



Promoting Connectivity and Purpose in Senior Living

Promoting Connectivity and Purpose in Senior Living - SMART Webinar

Debbie: Good afternoon and welcome to senior living smart webinars series. I'm thrilled that everybody can join today to talk about this really important topic of, you know, promoting connection and engagement and purpose in senior living. Today I'm thrilled to welcome Holly Kemp and she is this chief operating officer from sagely.

And I am Debbie Howard, the co-founder of senior living smart and so welcome Holly.

Hollie: Hi Debbie. Thanks for having me.

Debbie: You thrilled to have you, you and Kelly. And I go way back to days when we were both with Emeritus and working together and it would just kind of. Followed each other throughout the years.

And so I think, you know, the fact, you know, Hollywood, you can certainly give your, your background. But you know, I think being on the operating side and having worked directly at the community level and at the strategic level as well in the executive positions you know, just positions you so well to kind of take you know, a technology solution and really make it so relevant to the industry.

So I'd love to hear just for people who don't know you, and I'm not familiar with your background and with sagely, just to take a minute and kind of introduce yourself.

Hollie: Sure. So as Debbie said, I spent most of my career actually on the provider industry side, I started in a caregiver role. And I have kind of done almost every role in between and senior housing.

So I've done the operations and caregiving and yeah. I've done programming and memory care and strategic roles and community roles. And, and really I'm super passionate about the industry and specifically passionate about memory care and engagement, and this whole idea of quality of life through, through those things, through providing this amazing engagement program.

And so when I was working on the provider side, I actually used. Sagely and a number of communities with a couple of different providers that I worked for and, and really loved and fell in love with the product. And then one thing led to another and an opportunity came up to join the team. And I thought, you know, this could be a really great opportunity to marry my experience.

With my passion for reaching even more people with technology and with programs that have measurable outcomes for seniors. And so I joined the team and haven't looked back, it's been a great journey, very busy, what a crazy time to not only change fields and careers. Cause it was right before COVID that I did that, but no regrets.

It's been a really great, really great journey. So.

Debbie: That's great. Well, it certainly is timely as I think we've all been struggling with, how do we stay connected? How do we continue to live our purpose and find fulfillment in a world that is, you know, very different. And certainly, you know, our residents have felt it and, and this.

Staff as well. I think I have way too dependent a relationship on my delivery driver because every time he drops off a package, I'm like, don't go, we can chat. You have time. We're all looking to, to kind of reconnect and in zoom and technology can do so much, but you know, it's also what we can actually deliver to the residents maybe in, in a different way.

And, and re-imagine how we can you know, offer those opportunities. So just for everybody listening, this is going to be just a conversation. So there's not going to be a formal presentation deck. We thought everybody's probably sick of looking at zoom presentation decks. So feel free to use the questions pane and you know, put your questions in if there's anything that you really want to make sure that we cover any topic for Holly, anything that you might be struggling with around engagement in and connection.

Just go ahead and put it in and we'll make sure to to address that. But let's start off just generally Holly really talking about, you know, purpose and, and you know, why we need it, how we find it how it, it just gives us that sense of fulfillment, how it impacts health and wellbeing. Love to hear kind of what, what, you're, what you're finding out about the role of purpose today.

Hollie: Sure. Yeah. So at its highest level purpose, really, he is like the meaning of life. It's what gives our life meaning. Right. And so you know, when we all have these seasons where I feel like sometimes we know exactly what our purpose is, and then we have these other seasons where we're sort of searching and we're saying like, what is my purpose?

At a more granular level purpose is really unique. So my purpose and your purpose there, they're not always going to be tied though. We might have some commonalities because purpose is really the ability to use my gifts, my unique talents to help the world or impact people around me, whether it's in my family, my community wider, you know, across the country, it could be.

You know volunteering at your local church or something even bigger, it could be, you know, you organize mission trips to deliver, you know, food, to, to individuals who are starving and other countries, it can be, you know, a wide range of, of wide range of things. But the, the key is that it gives your life meaning and that it somehow celebrate your unique gifts and talents.

And so. Purpose is often discovered through connectivity. So it's interesting because before we got on, so for those of you who are watching Debbie and I were chatting about how this year has been, you know, this last 15, 16 is really a unique opportunity for all of us. No matter what age you are, right from children all the way through.

The aging cycle, we've all really got to experience a little bit of this purpose plummet or this, this change in, you know, in our purpose. And some of that has to do with that connectivity

because when we're around like-minded people or listening to new ideas or new ways of thinking, a lot of times, what that can do is activate.

Feelings of interest or wanting to discover, or re-energize a purpose that's lived inside of you. And it really kind of evolved into you being able to figure out what my purpose is and how I'm going to take action toward that purpose. But this year, it's been hard. Right? So you talked about your delivery driver.

