

## **Morada da Paz, Parnamirim, Rio Grande do Norte, Brazil**

### **Wellness Center "Morada do Cuidado": Innovation in Grief Support**

We launched the wellness center "Morada do Cuidado," a new business focused on mental health care, which centralizes our aftercare program but also meets other demands, not limited to grief. Located in a distinctive building in a prime area of the city, near renowned clinics and hospitals, this space was designed to offer comprehensive and personalized care in a comfortable and safe environment.

The new brand "Morada do Cuidado" maintains a connection with "Morada da Paz," but expands the scope of activities to include other health professionals. Consequently, several psychologists with established client portfolios have moved their practices to this new address. Ten professionals are already working at this location, providing services to clients ranging from children to the elderly. The space includes seven consultation rooms, one of which is dedicated to group activities, and a spacious and welcoming reception area, including a kids' space for children.

In addition to launching a new business and a new care concept, we have completely restructured our aftercare program to offer even more comprehensive and specialized support. At "Morada do Cuidado," we provide a wide range of services, including free counseling sessions with grief specialists, grief psychotherapy for those needing prolonged support, and the listening group "Chá da Saudade" for sharing experiences and mutual support. We also offer legal guidance to deal with post-death legal issues and specific resources for child grief through the "Turma do Vilinha" project, among other services that we will illustrate below. Our goal is to ensure that all bereaved families receive comprehensive and high-quality care, helping them face the grieving process with dignity and understanding.

#### **Rationale behind the idea**

At Morada da Paz, our focus has always been on providing preventive services, not against death, but against the financial and emotional burdens associated with arranging a funeral, which can be quite costly. We have invested heavily in the delivery of services, always seeking quality, personalization, and tributes that make the farewell as dignified as possible. This is evidenced by our high Net Promoter Score (NPS) and the continuous growth of the company, resulting from our attention to bereaved families.

However, we identified a significant gap in post-funeral support (aftercare). We realized that while for our company the customer's journey ended after the burial or cremation, for the bereaved families, this journey was just beginning. It was from this realization that the idea of creating "Morada do Cuidado," a space dedicated to the care and support of people facing the grieving process, was born.

But we soon realized that the space could also serve other clients more broadly, navigating other existential challenges, not just grief. We saw that there was a pent-up demand for high-quality mental health therapeutic spaces and that we could bring the high-quality care from Morada da Paz to this audience. We saw a lot of synergy, as it is already part of our DNA to work with welcoming others' pain. Thus, it made a lot of sense to create a new business and offer this experience to other people.

In addition to creating this physical space, we consolidated all aftercare services and resources, whether physical or digital, into a single comprehensive and continuous program. Additionally, we developed new and innovative services and resources, such as the "Memory Box" and the "affective jewelry," among others, to provide even more complete and meaningful support to bereaved families, detailed in the sections below.

#### **Detailed description of the program, service or activity**

Morada do Cuidado is a wellness center in Natal, where we offer a wide range of emotional and psychological support services. Our team of qualified professionals provides specialized care, helping the bereaved to understand and process their losses. Additionally, the space is available to other mental health professionals, creating a new revenue source and increasing the visibility of our brand.

The main services offered by Morada do Cuidado include:

1. Free Counseling Session:

We offer our clients a free session with a grief specialist. The purpose is to provide comfort, support, and hope to help the bereaved adapt to this new journey. This initial service aims to offer immediate support and assess the need for additional follow-up.

2. Grief Psychotherapy:

Since each grief journey is unique, some people may require more prolonged specialized support. If the grieving process is very difficult, even after seeking some resources and support, we offer grief psychotherapy services provided by specialized professionals. In addition to our own team of psychologists, we have partner psychologists available to meet these demands, offering specialized support and differentiated values for Morada da Paz clients.

3. Support Group "Chá da Saudade":

Chá da Saudade is a support group mediated by a grief psychologist, where participants can share their emotions and feelings during the grieving process and listen to stories from others in similar situations. The meetings are held monthly at Morada do Cuidado Wellness Center and are offered free of charge. This service provides a welcoming environment for conversations and mutual support, aiming to offer comfort and understanding during the period of loss.

