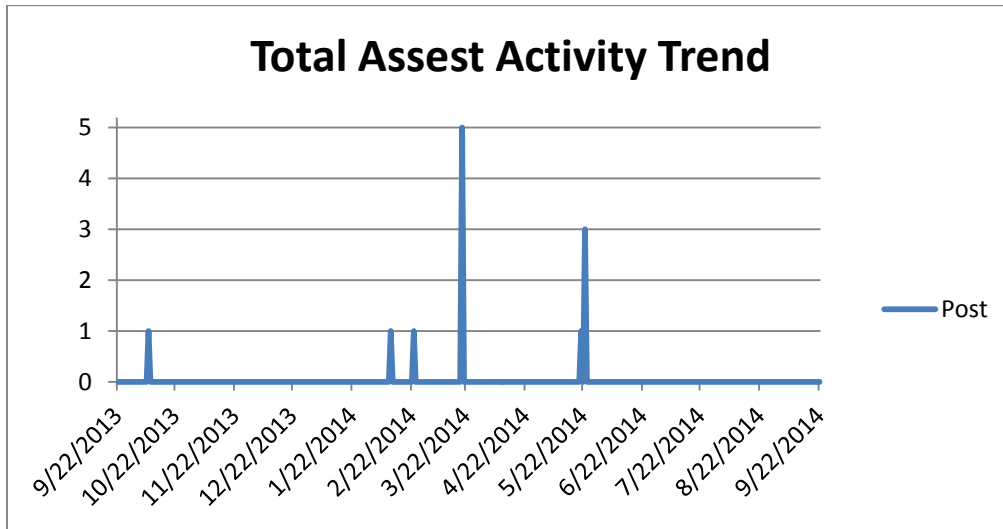
A total of 12 posts were found referencing ABC Healthcare of Smallville—eight were positive and four were negative. Three of the negative posts were related to the facility being fined for a resident-on-resident sexual assault. Five of the positive posts were in reference to the same obituary.



September 22, 2013–September 22, 2014

Total Asset Activity Trend

The *total asset activity and sentiment trend* is the social media activity around the monitored asset during the monitoring period.



Conversation Details

Conversation details are details occurring during the monitoring period that are identified as actionable and sufficiently detailed by analysts with long term care clinical, legal, and operations knowledge. To view the article or post, please click on the bold article title.

Negative Posts

Nursing Home Offenders by State

(February 11, 2014). Abuse Advocate.

Retrieved from <http://abuseadvocate.com/smallville/>

Offender by State

This page depicts a **current list** of nursing homes in the U.S. which have been **recently** cited for abuse and neglect. This page will be updated on a monthly basis.

Norwalk

- Cassena Care At Norwalk

Smallville

- **ABC Healthcare of Smallville**





Nursing Homes Cited After Two Residents Died, Another Sexually Assaulted
 (May 23, 2014). Smallsville Health I-Team.
 Retrieved from <http://smallsville-hit.org/nursing-homes-cited>

Nursing Homes Cited After Two Residents Died, Another Sexually Assaulted

By: Sarah Jones | May 23, 2014

Seven nursing homes have been fined by the state Department of Public Health in connection with lapses in care, including one sexual assault of a resident by another resident and two

ABC Healthcare of Smallsville was fined \$1,420 on March 20 in connection with the sexual assault of one resident by another, records show.

A resident with schizophrenia who had already been found to have inappropriately touched a staff member was found on top of another resident on the floor by the second resident's bed on Dec. 16, records show. The resident who was assaulted was hospitalized and treated for bruises, records show.

On the day of the assault, the staff failed to make its required checks of the second resident every 15 minutes, DPH found.

ABC Healthcare of Smallsville administrator could not be reached for comment

Nursing Homes Cited After Two Residents Died, Another Sexually Assaulted
 (May 23, 2014). Smallsville Courant.
 Retrieved from <http://smallsvillecourant.com/nursing-home-fines>

Nursing Homes Cited After Two Residents Died, Another Sexually Assaulted

By: Sarah Jones | May 23, 2014

Seven nursing homes have been fined by the state Department of Public Health in connection with lapses in care, including one sexual assault of a resident by another resident and two cases in which residents died.