I want to ask my delivery driver to bring me some of my friends. I mean, it's just, you know, but those friends and those connections, your family, right. They sometimes are helping you to fuel your purpose. And so you know, I think that's been really interesting. And the other interesting thing around purpose is that I think sometimes we think about it as singular.

Like I have this. Grand purpose in life. And I think that's one of the things we have to throw away. So when I was thinking about this topic and thinking more about some of the work that I've done, and some of the, you know, the research I've done in books that I've read on purpose, I was thinking about this idea that it's not singular.

You know, my purpose when I'm 20 might be different than my first one, I'm 40, which is different than my purpose when I'm 60 and so on and so forth. So we don't have a singular purpose, necessarily our purpose can evolve and, and it can change. So the good news about that is that the longer we live. The more opportunity we have to discover and activate our purpose.

And so that's one of the things I love about our role in senior housing is maybe someone hadn't yet discovered their purpose or they hadn't activated it. Right. And what you can do in your role as a life enrichment director or memory care director is help to activate or find that and bring a real meaning to people's lives, which I think is very powerful.

Debbie: Yeah. So that's, I mean, that's an interesting concept because, you know, I think for, to some degree, Maybe people have kind of given up on their purpose. So they feel like that was, you know, when they were younger or they can't you know, they can't get out and do those things anymore. So how do you, how do you recommend that, that we, you know, engage with residents, you know, maybe in the move in process or their families and kind of find out what those underlying you know, Purposeful interactions or activations or connectivity that maybe they'd had in the past, that when they move into the community, you know, they either can rediscover or they can continue.

Hollie: Yeah. Yeah. So that's a, that's a great point. And that absolutely happens where people feel like, well, this season of me being a professional, I've retired, that season's over or I've raised my family and that season's over. And if that's where you found purpose, it can feel very isolating. It can feel very lonely.

Like I don't have a reason to be here anymore. And I've actually worked with residents who said that, you know, like I don't have a reason to get up anymore. And it's like, We got to fight, you know, we've got to find a reason. And so I think there's a couple of things that we can do first is to, if you are in a mindset as a community, and this isn't necessarily a life enrichment director thing, sometimes it's sales and marketing.

Sometimes it's life in Richmond. Sometimes it's the whole team, Pearl out this idea of just keeping people busy. Like that's step one, because I don't care if you have 15 things on the calendar, if it's not activating purpose and connectivity and relationship and community. We may not actually be doing everything we can to provide opportunity for quality of life for residents.

So that's sort of step one. Step two is really, really deep diving in and knowing who you are. So, you know, I want to know what your goals are. Cause a lot of times your goals will actually somehow tie to purpose or meaning, right? So that might, maybe you move into my community and your goal is you want to.

You want to be able to pick up your grandmother they come and visit. And so we can set a goal of how we work with you, you know, our personal trainer, the physical therapist to get you ready for that. Right. Or maybe your goal is to you. You want to be able to walk from your apartment down to the dining room and you don't want to have to use.

Your pain or your Walker anymore. And so maybe that's the goal or maybe the goal is you want to find another, a new circle of friends, maybe you've moved or whatever. So finding. That those goals can be, you know, a really good key way. The other thing is really understanding, you know, what brought me meaning before, you know, what's brought me meaning in the past to your point, because just because my say motherhood brought me meaning.

So that season is an over necessarily, but say my like day to day work in that is over. Right. But there's something you can still do with those skills and the things that brought you purpose. That can reactivate or help you rediscover those feelings. And so you want to try to dig into those things to really provide opportunities.

I can't give you purpose. And I was reading a, a friend's post on this the other day on LinkedIn. And she did a great job and Anna did a great job of talking about this, but she was saying how sometimes we think like, well, I'll just give you purpose. You can't give me any purpose. Like you can provide opportunities, you can open up a world for me to discover to activate.

You can promote it, but I have to give me purpose. So your job is to figure out different avenues to help me to discover or reactivate what's already inside me. So I can use those unique gifts and talents to impact the world or community or people around me, so that I feel really good about my place in the world.

Debbie: So back in the day, we all used to use those life story sheets. Right. And I think that was step one, right. We're trying to understand people's life history and hobbies and interests and favorite vacation spots and favorite things to eat. And, you know, a lot of the you know, the intent was that this was going to be like an interactive experience with the resident and their family members to all participate.

And then it ended up getting stuck in the movement paperwork. Yeah, and we would send it home with them and say, you know, fill out these 10 pages and bring it back with you. And so it sounds like you're really talking about something that goes way beyond, you know, a

survey or a workbook or something we can, that we can just hand to somebody and that we're magically going to get this back and say, Oh, that's it.

