



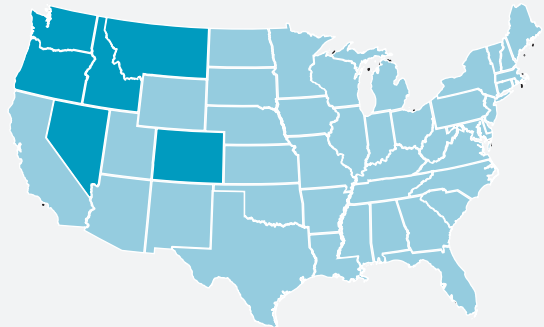
Reimagining What's Possible: Personalized Engagement that Differentiates Senior Care

**How a Multi-State Senior Living Enterprise
Distinguishes Itself with Content-Driven
Engagement Technology**

Who

Radiant Senior Living

19 communities across Oregon, Washington, Montana, Colorado, Nevada, and Idaho.



Challenge

- Improve quality of life for residents by connecting them to fulfilling content and activities.
- Give purpose to all residents, especially those with higher acuity needs such as advanced dementia and Alzheimer's.

Solution

The iN2L system, a content-driven engagement solution.

Results



High Family Satisfaction



Provides Meaningful Engagement



Turns prospects into move-ins



Empowers Staff

Meeting the Challenges of Individualized Resident Engagement

Radiant Senior Living is a second generation, family-owned group of senior living communities. Headquartered in Portland, Oregon, Radiant's locations span six states with more than 1,000 team members and 1,200 residents at all levels of care. Radiant's template for each community includes a combination of assisted living, memory care, and independent living to serve their residents wherever they are in their journey.

Radiant's co-founders Jodi and James Guffee have instilled a familial culture throughout their organization's DNA. Each community has a home-like feel, the main corporate office is called "home office," and their team members are hired and trained specifically for their passion in the senior living field. Radiant strives to keep its residents happy and wants families to feel good about having their loved one live in a Radiant community.

"We're not just going to talk about it, we're going to BE about it."

Radiant's co-founder and chief operating officer Jodi Guffee has been a champion of iN2L ever since she discovered it at a tradeshow. iN2L's program of content-driven technology is designed to enrich seniors' lives with meaning. It empowers staff to create person-centered engagement for residents and facilitates connections between all users – staff, residents, and their families.

Jodi saw iN2L's potential not only as a way to engage her residents with meaningful content and give them purpose and pleasure in life, but as a differentiator to demonstrate to families the personalized experience and attention Radiant gives its residents. It was a clear fit with Radiant's vision and company culture.

"It was an ah-ha moment for me. I was instantly curious as to how this would work."

– Jodi Guffee, COO



“ I have personally closed a sale on a walk-in tour upon getting a family member in front of the iN2L system. ”

– Jodi Guffee, COO

Once Radiant saw how successful the iN2L program was with one community's residents and staff, it scaled the program to other locations. iN2L is now in every building in every one of Radiant's 19 communities. Radiant's success with iN2L is largely due to Jodi's strong executive championing of the solution throughout the organization. iN2L has been integrated into the new hire onboarding process, is part of staff team-building, and plays a significant role in the sales process as new families tour a community.

iN2L as a Marketing Differentiator

Before a family comes in for a tour, Radiant's outreach team asks them about their loved one. What music does your father like? What hobbies does your mother have? Where did they grow up and what did they do for a living?

When the family comes in for a walk-through, the Radiant staff are ready to make the iN2L system part of their personalized tour. They can show the family the unique content within the system that will be meaningful to their loved one, and how it can be used for things like bedtime video chat calls and photo sharing. The iN2L system helps the Radiant team reassure families that their loved one will be well taken care of.

“ iN2L becomes the cherry on top; it makes the family feel better about making the choice [to place their loved one at Radiant]. It's been a game-changer. ”

– Vice President of Sales and Marketing

“ iN2L helps staff connect with residents differently realizing that, “Wow, they have lived a tremendous amount of life and they know things that I have yet to even discover. ”

*– Robert Baty, Life Enrichment Director,
Farmington Square Beaverton Assisted Living
and Memory Care*

Making Life Meaningful for Those in Memory Care

Caring for residents with dementia and Alzheimer’s can be challenging when it comes to engagement. There’s a need to personalize activities for each individual in memory care in order for the engagement to work and be meaningful. But with limited staff and resources, this can be a strain. Radiant staff are empowered by iN2L to address individuals’ unique needs and interests, leading to calmer, happier residents and less strain on the care team.

