



EMA

Connecting People, Passion, and Purpose

Buckingham's Choice • Copper Ridge • Fairhaven
William Hill Manor • The Copper Ridge Institute

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ORGANIZATION NAME

EMA

ORGANIZATION TYPE

Continuing Care Retirement Community and Specialized Memory Care

OTHER PARTNERS

It's Never 2 Late (iN2L) provides a variety of adaptive and engagement computer hardware experiences for individuals living in senior living communities. Their solutions can benefit all residents throughout the continuum of care, but their particular focus is on older adults with physical and cognitive disabilities. Their systems are primarily well suited for dementia engagement programming, as well as innovative therapy interventions. They have systems in approximately 2000 communities, across the United States and 4 countries, serving thousands of older adults each and every day. They are a Colorado based LLC and have been in business since 1999.

ORGANIZATION DESCRIPTION

EMA is an organization graced by the passion, talent and commitment of our people and together we are creating community. Members of the EMA family include, Fairhaven, Buckingham's Choice and William Hill Manor; all retirement communities. We are also a nationally recognized care leader in dementia and memory related illnesses. Through our residential programs at Copper Ridge and William Hill Gardens, and our two outpatient clinics in Sykesville and Easton, we have supported residents and families for the last 20 years. The Copper Ridge Institute is dedicated to research best practices of dementia care and has provided education both nationally and internationally.

PROJECT DESCRIPTION

The management team at EMA, in keeping with their core values, felt technology provided the opportunity to allow ALL of their residents, regardless of physical and /or cognitive disabilities, to stay connected and engaged to friends, family and the outside world. However, they did not want to randomly add technology for technology's sake, so they put together a project team of staff from all disciplines and residents to accomplish the following:

- Define desired outcomes for chosen technology
- Evaluate various technology offerings
- Pilot appropriate technologies
- Initially fund the technology through grants but build a plan to operationalize and provide a positive ROI

After evaluating multiple vendors and possible technology solutions, EMA chose to partner with It's Never 2 Late in creating a person-centered technology platform. iN2L had 15 years of experience in working with senior living communities, their management team had similar values to EMA, and their technology provided the most cost effective solution for EMA's diverse population.

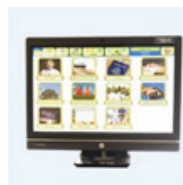
SYSTEM TYPE AND SYSTEM EMBODIMENT

The project entailed implementing multiple system embodiments described below:



A 23" touch screen system on a motorized height-adjustable cart with articulated arm. System applications include: virtual bicycle, flight simulator and Music Maker. Perfect for group engagement, therapy use and one-to-one activities!

The Standard 23" Package is an easy-to-use touch screen system, combined with iN2L's intuitive, simple interface and loaded with engaging content. Designed to sit on a desk or table top.



The 70" system combines full television functionality with a state-of-the-art touch screen interface. It also includes a mini-computer, which comes loaded with the exclusive iN2L interface that delivers a person-centered experience designed to engage users with content such as touch screen interactive games, puzzles, health & wellness tools, spiritual experiences, music, films, and lifelong learning opportunities.

The "Shuttle" touch screen tablet is 11.6" and only 1.9 pounds, yet powerful enough to connect to a large screen TV for group engagement. The shuttle is flexible, customizable for an individual and can conveniently go anywhere! Sturdy metal construction and a non-slip docking station make it perfect for memory care, short-term rehab, assisted living, independent living and hospice care.



BUSINESS MODEL

The use of technology in enhancing quality of life and meaningful living for the residents we serve was the most compelling reason for investing in iN2L technology. Through a generous grant by the Quality Health Foundation, EMA was able to purchase seven (7) iN2L computers for one of its' communities, William Hill Manor on the Eastern Shore. The journey began here, as we piloted use of the systems in the Rehab Department, Memory Care wings, Assisted Living (AL) residences and even with the Independent Living (IL) population. Expected outcomes in consideration of this investment: 1. Enriching the family visit, 2. Enhancing the staff-resident interactions, resulting in increased job satisfaction, 3. Enriching the therapeutic rehab experience by offering innovative technology that could reduce depression and

hospitalization and increase therapy tolerance, 4. Engaging residents in more meaningful activities by teaching new skills, hobbies or reawakening past skills and memories for those with cognitive challenges.