You know, that's their purpose. It takes a lot more effort, right. To draw this out. It

Hollie: does. It takes a lot more effort. What the life history or life story can still provide to you is opportunities to create meaningful connection and through meaningful connection within the community, you could develop relationships.

People could discover new interests, they could reactivate their purpose. They could find like-minded people. So all that still really good and valid and important, but you do have to take it another. Step, right. So one is if we're still doing them on paper, which I know a lot of communities are, that can be a real barrier to getting anything good out of those.

Right. I can remember at Emeritus going into communities and I'd have like stacks of them, like literally stacks. You know, thousand pieces of paper that I'd go through and I'd have my notebook. And I would cross reference and like, okay, so this person was a farmer and this person was a doctor and this person likes this.

And I would try to find where there was some synergy between individuals. So then we could create more opportunity for connection. And that's still good, but I think what you could do now is really leverage technology to help you with that. And I love the, like, it was one of the things I loved about using sagely in my past life is I just search it and go, okay, how many veterans do I have?

You know, how many people have who love to volunteer? And so all that information is a little bit more accessible and then the next step is okay. So I have that information. Now I've got to dig deeper and that dig deeper also requires us to take the time to sit with our residents and provide an opportunity to set goals.

And maybe for them, maybe some of your residents can articulate, like here's what gave me purpose and it's missing in my life. And then maybe you can work with that resident too. Provide those opportunities to reactivate it. I think it it's also this shift in, we talked about busy with busy residents comes really busy, like Richmond teams, right.

Because you're just running one program after another. And so you don't always have time. Just sit and do some of these really powerful things. But I think that if we could switch our mindset as, as a group, as a collective group, because again, it's not always driven by the life enrichment team and realize that there's more, there's more to life than busy.

And that purpose may actually be what makes your community special. And it might actually be what makes. People want to come and live at your community is because you've take the time to come create a life that they've been longing for. And so I think if we can do that and stop and say, okay, so I, you know, in order to have these conversations and to do sit down with a resident and do goal setting and all of that, that means I'm probably not going to have 15 things on the calendar.

It's going to be a more curated. Experience for the residents that live in my community, but that curated experience is actually going to create higher quality of life and that you know, better outcomes for those folks living with us.

Debbie: Right. Yeah. I agree. Cause I'm sure there's some of the life in Richmond, people are going, Oh my goodness, I've got to set goals with all my residents and find their purpose and run all the, run, all the events and run around and remind people to come.

And it's a million things going on. So connecting residents, it sounds like, you know, certainly leveraging technology. So you can very easily search for by profession or maybe all the people that moved in from out of state or people who are alumni from the same local college or university.

And. Interest in hobby groups. So that's kind of sounds like it's, it's the first age, once you set up some of those groups and I'm sure that's kind of superficial. It doesn't mean like everybody who, you know, went to that same college is going to be best buddies or have that mutual sense of purpose.

But I think it's, it's kind of a natural way to begin to introduce residents to each other and, and begin to have conversations. But have you found that, that. Empowering residents to once these groups are kind of established that they can kind of take these over and make them really resident directed groups of common, you know, interests or backgrounds or.

Hollie: Purpose, some of the most productive groups I've ever seen or clubs or whatever you might term them in your senior living organization are the ones that are resident led. You might set up the initial sort of discovery phase, if you will. So you're setting up this opportunity to discover commonality, but then the residents sort of run with it.

And I do think that's very powerful for residents who have the cognitive ability to do that. I think it's. It's a wonderful opportunity because I really own it. And that sense of ownership and leadership, like I, there was one group I loved had created the seniors and that community created their own podcast.

And so they would run the podcast and they did like really all of it. And the life enrichment director, all she did was just make sure their room was set up. They had their technology. She was more like a. Their assistant, if you will. But they came up with the topics, led the podcast, you know, they pushed out all the information and it gave individuals who, you know, had, you know, that history in journalism and had a history and leadership and organizational development, all those things, it gave them.

This new renewed sense of purpose to use all those skills and impact not only their community, but the greater community that they were living in. So that's really, you know, that's a very powerful thing. That's very different than me going to see an entertainer, like, which also has value. Right. But, they're just very different.

So I think it's almost like you still need the playfulness, you still need the entertainment. You still need some of those things. Right? All of our lives are made up and that, of that in some

way, shape or form, but having that doesn't eliminate the need for more purposeful activities in our life as well.

Well,

Debbie: I feel like it also would empower residents to really create their own culture. And create their own community and, and, you know, build their community which, which I think is a lot better than, you know, what do you think generationally? You know, we're moving out of the goal along to get along, you know, a generation that we could hurt everybody into a room and yeah.