Other cases involved residents who left a home a

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A resident with schizophrenia who had already been found to have inappropriately touched a staff member was found on top of another resident on the floor by the second resident's bed on Dec. 16, records show. The resident who was assaulted was hospitalized and treated for bruises, records show.

On the day of the assault, the staff failed to make its required checks of the second resident every 15 minutes, DPH found.

ABC Healthcare of Smallsville administrator could not be reached for comment

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 Tweet Submit g+1





Nursing home among 7 in state fined for poor care
 (May 23, 2014). Smallsville Press.

Retrieved from <http://www.smallsvillepress.com/nursing-home>

Nursing home among 7 in state fined for poor care

By: Sarah Jones | May 23, 2014

SMALLSVILLE >> Seven nursing homes have been, among them one in Smallsville, have been fined by the state Department of Public Health in connection with lapses in care, including one sexual assault of a resident by another

ABC Healthcare of Smallsville was fined \$1,420 on March 20 in connection with the sexual assault of one resident by another, records show.

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On the day of the assault, the staff failed to make its required checks of the second resident every 15 minutes, DPH found.

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Positive Posts

Olivia Jones' Obituary

(October 8, 2013). Smallsville Funeral Home, Inc.

Retrieved from <http://www.smallsvillefuneralhome.com/obituary/OliviaJones>

OBITUARY

Olivia Jones of Smallsville passed over peacefully on October 8, 2013 at Smallsville Hospice with her loving family by her side. She was a cherished mother and devoted grandmother. She was blessed with many loving nieces, nephews, and great friends that will miss her dearly.

The family would like to thank ABC Healthcare of Smallsville for all the special care she received by the devoted staff.

Relatives and friends may call Saturday morning from 8-9:30 at the Smallsville Funeral Home and are invited to attend a Mass of Smallsville's Catholic Church at 10. Burial will follow in Smallsville Memorial Park. In lieu of flowers, memorial contributions may be made to ABC Healthcare of Smallsville.



Martin Hill's Obituary

(February 23, 2014). Smallsville Register.

Retrieved from <http://www.legacy.com/obituaries/smallsvilleregister/martinhill>

MARTIN HILL

Obituary | Condolences

Martin Hill, 88, of Smallsville, beloved husband, loving father and grandfather, died Monday, February 17, 2014, at the Smallsville Hospital. Martin was born in Smallsville on April 23, 1925 to Mr. and Mrs. Hill. The loss of his mother early in his life brought him a step-mother, who was his "mom" in every loving sense of the word. A graduate of Smallsville High School, Martin received his Associates Degree from Smallsville University. He enlisted in the US Navy, proudly giving honorable service during WWII. Martin was employed with Smallsville Electric for 10 years, and later the IRS for 27 years.

The funeral will be at the Smallsville Funeral Home, with a Mass at Smallsville Catholic Church. Burial with military honor will be at Smallsville Cemetery. Family and friends are invited to attend the services. Special thanks and appreciation are extended to the staff of **ABC Healthcare of Smallsville**.

David Small's Obituary

(March 20, 2014). Smallsville Funeral Home.

Retrieved from <http://www.smallsmithandson.com/obituary/davidsmall>

Retrieved from <http://www.smallvillelegacy.com/obituaries/davidsmall>

Retrieved from <http://www.smallvillemirror.com/obituary-david-small>

Retrieved from <http://www.smallvillelegacy.com/obituaries/davidsmall>

Retrieved from <http://www.obitsforlife.com/obituary/davidsmall>

OBITUARY FOR DAVID SMALL

David Small, 59, of Smallsville passed away Saturday, March 15, 2014, at **ABC Healthcare of Smallsville**. Born December 26, 1954, he was the son of the late Mr. and Mrs. Small. At age 9, he traveled with his family from the US to Europe when his father served his career with the Army. He was a proud member of the Smallsville Elks Lodge and Smallsville Masonic Lodge. David was a good son, brother, father, and friend.