4. Legal Guidance:

The legal guidance service offers professional assistance in dealing with legal matters that arise after someone's death. Although it is not mandatory to hire a lawyer, legal assistance can be essential to ensure everything is handled correctly. This service covers the execution of wills and inheritances, estate planning, and resolution of death-related legal issues, such as property transfers, contract cancellations, debt settlements, and insurance. To facilitate this process, we offer exclusive discounts at affiliated law firms, providing practical support and emotional comfort during a delicate time.

5. Turma do Vilinha: Resources and Guidance for Dealing with Child Grief:

Turma do Vilinha is a project created to help families deal with child grief, offering resources and guidance on how to approach the news of a death with children. The project includes stories, booklets with playful language, and educational games that address feelings and death, providing children with a healthy way to understand and process the loss.

6. Morada da Memória: Online Memorial to Preserve Memories and Legacies:

Morada da Memória is an online service offered by Morada da Paz that allows creating and maintaining a digital memorial for a deceased loved one. This space allows family and friends to share photos, texts, and memories, preserving the memory and legacy of the person for future generations. In addition to valuing memories, the memorial offers comfort to the bereaved, allowing the expression of longing and the exchange of messages of support and affection.

URL: [www.moradadamemoria.com.br](http://www.moradadamemoria.com.br)

7. Digital Content:

On the Morada do Cuidado website, the bereaved can access various reliable and relevant materials for navigating grief for free. Developed with sensitivity and dedication by Morada da Paz's grief psychology team, the site serves as a refuge of specialized information for the bereaved and their support network. It

features targeted videos, book tips, music, and films, aiming to provide comfort, understanding, and guidance during this challenging period.

#### 8. Morada do Cuidado Podcast:

The Morada do Cuidado podcast aims to change society's perspective on death by promoting informative and healthy dialogues on the topic. With episodes in videocast format, the program is available on Morada da Paz's YouTube channel and major audio platforms such as Spotify, Deezer, and Amazon Music. The podcast features guests who share experiences and knowledge, offering deep reflection and learning about death and grief.

#### 9. Lectures, Courses, and Workshops:

We hold lectures, courses, and workshops for both internal employees and the external public. These events focus on education and awareness about the grieving process. They are open to everyone, regardless of whether they are Morada da Paz clients, aiming to promote a deeper understanding and effective support during grief. In this context, we annually hold a symposium open to the entire health community, where we invite renowned professionals to present alongside our internal team on topics related to loss and grief. These educational programs also serve to train our employees, ensuring they are always updated and prepared to offer the best possible care.

These are the main services and resources offered by the Morada da Paz aftercare program. Additionally, there is also the rental of rooms for other health professionals. This rental is available by shift or by room, at the professional's discretion.

### **How the Program Works**

The Morada do Cuidado program is initially communicated to the bereaved family during the funeral service planning process. The family is informed about the need for a post-burial or cremation meeting to finalize the funeral service and provide post-funeral guidance. The professional responsible for coordinating and accompanying the funeral services with the family is the same person who will contact the family a few days later to schedule the aftercare meeting. These meetings usually take place at the Morada do Cuidado Wellness Center.

When the family arrives, they are directed to a room specially prepared for this meeting. The objectives of this meeting are:

1. Reception and delivery of any pending documents, whether from the funeral or the cemetery - if the burial took place in one of our cemeteries.
2. Presenting the family with the full portfolio of aftercare services and resources available through the Morada do Cuidado program, including scheduling the free session they are entitled to with one of our grief psychologists.
3. Delivering the cremation urn, if the family opted for cremation.
4. Providing the "Memory Box," which includes:
  - A pamphlet explaining and offering all the services and resources provided by the Morada do Cuidado program.
  - Messages from flower wreaths sent by friends and family present at the funeral.
  - A photo frame with the deceased's photo used during the wake or farewell ceremony.
  - An artisanal affective jewelry piece made of resin with the deceased's DNA (ashes or hair), as a unique and exclusive tribute. The family is entitled to one complimentary piece and can purchase additional pieces separately.

