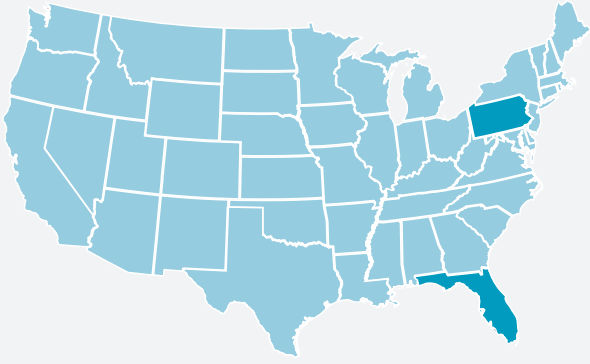




The Engagement Imperative

Elevating Technology from the Activity Department to an Enterprise Strategy

The Communities



Presbyterian Home at Williamsport

Williamsport, PA

A small personal care community with 26 residents, offering a bed and breakfast-style atmosphere.

Paddock Ridge

Ocala, FL

A medium-sized community made up of four self-sufficient neighborhoods—consisting of both assisted living and memory care—with 18 apartments in each neighborhood.

Tessera of Brandon

Brandon, FL

A large assisted living and memory care community with 146 residents.

Jenner's Pond

West Grove, PA

A large continuing care retirement community with a full spectrum of senior living options, including independent and assisted living, memory care, skilled nursing, and rehabilitation.

A Different Approach to Engagement Technology

Engagement technology doesn't just belong in the activity department. When it is integrated into all aspects of a community's operations, there are many benefits—for the elders, the staff, and the business—regardless of community size or area of specialty. Four senior living organizations share their experiences with engagement technology and how it has helped them advance their enterprise-level goals.

Two-thirds of community leaders believe engagement technology is extremely or very important, according to a recent survey conducted by iN2L. Yet, barely more than half say they engage residents extremely or very well today, and 60 percent rely on the activity department to drive engagement-focused programming. This siloed approach to the engagement model has become outdated. As senior living—and CMS policy—embraces and validates the need for person-centered care, individualized engagement must become a wider part of community operations as a whole.

Here are four ways forward-thinking communities are successfully expanding their use of engagement technology beyond its historical role as a tool in the activity department to more fully benefit residents and achieve their business goals.

"From our community life department to our housekeeping and nursing staff, we all work to provide resident programming. It's a different approach from most communities and a huge benefit for the residents."

– Renná Engel, Personal Care Home Administrator, Presbyterian Home at Williamsport





Getting Everyone Involved

At Presbyterian Home at Williamsport in Pennsylvania, every single staff member is expected to own part of the resident engagement experience. Whether their job is cooking, cleaning, or personal care, everyone steps up to the responsibility of helping fulfill the community's mission—to enable physical, social, intellectual, and spiritual well-being for residents. Presbyterian Home's Personal Care Home Administrator, Renná Engel, notes that "it doesn't have to be an activities person using it; it's so easy for another staff person to use with very little pre-planning. It expands everything we're able to do."

Staff use iN2L as a teaching tool with residents; everyone takes turns helping build a curriculum on topics that span culture and diversity, history, and skills—like learning about American sign language, Black History Month, Kwanzaa, and Oktoberfest. With a library of more than 4,000 pieces of content, iN2L helps increase staff accessibility to any topic and gives them the ability to do programming with minimal pre-planning. Staff are able to create multi-faceted learning modules, with the ability to access trivia, recipes, crafts, and games, all together in the iN2L system.

Staff say the best part is that iN2L helps their residents learn new skills and find new interests. Presbyterian Home at Williamsport finds that its unique model of making resident engagement everyone's responsibility has led to other benefits too. Staff feel empowered, and leadership believes this philosophy leads to retention—their team's longevity ranges from 5 to 38 years.

Connecting Residents to Each Other, Their Families, and the World

Social isolation is a significant issue for the senior population, not only because it negatively impacts social and emotional well-being, but also because a lack of connection can decrease overall health and quality of life. More than ever, senior living operators are challenged to find effective ways to combat this concern, especially for those residents living with dementia. At Jenner's Pond in West Grove, Pennsylvania, the community brought in iN2L to help provide socialization opportunities for their memory care residents. For their community, resident engagement isn't about occupying time with activities—it's about giving residents a 360-degree sensory and social experience, helping them feel connected to the world, other residents and staff, and their families.