Facilitating Social Activities in Independent Care

For independent seniors, Radiant uses iN2L to drive social activities. Team games like trivia and “What did it cost” bring residents together in common areas, and sing-alongs become the focus of family visit days. At Bozeman Lodge, a Radiant community in Montana, the team uses a mobile iN2L system to introduce new and reclusive residents to the technology. Once they become comfortable with iN2L one-on-one, it will be easier for them to join in with the group activities.

“ iN2L has just become part of the fabric of who we are... especially for our memory care residents. It brings out so much life for them and that’s just what we’re really about. ”

– Vice President of Sales and Marketing

Uncovering Paths to Meaningful Engagement



As told by
Jodi Guffee

We had a new resident who was constantly very agitated; she kept walking around and around the common room. She could only speak a jumble of words and she would say over and over, “You’re terrible, you’re terrible.”

I told my staff, “Get me her chart, tell me what you know about her.” One person said, “Her husband built a fake house for her behind their home when she started having dementia.” Someone else chimed in, “She was a caterer so she’s a really good cook.” Another said, “Her husband wanted to bring in a stationary bicycle because she was a cyclist, she loved to bike.”

I said, “Great! You know what we just discovered here? We just discovered a person who would probably be interested in bicycling videos and The Cooking Channel.” And they said, “She also tries to steal all of our keys; she goes to the front door and says, “I gotta go big red, I gotta go big red.”

I said, “Big red means something. What’s big red? There’s something there that we have to figure out. Why don’t we use iN2L to Google Earth her house?” We did, and then we went down to the street level and we looked at it from above and I said, “I bet you that’s the house her husband built.” All the care staff were excited, but she was still walking around saying, “You’re terrible, you’re terrible.”

I said, “Have her come over here.” They finally got her to the iN2L screen, and she said “Ah, there it is!” There wasn’t a dry eye in the room as we looked down at her house, down onto the street level – the garage door was open and there was a big, red car inside. She said, “Big red, there it is.”

From that moment forward that staff completely bought in. This is what we do with iN2L. It is an amazing tool.

The Push for Person-Centered Care

CMS is partnering with federal and state agencies and other organizations to comprehensively improve dementia care. Two key goals of the partnership are to reduce the use of unnecessary anti-psychotics, and to enhance person-centered dementia care practices. As the national partnership gains momentum, we can expect to see legislators taking action to promote person-centered care practices in their states.

“ States are starting to require that residents have resident-specific activities that are tailored to their interests, so it’s great that we already use iN2L that way. ”

– Jodi Guffee

“ The social interaction is great. When they all sing together, when they all do the word games together, they ‘re working together. It brings value to our activity program. ”

– Leah Weaver, Life Enrichment Director, Bozeman Lodge Independent and Assisted Living

A Look to the Future

Jodi is not done championing iN2L. She’s working on getting every building in every Radiant community their own dedicated portable iN2L, so staff and residents can use the system more frequently without having to share with other buildings. This will be in addition to the iN2L systems in many of the common areas, where they can be used individually or by groups.

One of Jodi’s big forward-looking initiatives is to use iN2L to engage a completely different demographic – young professionals. As the senior care industry struggles with a talent shortage, Jodi is envisioning iN2L as a way to show young people that technology has a role in senior care. She’s showcasing iN2L at job fairs, high schools, and colleges talking about how senior care is a growing and socially essential field that young professionals should build a career in.

In the meantime, Jodi and her team will continue to use iN2L as an amplifier for Radiant’s culture of personalized, hands-on care.

iN2L Benefits at Radiant Senior Living



Turns more prospects into residents



Provides meaningful engagement, even for residents with advanced memory care



Facilitates camaraderie and connectedness



Gives residents something to look forward to

“ I’m able to sit with a family member and say, “Here are the things that we’re going to do to engage your Mom.” I tell them, why don’t we video chat tonight, and you can see Mom and you can tuck her in just as you always would. Then that light comes on for them, like ‘I don’t have to feel guilty about this, and I don’t have to go there every single day in order to do my duty as the child.’ They feel relief. ”

– Jodi Guffee

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.



Want to learn more? Contact us today!

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