Have everybody do the same thing and they would sit in that circle and they would do that. You know, now we have the coffee, you know, that the cappuccino is sushi and, you know, generation of, of habit, my way, senior living. So do you see that there's going to be more of a, of a pivot from watching. You know, to, to participating and engaging.

Cause I feel like a lot of the things that are on the calendar is very much just, just everybody's sitting around, watching somebody else do something. Yeah,

Hollie: for sure. I think it's something I'm. I was huge on in my leadership role in senior housing, which was, I've got to have a reason for being there.

I've got to have a role in it. Like just listen. Even if it's a lecture series, like, what are we going to do with it after am I taking notes? Are we as a group going to debrief on it later? You know, you've got to have a purpose, a reason to go because. A lot of the research says even individuals with dementia, the real study, I loved that.

Talked about individuals with cognitive impairment. When they were asked about the things that they were participating in in the community. They said I I'm sick of people trying to keep me busy. I want to do something that matters is essentially what they were saying. And I was like, Ooh, that's really powerful, right?

That it doesn't matter. Even from a cognitive perspective where you're sitting on the spectrum, what really matters is that everybody is created with this innate need for purpose. And it doesn't change. You know, it, it might change what provides purpose, but the need for it remains from childhood through end of life.

And so we've really got to focus more on that versus busy. And I think it takes a collective community or organizational mindset shift to do that because we are a little stuck in this. If I gave you a calendar as a sales and marketing person, and I'm your life merchant director, and there was say, you know, four or five things on there.

I can assure you. Cause it hasn't been that long since I wasn't on the provider side where people would go, Holly, I cannot sell a community with four or five activities a day. Like we need more, you know, so-and-so competitor has. I'm like, yeah, but they're all fluff. Like they're not really, you know, like these are really good ones, you know?

And so it does take collective, I think, exhale of, Hey, we're going to let go of what it was and we're going to reimagine and redefine. What community life XYZ, senior living looks like

because we want to be as unique in our offering as the people who live here. And when we take that approach, it's it really it's, it changes a lot of things and it changes, I think even our pride in how we're selling, you know, how we're selling programming.

So it's, you know, it's just an undoing of what we know, which can be hard when you've done it for a long time. And I mean, I'll be the first to say when I first, you know, when I first started and senior housing, I definitely had the, well, we'll just move from one activity. To the next, you know, I was working in adult day and, you know, my residents would come in and I had this sort of designated amount of time to work with them and I'd be like, okay, you know, we're going to do coffee and news, and then we're going to do this.

And then we got lunch and we would just go from one thing to the next. But I wouldn't say that we created a lot of meaning. You know, it took me really years of, of continuing to grow from an education standpoint and an experience standpoint to really know how to do it. A little bit better.

Debbie: Okay, great.

Well, we have some questions, so let's talk about this a little bit. So we had a request to talk more about sagely and my past life. You know, are these apps and maybe give us a little bit of an overview you know, into the features, functions, capabilities, and, and really how to, how to kind of use technology to compliment.

You know, the high touch part that we're really comfortable with.

Hollie: Yeah. So when I, so, okay. So in past life, I'm talking about, I worked as a buyer president of life enrichment. My title was resident experience, which just meant memory care and life enrichment. And then as a chief experience officer and my two last roles where I use sagely chief experience officer for a company where I also oversaw both memory care and the resident experience.

And so. When I was in those roles, we were trying to do what I'm talking about. Now. We were really trying to say, okay, we're going to throw away the nine or 12 programs a day. And we're going to hyper focus in on doing things that we know, make a difference. But then we got to this point, my team, and I would have these discussions and life enrichment team memory care team would say, but then like, how do we know that it's working?

Right. So how do you know? I mean, You can tell by smiles faces or whatever, but there's going to be a more measurable way. And then the other obvious thing that would come up as how, like, where's the time, how am I going to do that? There's only one of me or there's two of me, or, and I've got X amount of residents and it became like, okay, we've got to think of a better, a better solution.

And so I started to seek technologies because I said, there's got to be efficiency. We can at least find efficiencies. And if I can give you back two hours a day, Then that's two more hours. You could spend doing this stuff, right. And then also I could be able to visualize as their support person, what they were working on and say, Hey, maybe tweak this, or have you thought about this?

And I can do that for the 195 properties I was supporting if it was cloud-based versus. Sending me an email with the attachment of the calendar and just the inefficiency. That was just crazy. So I found sagely and, and sagely really provided me this opportunity to say, okay, we're all going to be in this platform so I can see what's happening.