Resident Quality of Life

It is difficult to quantify "quality of life" but the ability for an individual to have their own unique content experience behind their picture on the iN2L system has proven to have clear immeasurable benefits. Residents living in an EMA community, like anyone else, long to stay connected to what is meaningful for them as individuals, and the ability of the iN2L system to provide this customization is priceless. Research backs up the common sense reality that people who are "connected" are less depressed and more likely to engage in other meaningful activities.

Family Connection/Satisfaction

Staying connected to family is very important. iN2L provides a programmatic way to connect these loved ones. The emailing, video chatting, and remote customization that iN2L provides opens up a whole new world of connection and information. This in turn leads to happier residents, happier families.

Financial

Based on a review of start-up activity programmatic costs for most communities, it has been determined that use of the iN2L system will replace approximately 70% of all basic activity supply costs, 71% of all start-up electronic materials costs. Ongoing replacement costs of all of these items would also be saved. The turnover in purchasing of many of these items due to loss, damage, to CDs, videos, etc. is at least once every two years.

Tech Support

In addition to the unparalleled content experiences listed above, iN2L also has a tech support staff on hand to remotely fix any technical support issues that may arise. iN2L's team of tech support specialists know how to diagnose and remotely troubleshoot over 99% of all issues that may arise with their systems, usually the issues are fixed on the first call. That is another reason for the exemplary subscription retention rate spanning over 1300 customers. Tech support includes:

- Bi-Monthly System Maintenance Technical Support/ Coaching Content.
- Network Assistance.
- Data Backup and Recovery.
- Virus & Spyware Protection and Removal.
- Display Configuration Assistance.
- Software Installation.
- Software & Hardware Troubleshooting.
- Printing Assistance.

IMPLEMENTATION APPROACH

To insure the successful implementation at our pilot community in Easton, a collaborative plan was jointly constructed by iN2L and EMA. This plan, as developed by the Innovative Coordinator for EMA, has provided the framework for ensuring that we as an organization are fully utilizing and benefitting from this cutting edge technology.

Budget Development and Plan

- Meet with Leadership Monthly to develop the mission and vision for roll-out in the pilot Community.
- Finalize a Budget for future purchase needs of additional iN2L equipment at pilot community and all other EMA communities.
- Visits to pilot site to meet with Recreation/Therapy/ Social Work/Nursing staff.
- Meet with Leadership staff at all other EMA communities to introduce technology and develop a plan and budget for future purchase of iN2L equipment.

Colleague Training and Engagement

It is the philosophy of EMA to integrate iN2L technology into the community so it becomes a way of life that is embraced by everyone – colleagues, residents, and family members. To achieve this goal and train as many staff on site as possible, not just Recreation and Engagement Staff, we created the following training opportunities:

- Onsite training by iN2L to kick-off usage.
- Creating hard copy iN2L User Manuals for all staff using the systems daily.
- Quarterly iN2L Newsletter to showcase usage, progress in implementation and highlight Resident and Staff success stories.
- Creation of an iN2L Committee of Key Staff at pilot site to meet monthly.
- On-Demand and Webinar trainings provided by iN2L- post flyers/email monthly to Rec., Therapy, Social Services, Nursing and Directors to continue education process and stay up-to-date on latest content developments.

Roll Out Activities for Staff

- Identify and notate iN2L use on Monthly Activity/ Engagement Calendars.
- Institute resident and staff game nights monthly.
- Recruit intern to develop “My Pages/My Stories”/Use internal staff when available.
- Incorporate iN2L programs in Intergenerational Programming.
- Identify a minimum of one resident success story per month.

