

Case Study: Increasing Resident and Staff Engagement through Technology



leadingage.org/cast

Categories:

- ◆ Increased Resident Engagement and Satisfaction
- ◆ Increased Staff Engagement and Satisfaction
- ◆ Increased Social Networks
- ◆ Increased Staff Efficiencies
- ◆ Streamlined Communication
- ◆ Increased Family Engagement (Quick set-up is a key factor)

About the Organization

Organization Name: HumanGood

Main Contributor:

Mary Miller, VP Innovation & Experience Design

Organization Type:

Life Plan Communities (CCRCs)

Organization Description:

HumanGood is a nonprofit that provides housing and health care on a continuum that changes as the needs of residents change. Residents can enjoy life in a continuing care retirement community (CCRC) when active and healthy, and then can continue to take advantage of the community experience if they require assistance due to health issues, even as those issues become more significant. We believe strongly in the value of community living and have seen how it can improve both quality and length of life, if the experience is transformative and profound. The years older adults spend in our communities should be among the best years of their lives.

Project Description

HumanGood piloted Cubigo in 3 communities, as a resident engagement platform with the objective of eliminating administrative inefficiencies, streamlining requests, and facilitating and improving information sharing to all stakeholders in the community, from staff and residents to families. Following a successful pilot, it is intended to be rolled out in HumanGood Life Plan Communities in the coming months.

Socialization Modality

Photo Sharing, Event/Activity Sharing, Chat, Digital Signage, Community App, Activity Calendar, In-House Television Channel, Facilitated Communications and Conversations (community news updates, programming, requests, suggestions, feedback, social interaction)

System Embodiment

Tablet, Desktop Computer, Laptop, Smartphone, Wearable

Business Mode

Private Pay

Implementation Approach

Following a successful request for proposals (RFP) process, Cubigo was rolled out in 3 communities, with Cubigo's standardized implementation process adapted to local community needs and workflows.

A local project lead was chosen after a kick-off meeting with all team members and resident technology committee members that would be involved or implicated in this new platform. The project lead worked hand in hand with Cubigo's team to configure the platform to the community workflows. From this moment on, community communication about the platform started (through Townhall meetings, weekly or monthly newsletters, and the resident technology committee and council) so that residents were aware of upcoming changes and had opportunities to ask questions and give feedback.

The next phase of the roll-out included a staff go-live, where all team members were introduced and trained on the platform, either online or in person by a specialized Cubigo trainer. A small group of resident ambassadors were trained with team members, so that they would become spokespeople for the platform to other residents and to help identify the information residents needed on the platform.

Two weeks later, a residential living residents' go-live occurred, which involved small group training sessions over several days to train residents on Cubigo, run by Cubigo.

These training sessions have continued on a weekly or monthly basis, run by a HumanGood team member.

Cubigo and HumanGood have worked together closely since the launch, responding to user feedback to help grow and develop the product, ensuring that it meets the needs of each pilot community.

Outcomes

- ◆ Increased Resident Engagement and Satisfaction
- ◆ Increased Social Networks
- ◆ Increased Quality of Life
- ◆ Staff Efficiencies
- ◆ Staff Engagement

Cubigo is used on a daily basis by team members from all departments, from life enrichment and transportation to dining and maintenance. Staff are able to track and follow-up on all resident requests, as well as share information quickly and effectively from one place. Cubigo speeds up many processes, from printable menus, directories, activities calendars, and transportation timetables to sending residents reminders for activities.

Residents enjoy having all the services brought together in a simple-to-use interface. The Digital Signage screens around the community, as well as in-house TV channel, allow for fast sharing of updated information to all residents. The kiosk also allows residents to make requests, whether or not they have their own device.

Since HumanGood started with Cubigo, they have begun collecting data on activity attendance, to develop insights on how to support residents in designing their lifestyle and to understand evolving interests of residents, with a goal to improve their service offering and the resident experience.

Resident Engagement

- ◆ 61% of Residential Living residents have an account on Cubigo.
- ◆ 67% of resident accounts are used weekly.
- ◆ 55% of requests are made directly by residents on the platform.
- ◆ More than 10,000 requests have been made.

In an online survey, a resident commented: “I believe having so much information and possibilities for getting requests/reservations/need for repairs/announcements done all in one place strengthens our sense of community. I think it will help me feel calmer about what I need or am supposed to remember, because I can simply go look something up, rather than worrying or wondering or having to call the desk or walk to the desk. I'm glad about Cubigo.”

Staff Efficiencies and Engagement

By automating certain tasks, such as creating the directories and calendars, sending residents reminders for activities and transportation, and allowing them to make requests directly without having to call, team members are saving roughly 10 hours of work per week per community after a three month learning and adoption period, freeing them up to spend more time directly interacting with the residents.

The Digital Signage screens in the staff break room allows for team member communication, from sharing appreciation for someone's work to HR reminders about benefits or scholarships available.

Challenges and Pitfalls to Avoid

Set clear Key Performance Indicators (KPIs): The platform solves many different issues in communities (from effective communication and staff efficiency to resident engagement and empowerment and activity tracking). While the platform is the same, the usage may be very different across communities, as it is tailored to community needs. Setting KPIs is necessary to uncover insights about the features that are most valued by each community, and to inform conversations about how to optimize utilization and proficiency.

Involve everyone from day one: It is important to involve all necessary team members and residents on a corporate and community level from day one (kick-off meeting), so that they are aware of the platform, trained on it, and can be turned to when needed. This helps with future cross-team collaboration and each new user brings a new perspective about how to create value from the platform.

Lessons Learned/Advice to Share with Others

A resident-centered approach

- ◆ **Resident buy-in is critical:** Take the time to involve the resident committee during the RFP process and over the course of the implementation. Afterwards, be sure to gather and effectively respond to their feedback on the platform.
- ◆ **Clear communication:** Sufficient communication to residents is vital, so they are aware that the platform is coming, how it will work, and that it does not replace phone calls and in-person requests for those residents who are not comfortable with technology.
- ◆ **Reaching critical mass:** Getting as many resident users on the platform quickly encourages residents to use the platform and transition to digital communication and motivates team members to keep the platform updated.