When the day starts at Jenner's Pond, memory care staff bring iN2L into the dining area and put on a relaxing nature video to set the mood for the day. The selection mirrors the current season, in an effort to bring the outdoors inside, and is very soothing for residents. In fact, the team frequently uses iN2L in conjunction with aromatherapy and soft or dimmed lighting as part of a full-sensory soothing experience.

" We were constantly trying to find new ways to bring residents together. It was really important to us to find a mechanism to get residents to socialize regularly. "

*– David Miller, Lead Personal Care Manager,
Jenner's Pond*



When residents are feeling active and playful, the Jenner's Pond team makes use of the iN2L webcam and large screen for residents to see themselves making funny faces together. They love the interaction, and for many of the memory care residents, it creates a connection with the group as well as a connection with their sense of self.

One of the most meaningful ways iN2L is used at Jenner's Pond is to help give family the tools to "be there" when their loved one needs them. Staff had a resident's daughter record a message for her mother that they can play for her any time she gets agitated. The video helps calm the resident without the use of medication and has elicited some powerful lucid moments.

iN2L's video capabilities can be used in real time too—at Presbyterian Home at Williamsport, iN2L made it possible for a resident to attend her grandson's wedding virtually. "We helped our resident video in through iN2L and she was able to watch like she was at the wedding herself," says Renná Engel. "That was just a wonderful experience for her and the grandchildren, who could feel like their grandmother was there with them during that special time."

At Tessera of Brandon, iN2L has become part of the daily routine for connecting Assisted Living residents to the world around them. Each morning, Director of Activities Bill Andrew uses iN2L to facilitate discussions about daily news. He also aids residents in "visiting" locales that are meaningful to them—such as where they grew up—to check out the local news and happenings.

" I use iN2L every morning to read the newspaper with residents. We had one resident who was from Japan. We were able to access her hometown newspaper and she read it to us in Japanese. She started crying because she hadn't spoken Japanese in so long. It touched my heart. "

– Bill Andrew, Director of Activities and 2017 Florida Activity Director of the Year, Tessera of Brandon

Differentiating the Community

A significant barrier to investing in engagement technology tends to be a lack of perceived ROI. According to the iN2L survey, only 24 percent of community leaders say there's clear ROI for engagement technology. It's easy to see how this might be leadership's perception if engagement technology is utilized only in the activity department or another specific area of the community.

One of the most impactful ways engagement technology can show a tangible return on investment is through how it differentiates the community from other care options, leading to new residents and longer lengths of stay. In fact, while few leaders surveyed perceived engagement technology as having ROI, 73 percent said engagement technology definitely or probably differentiates their community and the experience they offer residents and families.

" During tours, we always show iN2L to prospective residents. It inevitably extends the length of the tour, which gives me more time to connect with the prospect. "

– Jill Andrew, Director of Community Relations, Tessera of Brandon

Using an engagement technology like iN2L to underscore the organization's mission and strengthen its culture can become a powerful sales tool with prospects, leading to maintained capacity and longer length of stay. For Tessera of Brandon in Brandon, Florida, using engagement technology during tours with prospects has helped convert prospects into new residents.

The sales team at Tessera of Brandon understand how important it is for families to get a sense of how their loved one will be taken care of. They have their iN2L ready to use during the discovery process with prospective families and during tours to show how residents' needs and interests can be addressed. Most tellingly, the community recently had a prospect who just wanted to spend more time with iN2L at the end of the tour. He was so fascinated that a senior living community had such an advanced engagement technology tool, and quickly became absorbed in exploring the comprehensive content.



At Paddock Ridge, a woman who came in for a two-week temporary stay ended up moving in permanently—because of iN2L. She used iN2L's guided chair exercises and other programs as self-guided occupational therapy outside of her sessions with staff. Her ability to get more out of her occupational therapy was a significant factor in becoming a full-time resident.

"iN2L has given our residents the freedom and accessibility to do things on their own. In particular, it's become a daily exercise program for this resident and in turn, aided her in the functional movements she needed to consistently work on."

– Cody Mansfield, Director of Operations, Paddock Ridge

Jill Andrew, Director of Community Relations at Tessera of Brandon, is committed to engaging and educating the wider community about person-centered care for the broader elderly population. She is using iN2L to conduct in-house seminars with local business leaders, and in workshops that help lawyers understand how to create an optimal environment for situational competency. For Jill and Tessera of Brandon, engagement technology helps her build a reputation as an expert on person-centered elder care. She's become a go-to resource in the business community on a range of elder care topics, and her community's business has benefited from that expertise.