We can set standards around what we're going to do, and you can also start to measure not only with how people are attending, but how they feel like what's their mood when they're at the program. How active are they? So it's not just attendance, but it's like, how engaged am I? And then I could also layer in some wellness assessment.

So, you know, if I was doing a physical fitness program and I wanted to see my actual impact on, you know, somebody's balance, for example, I could layer in assessments. And so sagely provides all the tools in one spot. So there's apps. There's the web based platform where you'll build your calendar, a newsletter.

There's the in-room TV channel. There's you know, your, your TV, digital signage. There's the wellness component, the attendance component. But the great thing is sort of this single point of entry for a lot of different things. So once I put the resident's information in, for example, and I'm collecting all that you know, life story and all that great information about who you are, I can start to see, okay, this many people are veterans or this, you know, I can see that commonality we talked about.

And then the other piece that I loved is I could also see what's working and what's not, here are my top 10 most attended active. You know programs and these are the ones that I scheduled that nobody likes, like nobody comes to and they're not active. And then that helps me to be more efficient and more effective in my, in my offering.

And so that's how I started to use sagely and then really started to look at, okay, so now I have all this information. And now I want to look at trends and the impact I have on someone's overall wellbeing, but I'm doing more of this. And so sagely just lets you do that all in one spot and it, it helps you to be more efficient.

So you get a little bit more time back with the seniors that you're working with.

Debbie: So I would think it would have been so important during COVID for families to have a view into what was happening, because they were probably thinking, you know, was mom sitting in her room all day doing nothing. So it was, there's also a family component that they can also get a sense of what's going on and, and how much their loved one is, is participating.

Yeah.

Hollie: So I'm glad you said that. Cause that was actually another big reason I had chosen this, particularly for me was at the time and memory care, but in, during COVID it was all levels of care. At the time that I chose sagely on the provider side, it was all about communicating on a regular basis. All the wonderful things that we did with our residents is specifically a memory care because what families would hear, what they would see was.

Well, they didn't give me lunch today, or I didn't do anything today. Or, and a lot of that was the questions being asked were we're relying on short-term memory, which the resident didn't have access to. So the answers would vary, you know, typically we're fairly inaccurate. And so being able to. Send a picture and an update and create this sense of connectivity with the community and this feeling of okay.

I made the right decision was super important now during COVID it went from that being really important in memory care to that being really important everywhere. And so. I actually got the privilege of seeing some of the feedback from people who did this really well. And I can tell you those families will not move their loved one out of those communities ever.

Like they were so thankful to see their mom, to see their dad to see that the person was still living. I think that was the biggest, not living, like living their life. You know, I had one with gardening where the, the community had taken the resident outside and she was working in her garden and the family had sent a note back and just said, you don't even know what it means to me to see this and to see mom in the garden.

That's like her favorite thing to do, or another one where a resident, it was an uncle had moved into a community and he had been, you know, pretty. Lonely at home and they saw him and they were like, I can't believe he's, you know, participating in X, Y, Z thing. Good for him, you know, they were just so the ecstatic, so yeah.

Provides that connection to the outside world, even if you're in a quarantine or you know, isolation phase in your, in your community. So that was really amazing as well.

Debbie: Yeah. Cause I don't think the images that the media was showing had all of those uplifting representation. So I think it's great for families to say, well here, you know, life goes on and people are, there's still joy and there's still engagement.

And there's, there's still a lot, a lot happening. We had a question about sagely TV, you mentioned kind of sagely TV. And I think a lot of folks are trying to figure out how to bring programming, you know, to the residents. Maybe in times when either the supplement you know, the programming or in times that we just have to either stop the group activities or limit them.

And we want, we still want to allow people to be able to participate. So maybe talk a little bit about that in the difference between like, Organizing, maybe an event through sagely TV versus trying to get a bunch of people on zoom to participate. Yeah.

Hollie: So sagely TV is provides the opportunity for a dedicated channel on the resident's TV.

So it just makes it really simple. So they go to channel two, it's always channel two and you could have a live stream of your fitness class. If you know, you're, if your program director is teaching it down to the fitness room, but you're not bringing residents down, you could live stream that to channel two for the residents.

It's seamless. I just turn on channel two and there's the fitness class, or I turn it on and there's the craft class. Or you could just have something that plays continuously updates with pictures on the menu and you know, all of those kinds of things. You could also do DVDs. You can live stream.

You know, your ongoing kind of feed of the weather and, you know, whatever you want to deliver for messaging in the community. The great thing about it is, like you said, Debbie, it can be a supplement to your programming. Maybe you have residents who aren't necessarily big group joiners, but they would actually do the fitness program in their apartment if they had access to it.

So you could keep it all the time. Like you could. Dual broadcast if you will, you know, live and then on that channel. So it's great for that. And then of course, it's, it's really wonderful. If you do get into a situation where you are completely quarantined to, to your rooms and you can't, you know, you can't go out.