The family would like to thank the caring staff of **ABC Healthcare of Smallsville** for treating David with dignity and Kindness. The funeral will be at the Smallsville Funeral Home, with a Mass at Smallsville Catholic Church. Burial will be at Smallsville Cemetery. Family and friends are invited to attend the services.



ABC Healthcare of Smallville Reduces Energy Budget
(May 21, 2014). Smallville Greenhouse Gas Initiative.
Retrieved from http://www.sggi.org/srggi_benefits

**ABC Healthcare of Smallville
Reduces Energy Budget**

The **ABC Healthcare of Smallville**, a 80-bed facility located in Smallville was just one of more than 1,300 businesses to benefit from the Small Business Energy Advantage program. Through SBEA, the facility received a wide variety of energy efficiency measure to reduce energy costs and improve the working environment. When the project was completed and the facility was given a clean bill of health, the facility also received a \$12,825 incentive from the Energy Efficiency Fund and can expect an annual energy saving of 71, 414 kWh.

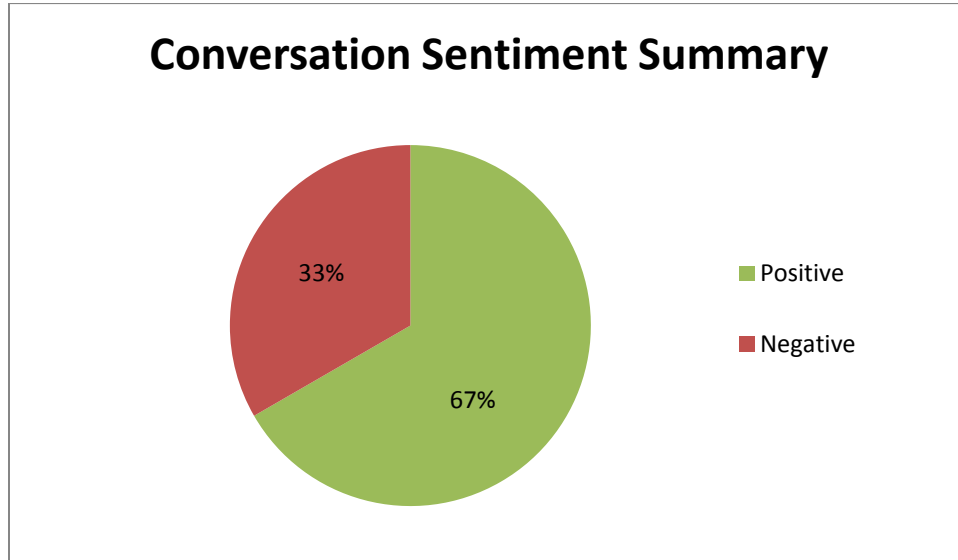
SMALLVILLE





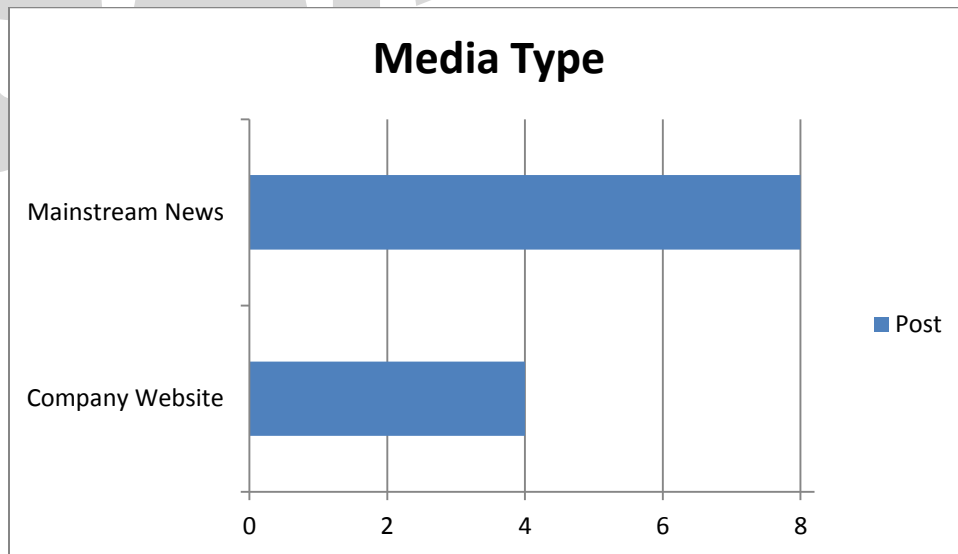
Conversation Sentiment Summary

The *conversation sentiment summary* is sentiment summary of all conversations occurring during the monitoring period. It includes the names of any monitored asset.



Media Type

Media type is media monitored for all conversations regarding all monitored assets during the monitoring period.



Special Focus Facility List

ABC Healthcare of Smallsville was not listed on the September 2014 Centers for Medicare & Medicaid Services (CMS) Special Focus Facility (SFF) list.



Possible High-impact Events

Technicians discovered an article about a sexual assault that occurred at ABC Healthcare of Smallsville. On March 20, 2014, ABC Healthcare of Smallsville was fined \$1,420 in connection with a resident-on-resident sexual assault. The article states that “a resident with schizophrenia who had already been found to have inappropriately touched a staff member was found on top of another resident on the floor by the second resident’s bed.” The article goes on to state that the Department of Public Health found that “on the day of the assault, the staff failed to make its required checks of the second resident every 15 minutes.”

SAMPLE

Appendix A: Media-type Definitions

Aggregator

An aggregator is a website or type of software that collects published content or data from other sources. Some aggregators publish content without permission and without citing the original author. Other aggregators exist to collect information from many websites into one place, with proper citations as a matter of convenience for users.

Blog