Additionally, we ask the client to leave a review of our business on Google Business, providing a card with the URL and QR CODE of the attended unit.

### **Benefits provided to funeral home and staff**

The "Morada do Cuidado" program brought significant benefits to our company and team:

1. Customer Loyalty:

By offering a complete range of aftercare services, we increased the contact surface with families, reinforcing customer loyalty. The continuity of the relationship after the initial funeral service creates a lasting bond and mutual trust, which is crucial for loyalty.

2. Customer Delight:

Elements such as the Memory Box and Affective Jewelry create emotional and memorable experiences for customers, differentiating us from the competition. These initiatives demonstrate our commitment to continuous and personalized care, exceeding customer expectations and creating a delight that strengthens our reputation.

3. Brand Image Return:

The expansion of positive word of mouth and higher ratings on Google Business have increased our reputation and visibility. The recognition from satisfied and emotionally moved customers translates into a positive brand image, attracting new customers and solidifying our market position.

4. Team Morale and Professionalism:

Being involved in a program that makes a difference in the lives of bereaved families significantly impacts team morale and professionalism. Employees feel more valued and motivated when they see the positive impact of their work, leading to a more harmonious and productive work environment.

5. Creativity and Innovation:

The development and implementation of the Morada do Cuidado program encouraged creativity and innovation within the team. The challenge of creating and maintaining such a comprehensive and differentiated program fostered a culture of continuous innovation, where all team members are encouraged to contribute new ideas and improvements.

6. New Revenue Source:

Finally, we also created a new revenue source by renting rooms to other mental health professionals who, at the same time, benefit from the increased flow of people and possible new patient referrals.

**Benefits provided to families and/or the community at large**

Clients who participate in the Morada do Cuidado program report great satisfaction with the services offered. The availability of physical and digital resources provides comfort and guidance during the grieving period. Various types of grief, including parental, child, and pet loss, are considered, ensuring comprehensive support.

1. Continuous Emotional Support:

Families benefit from continuous and specialized support offered by Morada do Cuidado. Grief psychotherapy and support groups provide a safe and welcoming space for the expression of emotions, helping to reduce the pain and loneliness associated with grief.

2. Memory Preservation:

Morada da Memória and the Memory Box allow families to preserve and celebrate the memories of their loved ones meaningfully. These resources offer comfort and a tangible way to honor the deceased's life and legacy, helping families deal with longing and maintain the emotional connection.

### 3. Education and Awareness:

The podcast and digital content promote education and awareness about grief and death, demystifying these topics and promoting healthy dialogues in society. These resources provide valuable information that helps families understand and navigate the grieving process more informed and supported.

### 4. Specialized Support for Children:

The Turma do Vivilha project offers playful and educational resources that help children understand and deal with loss, providing crucial support during a period of confusion and sadness. This project ensures that children's emotional needs are adequately and sensitively addressed.

## **Partnerships**

Our grief psychology team conducts awareness work in public and private hospitals in the city, where they give lectures on the theme of loss and grief, as this is often where the process begins. In this educational work, we end up promoting the services of Morada do Cuidado to hospital professionals, thus expanding the dissemination of our services. In addition to the work carried out in hospitals, we also promote our space to other related entities that are somehow in contact with the context of death and grief, such as nursing homes, hospices, pet clinics and hospitals, and non-profit organizations dealing with terminal illnesses. This allows more people and organizations to know our services and refer those in need of support to our program.

## **Improvements and ongoing efforts**

Although the Morada do Cuidado program is relatively new, we are continuously evaluating and improving our services to better meet the needs of bereaved families. Innovation and the pursuit of excellence in our care are constant, ensuring that our services evolve over time. Client and staff feedback is regularly collected and analyzed to identify areas for improvement and implement changes that increase the program's effectiveness and scope.

One idea already absorbed is to provide a library of books related to the theme of grief and loss in the Wellness Center. This library will be an additional resource for bereaved families, giving them access to materials that can help them understand and process their grief experiences more deeply and informedly.

Our commitment is to continue innovating and expanding our services to provide the best possible support to the families we serve.