So, but for the resident, it's as simple as turning the channel to that, you know, whatever community channel you have. So I think that's a really, a really great feature to have in your community and even.

Debbie: Yeah, I think to some degree, you know, a lot of these, these innovations, if you will, or accelerations are going to stick, right.

And, and maybe at the end of the day, we're going to. You know, open it up to more residents you know, by offering that kind of hybrid model because almost every community that I've worked in had the small group of like super socials. Right. And they just went to absolutely everything. And so the, you know, the resident care director got to know them really well and really kind of base the program around that small group because they were engaged and that, that makes sense.

Let me give them more of what they want, but. I think this is going to really allow more people who are not those super joiners or super socials to still really you know, really benefit. But I would also think that with saintly, if you're measuring like people who maybe are coming to events and those that aren't, that have a low participation that you would be able to more easily maybe identify and have maybe more one-on-one or maybe schedule it as part of their care plan, that they have a certain amount of one-on-one interaction with.

You know, somebody on the team doesn't have to be with the activity director, but they're just not going to be that super social or larger group joiner.

Hollie: Absolutely. And we actually have something called our insights dashboard and you can see people who aren't attending people who are, and then people who significantly changed.

So that's also another really good data point. So if you've always been you're in that core, 20 people come to everything and all of a sudden you're not. You know, it can be this, a red flag, or maybe we can be more proactive and making sure that we're figuring out why and

addressing your engagement needs so that it doesn't lead to further issues with your emotional or mental health.

So, yeah, absolutely. It can be super helpful for being able to really measure. Where each resident is, and then tailor your program. Those joiners are really important, but for some people that large group is just a really intimidating place to be, but it's not one-on-one you could have two tracks or two different, you know, you could have one track, that's maybe like a smaller group and even limits.

So one of the things I love about stage two is you can limit the number of people who can attend. And it can show, like there's a five person registration limit, for example, on the app I go to register and five people are already registered. I can't. And I think that is actually another feature that should be used ongoing is limiting the number of people in a group, because unless it's entertainment or something like that.

Yeah. To really engage more than 10 people and is very difficult. But five, imagine if you brought it down to five, I know a lot of residents who would have been way more comfortable in a group of fives and a group of 20. And especially if you're discovering something new or trying something new, I don't know about you, but I don't want to go to the gym when I'm not fit.

That's like the worst time. Right? What I need at the most, but if I haven't been exercising, I don't want to go to the gym around all time. But if I knew it was only going to be like, if I went and there was me and like three other people and they chew were in the same category as me, I'd feel a little better.

So this is something else that I think is important and just something to consider for the life enrichment directors on the call is. So just before I had moved over to the sagely side, we had started identifying if a class or a program was a beginner, a novice or an expert level. And the reason that we did this is throughout my career.

I've had so both ends of the spectrum feedback from residents. Everything's too hard and I can't, I can't do it. Or everything's too easy and it's almost insulting to me. And I thought better way. Cause we program two extremes. It's hard to program in the middle, but if you want to create your calendar or a catalog or your newsletter and you identify this is a beginner class and this is what beginner means, you could actually open up people's minds to trying something they've never tried before, because I'm not an artist.

So, if you said that it was an expert, you know, oil painting class, I'm not signing up for that because it's going to be, but if it was a beginner class and I knew everybody else in the class was going to be beginner, then I might attend. So that's another little trick. I think that's really helpful. In starting to open up to reach more people is identifying the level of interest or expertise that you need to be a part of a particular program.

Debbie: Yeah, I love the idea of creating your programming around not only the, kind of the themes and topics you know, people are always trying to do those, what, seven things of wellness, try to hit all of those. But also just trying to figure out, you know, identifying what, you know, what size group is going to be most successful.

And probably have to play around with that a little bit. Right. You probably have to, as you're, as you're figuring out your calendar, Kind of figure out what, what that, those numbers look like and then offering the different levels of the people can identify and be successful because nothing worse than you finally get someone to.

You know, it comes to an event that they think they're going to like, and, and they have a bad experience. So and, and how much, how much do you see going on around kind of that social interaction of, let me see who else is coming to this event? Are all my friends going to be there, or I sure hope that Debbie is not there because.

I don't like her. Do you see that people actually look at the attendance list and as part of their decision-making?

Hollie: So in the club, when you're talking about clubs and like these things like ongoing series programs, definitely. I actually had a memory care director who reached out to me week before. Last that I had worked with had created a program for this company.

