



# CASCADIA

## SENIOR LIVING & DEVELOPMENT

Contributor:

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*VP of Operations*



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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## Enhancing Resident & Family Engagement Through Technology

### *Categories*

- Reduce social isolation and increase resident engagement by quantifying and understanding your resident data to better serve their individual needs.
- Increase staff efficiencies by implementing a platform that allows for operational effectiveness across multiple areas such as life enrichment, family connectiveness, community displays and more.
- Increase revenue by differentiating your community in the sales and marketing process.

### *Organization Name*

Cascadia Senior Living & Development

### *Organization Type*

- Assisted Living
- Independent Living
- Memory Care

### *Organization Description*

Cascadia Senior Living and Development specializes in the creation and operation of innovative independent, assisted living and memory care communities throughout Washington State & Oregon. At Cascadia, we believe that it takes every single one of us—our residents, their families and friends, and our team—to create joyful and vibrant communities. Our commitment is to provide excellent care in beautiful settings that have been intentionally designed for interaction and engagement.

### *Project Description*

Prior to July 2017, the Life Enrichment teams and Management teams at all Cascadia communities were tracking their resident engagement for both group and individual activities on paper. Due to this process, the information was difficult to analyze, and it was a very manual process to find ways to inform/involve families on the day-to-day lives of their loved ones. In July 2017 LifeLoop was implemented. This case study will look at how LifeLoop has enhanced the resident and family engagement.

## Socialization Modality

- Photo Sharing
- Event/Activity Sharing
- Digital Signage
- Community App
- Activity Calendar

## System Embodiment

The LifeLoop platform has a multi-user capacity with the ability for a wide variety of community staff member to utilize the platform on their current devices. LifeLoop works on desktop, laptops, tablets, mobile devices and community televisions.

## Business Model

Private pay

## Implementation Approach

To begin, the Cascadia care team implemented a 3-month pilot of LifeLoop at one community. LifeLoop was implemented at Fieldstone Memory Care Issaquah starting in July 2017. LifeLoop was assessed based on ease of use/adoption, ability to quantify resident engagement, ability to increase staff efficiencies, and ability to increase family engagement. After 3 months, LifeLoop was also implemented at the Fieldstone Memory Care Yakima location starting in October 2017.

## Outcomes

Due to its ease of use, the LifeLoop platform has given our staff a tool to better capture and share resident activities and behaviors. The credibility and quality of the

data on each resident offers the Life Enrichment team all the tools they need to do their job to the best of their abilities. LifeLoop also provided a personalized resident report that can be accessed at any time and shared with family without any additional effort on the team's part. The below graphs show a year-over-year comparison in resident attendance and personal activities.

In addition to the efficiencies gained in tracking resident engagement, LifeLoop's family portal was also implemented to increase engagement between the residents, staff and families. Families can log in anytime, anywhere to view activity attendance, view photos, and correspond with their loved ones or staff members via the portal. LifeLoop opened up a three-way flow of information between community staff, the resident and the residents' family. Everyone involved has been enriched by it. "We get a lot of gratitude from families, thanks to the capabilities that the LifeLoop platform brings to our communities. We get nice notes all the time from family members specifically thanking our Life Enrichment directors."

It is significant to note that the implementation and adoption of LifeLoop was an easy process for both of these memory care communities. We did not receive any staff pushback, which can be unusual for such a big sweeping process change. The intuitive interface meant that our staff did not have to spend very long to learn how it worked. In truth, it is one of the easiest roll outs we have ever done.

	November 2017	December 2017	November 2018	December 2018
Resident Attendance	678	2,654	4,498	6,041
Personal Activities	4	10	80	29
	January 2018	February 2018	January 2019	February 2019
Resident Attendance	4,192	4,783	10,012	7,890
Personal Activities	79	30	97	197

LifeLoop is now in all 9 of our communities and will be in more as they open this year.

Cascadia Senior Living Communities – 2018 Year In Review	
Number of Logins	8,187
Resident Attendance	57,549
Personal Activities	690
Photos Uploaded	18,550
Family Connected	345

### Challenges and Pitfalls to Avoid

Implementing LifeLoop at one community initially was the best process for us. Implementing this technology was easy, but it was important for us to make sure it was a right fit before utilizing it in all our communities. Also, offering on-going trainings for any new staff members or family members proved to be very helpful.

### Lessons Learned

With LifeLoop, Cascadia is perceived to be more advanced and technologically-oriented than competing local communities. In addition, Cascadia communities are viewed as transparent and always willing to go above and beyond to share information with their residents and families.

### Staff Testimonials:

“LifeLoop’s valuable to us because the present and the future of our industry is to keep family members more and more involved in our residents’ lives. Family members are naturally curious about what’s going on with their loved ones, and LifeLoop is both a proactive and reactive way of helping with that.”

—Thomas Cloutier, Cascadia’s VP of Operations

“LifeLoop is a great differentiator for our community. It’s an integral part of our sales and marketing process explaining it to residents and family members.”

—Scott Houghton-Regional Director of Operations

“Once they see LifeLoop in action, potential new residents and their loved ones are impressed with its capabilities. It automates and personalizes processes that communities use to keep families up-to-date. And over time that builds invaluable trust and positive word-of-mouth” – Donna Baker- Executive Director

### Advice to Share with Others

Get early collaboration and support from departmental staff management, not just senior leadership. Provide enough time and support if any staff are unfamiliar with the technology. Online, large group trainings proved to be very effective with the LifeLoop staff and they have always been willing to answer questions and take suggestions.