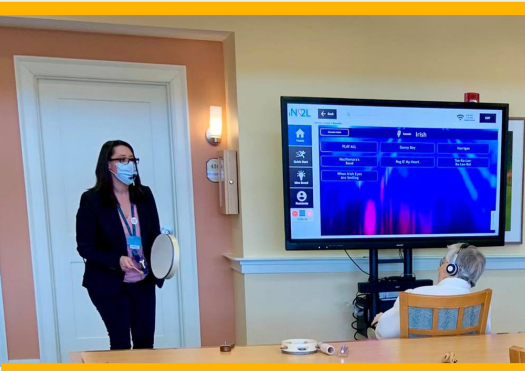


Bridges By EPOCH: Extending Community Impact by Using Technology-Enabled Memory Care Engagement in Virtual Events



Technology Tools

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



“ I think this pandemic has really taught people at our community level the value of these products. iN2L and Eversound afford you an opportunity for individualized programming choices on the fly. This is sustenance for quarantined memory impaired people.

– Alicia Seaver, Vice President of Memory Care Operations

Overview

Bridges by EPOCH, an 11-community memory care network with residences throughout New England, uses senior-friendly technologies such as iN2L touch screen engagement systems and Eversound wireless listening systems and its premium content to provide individualized, person-centered engagement to residents. Before the pandemic, the organization hosted in-person Memory Care Cafés onsite and at local coffee shops to help families throughout the region address, manage, and overcome many challenges commonly associated with dementia care’s unique demands. Each event typically had 12 to 15 people in attendance. Through this community outreach program, Bridges by EPOCH provided individuals living with dementia along with their caregivers, family, and friends, the opportunity to meet and socialize with others in similar situations. Memory Care Cafés also enabled Bridges by EPOCH to build relationships with prospective residents and their caregivers outside the bounds of their residential communities.

Challenge

Due to mandatory safety measures, the pandemic not only disrupted programming and socialization at Bridges by EPOCH but it also curtailed Memory Care Cafés, which were an essential part of the organization’s mission. According to Alicia Seaver, Vice President of Memory Care Operations, “The Memory Care Cafés absolutely help our relationships and connections with potential family members.” It was vital for Bridges by EPOCH to maintain this program during the pandemic.

Solution

When Bridges by EPOCH decided to move Memory Care Cafés online to continue outreach and support for prospective families, it made sense to leverage the iN2L touch screen system and content along with Eversound’s Premium Programming service.

Staff used the iN2L system’s video chat to connect with prospective residents and families from their local market and other regions. A typical program lasts an hour and might feature a trivia game from iN2L and live or pre-recorded musical entertainment from Eversound on a selected theme, like the Beatles or National Chocolate Day, as well as introductions and conversation starters.

Results

Going virtual with its Memory Care Cafés has attracted as many as 70 attendees per session and showcased the engagement technologies that have made Bridges by EPOCH a standout in its market. “I was highly impressed with the results we got providing these programs online because we were able to reach people who may have had a difficult time getting out of the house before the COVID pandemic,” says Sarah Turcotte. By making this program virtual, Bridges by EPOCH answered a strong need for meaningful socialization in the local communities it serves and beyond, as the pandemic resulted in canceled senior day programs and shuttered senior centers across all markets. Bridges by EPOCH staff is confident that their use of these complementary technologies has also positively impacted sales and marketing efforts for their communities by showcasing the engagement solutions their communities use each and every day. “There’ve been a lot of silver linings in this pandemic for us,” says Alicia Seaver, “and we will never come off the virtual platform from here on out.”