And she reached out to me and said, okay, You know, the residents love this class so much. And she said, you know, and they keep coming and we don't even have to invite them. And it's a series and they've come to every single class in the series. And it was a six part series. And these were residents who had cognitive impairment, but they liked the other people they were working with and they really liked the class.

So they kept coming. And so that's another thing to consider. Debbie is where you create relationship is not typically a single interaction. So I'm a big fan of series. Style programming, where we pick a topic and we sort of dive deep into it. So if I'm going to do a photography series, we're going to learn the history of photography.

We're going to learn about different, you know, different mediums within photography. We're going to actually take photographs. We might even, you know, develop on frame on whatever, but we're going to have. Classes and that way, people with a common interest, they get the six weeks to develop a relationship.

That's where I see things start to happen, where friendships are made. And then I might, Debbie, I see there's another class coming up. It's the woodworking class. Do you want to try it with me? Because again, we're more open to try things typically with a friend or, you know, someone else that we're comfortable with, then we are on our own.

So having those. And also really help. And it can create a little bit more interest in your calendar as well, and a commitment to coming to something over and over. And it also goes away from being busy and it may actually teach a new skill or develop a new passion or activate that purpose. Or when you're doing a series two, you might be able to identify someone who was a photographer.

And bring them in them, help teach the class or let them run the whole thing, you know? So I think that's another way to look at programming. That's a little bit different, but I think it's, it's really valuable and it also creates a sense of commitment. And in some ways, you know, commitment can, can activate.

The, the PR the idea of purpose in that I feel like I have a reason to go to, or be a part of, cause people in that community are now depending on me, they're going to look for me. Why am I not there? You know, why isn't Holly here? She's been to all the other three classes. So that's another. Another way to really think about it.

And you brought up something I want to mention about the dimensions of wellness, which I still feel are very valid. There's a lot of research around them. They are valid, but what often is missed or not talked about is that you need something different than I do. From those dimensions and that's where you get into what that, that sort of personalization or curated programming, because for you, social might be like, I need five or more social activities a week.

Like I'm super social and I need that. And for me, maybe what I need is a lot of physical activity. So if you only have one physical activity that I like, you may miss the boat for me. Hmm. And so that's where really getting to know, and then you could drill it down even farther, right? So for me, physical activity might be more independent or small group.

And for you, it might be a larger group. And so that's where it really spending time to set goals and understand who your residents are, can help you to really create a better overall program for them.

Debbie: So does, does sagely kind of help with that process of you know, offering surveys about, you know, the types of activities and then how often and then in what size group or we're planning our.

Our second quarter calendar. Here are some ideas we want to throw out to see how people react and respond to them before, you know, launching an eight part series than something they would be really interested in. That's

Hollie: good. So we are actually in the, in the midst of an enhancement that does some of that.

Yes. And that has to actually do with. Really changing how the lifestyle profile works. So it's not just about collecting your past or your, your, you know, your past story, but also collecting, what am I interested in right now? What might I want to learn? What type of person am I like? How would I describe myself and giving the resident, the family and the community, the opportunity to contribute via technology.

So that's something that we're going to be launching in the next couple of months. So where a resident will actually be able to go into their own, into their app. And tell their own story and say, these are the things I want to do. And this is a current interest or a past interest or I'm into, I maybe I just want to try it.

And so we're starting to create some of that stuff. Cause I feel like that's really critical in trying to continue to enhance the resident experience in our communities.

Debbie: Yeah, absolutely. Well, the last thing I just want to touch on cause I know we're coming up against our, our end, unfortunately, because I've enjoyed every minute of this is really just about building on, on strengths.

You know, I had a, an interview with one of our clients who actually uses sagely. And it was funny cause I was not talking to them about sagely. I was talking to them about, you know, why did you choose this community? And you know, What about it has made it a successful experience from you.

And so sagely kept coming up in the conversation and I was like, Okay. I'm like, I've got to find out more about this. But one of the things that I'll never forget, one of the adult children said to me is you know, when I, when I had, when I had to move my mom to memory care, right. Because in, in COVID she was just laying on the sofa.

You know, even though she was with her husband, her days had no purpose. There wasn't really no way to engage her. And so they made the decision to make that move into memory care. And she said, you know, I went over to the I went over and I told the director here are all the things mom can't do.

She can't do this anymore. Can't do that anymore. He's never going to do this. She, you know, all of this stuff and finally she just stopped and she said, you know what? You've told me all the things that your mom can't do, it's going to be our job to show you all the things that she can. Ooh. I love that.

Yeah. And it was just, it was just a turning point for that family member. It just kind of stopped her in her tracks. And I think about, you know residents that maybe, you know, we never lose that sense of, of identity, even if we're no longer actively doing those things. So, you know, like Andrea's mom, she was an amazing Italian cook.

