



GALLOWAY RIDGE AT FEARRINGTON

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The LeadingAge Center for Aging Services Technologies (CAST) is focused on accelerating the development, evaluation and adoption of emerging technologies that will transform the aging experience. As an international coalition of more than 400 technology companies, aging-services organizations, businesses, research universities and government representatives, CAST works under the auspices of LeadingAge, an association of 6,000 not-for-profit organizations dedicated to expanding the world of possibilities for aging.

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Leveraging a Social Connectedness Platform to Improve Resident Lifestyle and Increase Operational Efficiencies in Independent Living

Categories

- Reduce Social Isolation
- Increased Resident Engagement and Satisfaction
- Increased Staff Efficiencies
- Increased Social Networks
- Eliminating Print Materials

Organization Name

Galloway Ridge at Farrington

Organization Type

Galloway Ridge at Farrington is a single site Life Plan Community of 460 residents, including 300 independent living residences, a healthcare center with 51 assisted living residences including 15 memory care residences and 40 skilled nursing residences.

Project Description

Galloway Ridge implemented Senior Portal's customized online community management platform with the objective of eliminating various administrative inefficiencies and expanding resident engagement by offering online services like event registration and concierge requests. Senior Portal launched community wide in 2014 and was quickly adopted by over 450 residents. The adoption of Senior Portal was so successful that in 2017, Galloway Ridge was able to eliminate almost all of their paper tracking methods for resident engagement. They were also able to introduce a portal integration with Amazon Echo's voice activated technology, which further bolstered accessibility of the system to users with visual or dexterity challenges.

Socialization Modality

Social Network	Activity Calendar
Audio Chat	In-House Television Channel
Photo Sharing	Art
Event/Activity Sharing	Games
E-Mail	Exercise
Text Chat	Music
Digital Signage	Facilitated Communications and Conversations
Community App	Companion App
Community Blog	

System Embodiment

Tablet
Desktop Computer
Laptop
All-In-One Computer
Smart TV
Fixed Touch Screen
Smartphone
Wearable
Voice Activated Assistant Technology

Business Model

Private Pay

Implementation Approach

Galloway Ridge assembled a team of administrators, staff and residents to scope and plan for the new portal. The team evaluated different features the portal should incorporate, and discussed what design direction would complement various community members with varying technical competencies. Once basic needs were agreed upon, Galloway Ridge contacted Senior Portal and began the actual buildout of the platform by developing a four-stage strategy for community implementation.

Stage 1: Discovery

Galloway Ridge partnered with Senior Portal to collaborate on design and begin user testing. Residents all over the spectrum of technical knowledge, motor skills and visual challenges were selected and consulted about design, features, and user experience. All feedback was documented and integrated into the portal platform. Each resident was entered into the system as a user with their own personal account.

Stage 2: Launch

When the Galloway Ridge Senior Portal launched, staff and residents began using it immediately for event registration, announcements and managing service requests.

Educational seminars were hosted for residents, which encouraged checking the portal regularly to enjoy the convenience of having 24/7 access to their community from the comfort of their homes. Residents quickly embraced the new system, and staff were able to abandon the less convenient methods of community management that had been primarily print based.

Stage 3: Add

As utilization of the Galloway Ridge Portal expanded, Senior Portal continued to add features based on user input and feedback. Personal profiles were built for the system at the residents' request, and voice-activated technology was integrated into the system in the form of an Amazon Echo Senior Portal Skill. This voice activated feature acts as barrier-free technology, eliminating the roadblocks that visual and motor skill challenges can represent.

Stage 4: Grow

Galloway Ridge keeps up constant communication with Senior Portal, providing feedback from residents and staff alike. The feedback from the community allows Senior Portal to continue making improvements to the Portal and the Echo Skill, providing Galloway Ridge with a better product that more effectively meets their unique community needs.

Outcomes

User adoption between August 2015-2016 to August 2016-2017 was substantial, providing administration with a clear picture of where residents are engaged and giving them tools to expand the usage of their portal in the upcoming years. Outcomes include the following:

- 94.64% increase in portal visits
- 60.2% increase in portal users
- 100.97% increase in page views
- 3.25 pages per session
- 5.45% bounce rate
- 87.7% of visitors are returning visitors
- 97.68% unique page views

- 190,287 YTD page views
- 9.01%- Event Registration
 - 3.58%- Dining
 - 2.6%- Events and Activities
 - 1.96%- Directory Login
 - 2017 paperless initiative entered final stages.

Challenges and Pitfalls to Avoid

The development and installation of the Galloway Ridge Senior Portal involved feedback and participation from many different players including community administrators, staff, and residents. The challenge was establishing a central point of contact.

The most substantial challenge was educating residents and staff. The portal was only going to work well if residents embraced the platform and were willing to use the different aspects and features. Otherwise messages could not be conveyed effectively and staff would have to revert to old methods of registration, announcements, and service requests, making the portal just another thing on their to-do list. Many people also had security concerns about their personal information being broadcasted on the internet. Making sure residents had a full understanding of the portal, its security measures, and the different ways they could use it was crucial to the project's success.

Additionally, Wi-Fi became a crucial factor to Galloway Ridge as it related to launching the

Amazon Echo integration. The Echo needs a strong, reliable private WiFi network that can support both the online platform and the additional Echo feature. If the Wi-Fi network is weak, the Echo has to be set up over and over, every time it disconnects from the Internet.

Finally, it was crucial to keep records of resident logins, both for the Community Senior

Portal and the Amazon Account linked to the Echo. In many instances clients would be unsure which email address or password they used for setup. It's important to keep a record of user information on hand for IT support.

Lessons Learned/Advice to Share with Others

The Galloway Ridge Portal has provided the administration with comprehensive insight into their resident engagement and the degree to which their community embraces new technology. The analytics back up the claim of increased resident engagement, and the integrated platform setup gives residents a direct line to staff, and staff a simple but effective management system. It was the concept of designing a portal from the ground up, starting from the end-user back to the platform, rather than designing a platform for the user that made this project so successful. Relying on user input created a more effective product that meets the evolving needs of Galloway Ridge as a community. Overall, the community-wide engagement makes Galloway Ridge a more resident-centered community, revolving around the real time communication of staff to residents.