



Contributor:

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*Executive Director*



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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## Streamlining Services and Increasing Resident and Family Engagement Through an Integrated Social Connectedness Platform for Senior Living

### *Impacts and Benefits of Social Connectedness and Engagement Technology in:*

1. Engagement and Satisfaction
2. Increased Staff Efficiencies
3. Increased Staff Communications and Engagement
4. Increased Family Engagement

### *Organization Name*

Brookdale Redwood City

### *Organization Type*

Independent and Assisted Living Facilities

### *Organization Description*

Brookdale Redwood City is a premier senior living community in the heart of Silicon Valley, with 270 apartments. Residents can choose the independent living or assisted living services and amenities that suit their particular needs. Residents enjoy restaurant-style dining, housekeeping and laundry service, and outings to local attractions and are free to pursue a lifestyle of recreation and relaxation in an active social environment.

### *Project Description*

Brookdale Redwood City was largely paper-based before Cubigo. Brookdale implemented Cubigo with the objective of eliminating administrative inefficiencies, streamlining requests and facilitating and improving information sharing to all stakeholders in the community, from corporate, staff and residents to families and prospects.

### *Socialization Modality*

Photo Sharing, Event/Activity Sharing, Chat, Digital Signage, Community App, Community Blog, Activity Calendar, In-House Television Channel, Facilitated Communications and Conversations

## System Embodiment

Tablet, Desktop Computer, Laptop, Smartphone

## Business Model

Private Pay

## Implementation Approach

Cubigo used a step by step approach at Brookdale Redwood City, rolling Cubigo out gradually, adding new functions over time, to ensure maximum engagement from both staff and residents in the community. The platform is branded to copy the look and feel of the community and integrated into our workflows and digital signage. Staff were trained on Cubigo several weeks before the launch to residents. Cubigo "is very simple to use, so staff both old and new work with it with ease, giving us more time to spend interacting with our residents" says Jessica, Director of Lifestyles. Cubigo Cafe sessions were organized to help introduce Cubigo to the residents, initially run by Cubigo staff, and then taken over by a Brookdale staff member, who was trained by Cubigo staff.

Cubigo continues to work closely with Brookdale, responding to user feedback to help grow and develop the product, ensuring that it meets the needs of our community.

## Outcomes

Cubigo is being used on a daily basis by staff from the transportation, activities, dining and maintenance departments. Staff are able to track and follow-up on all resident requests in one place. Residents enjoy having all the services brought together in a simple-to-use interface. Using Cubigo speeds up many processes, from printable menus, activities calendars and transportation timetables to sending residents reminders for activities. Since Brookdale started with Cubigo they have been able to collect data on which residents attend what activities, the recurrence of residents using transportation and the excursions that residents prefer, helping to improve the services offered and increasing resident engagement and satisfaction.

Outcomes include the following:

- 300 online transportation requests a month
- 2000 logins a month

- 20% average monthly increase in online resident requests
- The Front desk is in the final stages of becoming paperless
- The transportation staff implemented a new, more efficient timetable thanks to the information gathered using Cubigo data

Residents Carolyn and Midge say: *"Cubigo has improved communication at Brookdale, just to know what is going on that day, how to be included in it and to be as part of a community. It gives you a fast way to see programs they are putting on, and then you can sign up for them, and then by signing up for them you meet a lot more people, and that's always beneficial and enjoyable."*

From a staff perspective, Jessica says that *"Cubigo has helped in so many different ways. It gives easy access to residents who use the App and provides them with a confirmation mechanism for their requests, which they love. For the staff, it has made our life a lot easier and simplified our entire transportation workflow. We have moved from paper to online, and from multiple slips that had to be sorted to one simple platform. Cubigo allows us to input information directly, so it speeds up our work, and all the information is organized. We have all seen how much it improved our day-to-day."*

## Challenges and Pitfalls to Avoid

Ambition is good – but being overly ambitious or trying to do everything at once can lead to complications and setbacks.

## Lessons Learned/Advice to Share with Others

Changing behaviour is always challenging – but positive communication towards staff about the new technology, giving sufficient time for training and being open to their questions helps have a smooth implementation process. Changing staff operations was one thing, but residents enjoy their routines, and so we couldn't impose Cubigo on residents, but allowed them to adopt it at their own pace.