I mean, her identity, she was a cook and she was a hostess and she had parties and she was an entertainer. And, you know, she did all that. Well, she's had macular degeneration for like 20 years, right. But she's still her identity hasn't changed. She is still in her mind, a cook, a hostess, a party goer. And she still, even though she can't maybe cut and chop and cook and do all those things, cause she can't see well enough.

She would get so much joy about talking about recipes and engaging and talking to the chef and going to those demos or sharing her stories and her recipes and having somebody else make it with her. I mean, I just feel like there's so much opportunity to. Get into those identity questions. My mom's not a French teacher now, but probably if you ask her, you know, who are you?

She'd be like, I'm a French teacher. Well, he hasn't taught in 40 years, but yeah, she could get a lot of joy out of, you know, participating in, in French and teaching and learning and, and, and still engaging because that identity does really change. So you just talk about that for a minute and then And one question why one poll question at the end,

Hollie: especially in relation to memory loss or physical change, like, I love that story of Andrea's mom and that's exactly what it's about.

It's identifying this is my identity. And then saying, how can I still provide you purpose or opportunity for that purpose, with that identity? So what you were just talking about is ID, right? So if a resident you know, is what was, I'm going to say is a chef. Is a chef because that's their identity, right?

So she was an Italian chef and a hostess. So what you can do is then say, okay, so what strengths is the resident or capabilities still have? So look through the, Glenn's the lens of what's there not what's lost. And if, you know, what's there, then you can figure out how to use it to promote feelings of purpose.

Right. And so if the person can still speak, ask them for their instructions, you know, what would you do to make the dough rise correctly when I'm baking this bread? Or how did you, can you show me, like, how did you need the dough? And just those little things, if I need your help can make you feel like I'm the teacher, I'm in charge, I'm using my skills.

And so it's framing. Re framing the opportunity around the resident's strengths and capabilities instead of around their limitations. And I think we fall into that. It's hard, especially for a family member. I would encourage folks who are in the industry, working with residents to do yeah. Is really focused on possibilities and potential and forget about limitations and what someone cannot do.

Like throw that out of your mind because there's so much, that's still there. A 10 page life story. Doesn't begin to tell you how many strengths I have, how many things I'm capable of doing. So if you can focus on that, it really will change your interactions. And that one thing that, that, that person said to her mom or to her daughter, I would pick her every day of the week.

I want to hire her. I don't even run down.

Debbie: Yeah. She is wonderful

Hollie: to look at it. So I love that. Debbie, can I give just a couple quick tips that I wanted to definitely, you know, we might run it over, but just a couple quick things that are kind of tangible for you to focus on. We'll take away. So the first one is to challenge yourself, to explore.

So break away from your norm. Cause sometimes the best way to find our purpose is to experience new things. So we may not even know that we have a talent or that we have this unique gift, but when we explore, we may find it. We may identify it. Stop thinking that you are your, that you can give your residents purpose.

Like you can't. So you've got to put. Opportunities in place where they discover it, and then you can help them, you know, to continue to fuel it. Fuel curiosity through engagement. This can lead to purpose, no, and encouraged the telling of people's story. There's so much good stuff in the story. So not just for the purpose of engagement, but I can find purpose and using my story to help you.

And so many of us go through trials, tribulations, right? I was telling my story yesterday about mental health on a podcast, and that really provided purpose to that pain. And so sometimes our story provides this opportunity to, to impact others and to help people with what we've experienced. So give the residents the opportunity or the forum or the stage to do that.

Foster attitudes of gratitude. So I was telling Debbie, before we got on that, there's, there's amazing research around how feelings of awe and gratitude can actually help to set an emotional foundation for a purpose. So try to encourage that in your residents. And then the last thing I, when I was researching about purpose and thinking more about this particular talk, I, I love this.

Well it's, I just want to share it. And it says the mystery of human existence lies not in staying alive, but in finding something to live.

Debbie: Perfect. That is great. I appreciate those tips. Those are great. Now, before we sign off, I'm just going to do a quick poll, just to, as folks that are on the call. If you would like to.

Have a demo, just let us know. Just you can check yes, please or not right now. Just giving people an opportunity then if you want more granular information, I had, I had a question about, you know, does, does sagely TV interact with the basic cable? And there's a lot of more tangible questions. But if you'd like a demo, certainly let us know if not, that's fine too.

And we will be sending out a recording. So if you want to share this with, you know, other team members and so we will be following up with some additional information. So Holly, thank you so much, really, really appreciate your time today. And Thank you, everybody for joining and let's go out and create a purpose and connectivity and engagement.

So thanks for all that you do to help our residents find, find that in your communities, you're all superheroes. Thanks so much.

Hollie: Bye-bye.