

Bridges By EPOCH: Finding New Ways to Use Technology to Keep Residents Engaged During the Pandemic



MA, CT, and NH

Organization Overview

- An 11-community memory care network that provides a homelike environment designed to benefit those living with Alzheimer's disease and memory loss
- Each community features three neighborhoods with 18 residents



Technology Tools

- iN2L touch screen systems and content
- Eversound listening systems
- Eversound premium programming content



Overview

Bridges by EPOCH has built a track record of success in using senior-friendly technologies throughout their 11-community memory care network. By using iN2L touch screen engagement systems and Eversound's wireless listening systems, residents receive the individualized, person-centered engagement they deserve.

Before the COVID-19 pandemic, staff relied on iN2L's regularly updated content library and activity suggestions to streamline programming. Staff also used Eversound's wireless listening system to help residents with hearing impairments and difficulty focusing by amplifying sound and filtering out background noise. Using Eversound's headphones allowed residents to participate in programming by hearing directions and the audio from a range of sources like the iN2L system, TVs, music systems and microphones. They also used Eversound's premium programming to easily provide livestreamed, interactive content through iN2L's touch screen system. When combined the two technologies offered valuable synergies to residents and teams alike.

“With iN2L, everything is at your fingertips. Planning for a monthly calendar with all the tools and features you have is like a godsend in the world of a programmer.

– Sarah Turcotte, Life Enrichment Director and lead of the Memory Care Café program

Challenge

Due to COVID restrictions, residents were confined to their neighborhoods, and large group gatherings and family visits were no longer possible. As a result, the organization had to find new ways to offer customized programming and socialization opportunities for residents.

Solution

With the iN2L and Eversound solutions, Bridges by EPOCH had two powerful tools to continue resident engagement programming and socialization.

To maintain physical distancing, Bridges by EPOCH began a practice of using iN2L and Eversound for an activity in one neighborhood and sharing the event in real time via a video call, enabling staff using the systems in the other two neighborhoods to include residents in the fun. For example, at one community, staff held a Beatles-themed event that featured a livestreamed performance from Eversound and Beatles trivia and karaoke from iN2L. “You can actually combine the two solutions and create a great program,” says Abbi Laushine, Life Enrichment Director.

By adhering to mask and physical distancing requirements, staff noticed more residents were finding it difficult to engage in activities. To address this issue, staff offered Eversound headphones to more residents and unintentionally discovered that previously diagnosed cognitive conditions were actually hearing impairments.

“ **Eversound is not just a tool for people that have an issue with hearing and memory. It’s a tool for attention span. It’s a tool for focus. It’s a tool to engage the intellect.**

– Alicia Seaver, Vice President of Memory Care Operations

Results

Facing a twin pandemic of COVID-19 and the equally dangerous harms of social isolation, Bridges by EPOCH found innovative ways to leverage engagement solutions from iN2L and Eversound to protect residents’ mental and physical well-being and provide a sense of normalcy. Bridges by EPOCH staff is confident that their use of these complementary technologies has positively impacted sales and marketing efforts for their communities. During tours, prospective residents and families are typically able to observe engagement activities that use both iN2L and Eversound technologies. “We stop and talk about what’s happening and how these technologies benefit our residents,” says Abbi Laushine. “They are always surprised that tools like these exist and are specifically geared toward our resident population. They think it’s great that we are utilizing them to provide a higher level of care.”

Together, iN2L and Eversound enabled the team at Bridges by EPOCH to create new best practices for memory care engagement that will endure after the pandemic.



About iN2L

As the market leader in content-driven engagement for seniors, iN2L has been creating possibilities, enjoyment, and connection for older adults since 1999. iN2L’s expansive content library promotes wellness, empowerment, and engagement among older adults and is the foundation for activities that facilitate social interaction, cognitive and physical exercise and therapy, education, reminiscing, areas of interest, and memory support engagement. iN2L’s touch screen systems are ideal for both group engagement and individual experiences and enable seniors, including those with memory loss, to share conversations, experiences, learning, and fun with each other, their caregivers, and family members.



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