"My phone rings after hours all the time with people in the local business community who have come in to see our iN2L or have heard about it from someone else. They're the ones who, on a Saturday night when mom falls and they're in the ER and the doctor says she can't go back home, will call me and say, 'We know you're the expert. What do I do now?'"

– Jill Andrew, Director of Community Relations, Tessera of Brandon

Enriching Residents' Lives

Finally, engagement technology does the best job of fulfilling its ultimate goal—enriching residents' lives—when it doesn't just exist in activity programming. Presbyterian Home at Williamsport, whose team uses iN2L to source recipes and the history and stories behind different dishes, has found that their residents' lives are enriched on many levels when engagement technology becomes part of multiple aspects of daily living. "We've been doing sign language with some residents. They go through each letter and are able to sign different words. They're learning and it's fun," says Renná Engel.

Jenner's Pond staff have learned a similar lesson with their memory care residents by using iN2L to build a multi-sensory experience. Using iN2L's nature and relaxation videos at different parts of the day helps reinforce a comforting sense of routine and empowers staff to address unmet needs without PRN antipsychotics.



" You would think it would be overstimulating, but it's not. It helps us make a happy environment so people feel comfortable and they can eat, which is super important to keep up their nutrition. It really works across mental and physical health. "

– David Miller, Lead Personal Care Manager, Jenner's Pond

For Tessera of Brandon's independent living residents, iN2L has become a key part of game night, trivia, and other social gatherings—especially those with a competitive component. An unexpected upside is that using iN2L has made these independent living residents more comfortable with technology in general. Several have personal computers in their rooms that they're now more comfortable using because they were able to dip their toe into technology with iN2L's easy-to-use touch screen interface. According to Jill Andrew, Director of Community Relations, "Residents take what they've learned on iN2L back to their apartments and the personal computers they have there. It helps get rid of that fear of computers and breaks down the barrier of, 'I'm too old to learn that.'"

At Paddock Ridge, engagement technology makes it easier for staff to provide individual person-centered care through the personal profiles staff set up for each resident. At any time, a team member or the resident can access their favorite relevant content, personal photos, and videos through their profile. Having iN2L as part of the community's daily operations also shows families how forward-thinking and modern the community is.

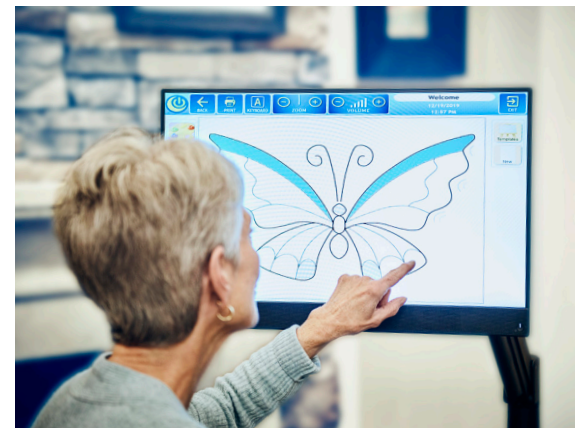
" From the word games in memory care to a trip around the world, iN2L has truly given some residents a new lease on life. They know they can be transported to new things without leaving the comfort of their home. "

– Cody Mansfield, Director of Operations, Paddock Ridge



Bringing It All Together

Taking engagement technology out of the activity department and embedding it across the community can lead to multilayered returns on investment. By intentionally using it as a driver for a community's culture and mission, engagement technology can benefit residents, staff, the community as a whole, and the business's bottom line. According to Brittney Graham, Sales Director for Paddock Ridge, "iN2L is a substantial benefit to our community. For both groups and individuals, regardless of physical or cognitive abilities, it's a great resource to integrate so many activities in our residents' daily lives using state-of-the-art technology. We love iN2L and use it every day! Our residents and extended family members love it as well."



" We printed out a piece of paper that says 'Hi, I'm Jenner' and taped it to the side of our iN2L so it's like a member of our team. It really opened up the eyes of families who would come visit. We encourage them to interact with Jenner. It's a great way to show them, 'Wow, this is the kind of detailed attention they're giving my loved one—they must really be taking good care of the residents.' "

— David Miller, Lead Personal Care Manager, Jenner's Pond

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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