A blog is a website that is updated regularly with posts related to a specific topic or theme, incorporating images, links, video, and other media. Blog posts tend to be less formal than news articles or similar media and often, but not always, serve as personal journals of the blog writer (or “blogger”). In the comments section of a blog, readers can interact with each other and the blogger. Many blogs have large communities of readers and active comment-board participants.

Buy/Sell

Buy/Sell websites promote products and services for sale via advertisements or classified listings.

Forums/Message Boards

Forums and message boards are places where online communities gather to hold discussions on specific areas of interest.

Images

Images are used to create more visual interest or supplement information on websites. Image-sharing communities of professional and amateur photographers have developed on websites like Flickr, Instagram, and Photobucket.

Mainstream News

Major news outlets, including television networks and newspapers, provide frequent news updates online. They utilize articles, videos, or a combination of the two to present information. In addition, many have their own blogs. Visitors can discuss news items in public comment sections.

Micromedia

Micromedia sites, the most recognizable example of which is Twitter, are characterized by short, frequent bursts of information posted by a large network of users. These websites emphasize the sharing of links, videos, and photos. They are gaining in popularity as mobile technology becomes more widely available.

Social Networks

Social networks, such as Facebook and LinkedIn, are websites that allow people to connect with friends, family members, professional contacts, etc. online. People use these websites to share information about who they are, what they do, and what they like and dislike. Many social networks are large, with millions of users, while others cater to smaller niche groups.

Rating Website

A rating website is a website designed for users to review businesses, people, content, or other things. Users typically score items on a scale of one to five and include a short review of the item they are scoring.

Video

Video is an alternative to written media that engages users with images and sounds. Users often turn to videos for entertainment, instruction, or general information. Websites like YouTube and Vimeo are popular video-sharing sites.

Scylla was a six-headed mythological sea monster who devoured sailors risky enough to travel through its narrow channel of water. In today's world, people take risks online by posting personal and potentially damaging information across digital channels. Scylla Systems is designed to target these individuals and capture their information.

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