- Create a blog as a forum for sharing iN2L success stories that can be communicated by and to all colleagues in the Community.

Roll Out Activities for Residents

- Resident and staff game nights monthly.
- Develop IL Resident Ambassador group to champion iN2L use.
- Happy/Coffee Hour games with iN2L for independent population.
- Pick four residents in AL and skilled nursing facilities (SNF) per month to orient to iN2L.

Marketing iN2L to Families

- Send letter home about iN2L My Pages/My Stories.
- Incorporate iN2L into Care Plan Meeting by collecting the My Story. Pages and using Skype to conduct meetings for out of town family members and/ or holders of Power of Attorney (POA).
- Introduce iN2L at Family Council Meeting and in Family night
- Encourage Skype/Email use with families – Develop a schedule with family input.

Marketing iN2L to the Greater Community

- Use marketing handout in brochure material.
- Train marketing staff on iN2L.
- Incorporate into tours.
- Highlight on website.

ADVANTAGES TO THE APPROACH

While iN2L technology is designed to be intuitive to use and the support of their Customer Experience Team meets many of the goals for seamless integration, the designation of a single point-person/champion/implementation specialist does provide benefit to the provider organization.

OUTCOMES

Outcomes achieved are illustrated in the following short video vignettes:

Meeting Challenges through Innovation:



Success in Physical Therapy:



Success in Resident Engagement:



Success with Dementia Residents:



LESSONS LEARNED

It is critical to proactively get staff buy in before, during, and after the implementation of the technology. The iN2L experience fundamentally transformed EMA's therapy experience. As a therapy tool, it has been used to address many physical, occupational and speech therapy goals in order to enhance and improve a resident's function, safety and independence. Endurance, activity tolerance, standing tolerance, sitting and standing balance, hand-eye coordination, problem solving, sequencing, orientation, memory stimulation and upper body range of motion have been some of the therapeutic activities for over 400 treatment interventions.

ADVICE TO SHARE WITH OTHERS

- ***Ensure demonstrations of the technology, to ALL disciplines, before the program is launched.*** Demonstrations should ideally be in person, but they can be web based. Every level of the organization needs to buy in and feel like they have some input into the process. This does not mean, however, that you need everyone to agree. After all input is given, a decision needs to be made, and you will never get 100% buy-in or acceptance.
- ***Find technology champions outside of your IT department.*** You'll be surprised at the internal creativity and resourcefulness within your organization. Make sure to pilot the technology with the staff members who are truly enthused about the implementation.
- ***Ensure management participates in training and is involved.*** The implementation team needs to drive the process, but it is imperative they know that their management is supportive of the efforts. Administrators and executive directors should participate and be engaged in the training process.
- ***Have one true internal champion from your organization and from the vendor.*** Team based implementations are ideal, but one person in the organization needs to truly own the process, help define the outcomes, etc. Insist that the vendor supplies an internal champion as well.
- ***Insist that technology providers are fiscally viable, have a successful track record (with references) and have experience supporting senior living and older adults.*** Technology companies can have fantastic products, but the nuances of dealing with seniors and with the senior living industry is very different than other industries. Make sure they have a verifiable track record; dozens of companies disappear in this space every year.
- ***Put a roadmap together with the vendor.*** Make sure to build a product roadmap with your selected vendor. As with anything else in technology, your residents individual needs and your communities infrastructure needs are going to evolve. Demand a relationship with your vendor where both sides are open in discussing their 1, 3, and 5 year visions. Make sure to communicate desired enhancement to programs so the technology can change with the community's needs and environment.
- ***Involve family members/responsible parties in the implementation and roll out.*** Encourage communication via email and Skype by setting up a schedule to allow and enable the power of connectivity to happen for the residents.

LeadingAge Center for Aging Services Technologies:

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. For more information, please visit LeadingAge.org/CAST