

Case Study:

Increasing Resident and Staff Engagement at Ingleside Through Technology



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Categories:

- ◆ Increased Resident Engagement and Satisfaction

About the Organization

Organization Name:

Ingleside

Main Contributors:

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Engagement Manager

Organization Type:

Life Plan Communities (CCRCs)

Organization Description:

Ingleside is a nonprofit organization that provides a range of senior living options in the Washington DC metropolitan area. Ingleside's life plan communities offer independent living, assisted living, memory support assisted living, and skilled nursing care services. They focus on providing an engaging and supportive environment that promotes independence, wellness, and quality of life for residents.

Project Description

Cubigo is a digital platform implemented at Ingleside communities to enhance the resident experience by providing easy access to various services, amenities, and activities. Through the Cubigo app, residents can manage their schedules, order meals, make dining reservations, request maintenance, connect with staff and other residents, and participate in virtual events. By streamlining communication and providing convenient access to resources, Cubigo aims to improve the quality of life for Ingleside's senior residents.

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 Model

Private pay

Implementation Approach

The implementation approach of Cubigo at Ingleside included several stages.

Planning and Preparation

Ingleside staff and Cubigo representatives collaborated to define the goals, objectives, and requirements for the project. This included identifying the services, amenities, and activities available through the platform and determining the hardware and software needed to support the implementation.

Training

A Cubigo project manager conducted two weeks of onsite staff training demonstrating how to use Cubigo and how to assist residents in accessing the app. A group of

resident volunteers was selected for early access to the platform. This group provided feedback on its usability, functionality, and design.

Rollout

After Ingleside staff members received training, Cubigo was introduced to the resident population with a day of presentations and workshops. Staff members and resident volunteers assisted residents in accessing Cubigo and discovering the services and features available through the platform.

Support & Success

The Cubigo team also provided a six-week hyper-care period and very closely supported the Ingleside team in beginning stages to make sure the system aligns with their processes and the necessary change management. Subsequently, the proficient Cubigo Support & Customer Success managers were introduced to cater to the management team's and end users' requirements, ensuring all changes were tailored to the community's specific needs.

Evaluation and Refinement

Ingleside regularly evaluates the effectiveness of Cubigo and identifies areas for improvement. Feedback from staff and residents is used to refine the platform and ensure that it continues to meet the evolving needs of Ingleside's resident population.

By following this implementation approach, Ingleside has successfully integrated Cubigo into its operations and provided residents with a user-friendly and comprehensive digital platform that enhances their quality of life.

Outcomes

Enhanced resident satisfaction, increased engagement, better communication, improved data tracking, payment tracking, simplified payment upload, convenient access to services that otherwise would require separate credentials.

Resident Engagement

- ◆ Fast adoption pace: A week after go-live, 786 residents and 121 staff members across the three communities were actively using Cubigo.
- ◆ 1027 weekly active unique users
- ◆ 85% engagement rate, meaning these residents use Cubigo weekly
- ◆ 75% of residents have an account on Cubigo
- ◆ 98% of requests are made directly by residents on the platform

Staff Efficiencies and Engagement

By providing residents more control over their daily lives and making it easier to access the services they need, Cubigo improves resident satisfaction and overall quality of life. This, in turn, leads to higher staff engagement, as staff members feel more connected to their work and the impact it has on residents' lives.

The Ingleside team now uses one platform that provides a centralized hub for communication between staff members, residents, and families. This helps reduce communication breakdowns and improves overall efficiency.

Cubigo automates many day-to-day tasks that staff members need to manage, such as planning events, handling requests, and sharing news and important announcements via the portal, digital signage, and in-house TV channels. This reduces the time and effort required to manage these tasks, freeing up staff members to focus on meaningful work.

The Ingleside team tracks trends, identifies areas for improvement, and ensures that residents receive the support they need. By simplifying the reporting process, Cubigo helps staff members spend less time on administrative tasks and more time providing services.

Challenges and Pitfalls to Avoid

Resistance to change

Some staff members and residents may be resistant to change and may not be comfortable using new technology. Providing adequate training and support is important to help everyone feel comfortable with the platform.

Integration with existing systems

Cubigo may need to be integrated with other systems, such as electronic health records or billing systems. This can be a complex process that requires careful planning and coordination.

Lessons Learned/ Advice to Share with Others

Communication is key

Effective communication with staff members and residents is essential. Setting clear objectives, following up on those from the start to transition to customer success, and making sure everyone is aware of the benefits of the platform and how it will improve their daily routines.

Involve residents in the process

Involve residents in the change management process to ensure that the platform is meeting their needs and expectations. Solicit feedback and make adjustments as necessary.

On-site implementation

When the technology platform is implemented with a Cubigo team member on-site, staff can better understand how the platform will fit into their daily routines, making it more likely that they will use it both consistently and effectively. The on-site implementation also allows for better customization of the platform to meet the unique needs of a particular senior care community.

Continuous training and support

The best outcomes are seen with repeated training sessions for both staff and residents. Training provided by peers proved the most efficient and increased satisfaction.

Evaluate the success of the platform

Continuously evaluate the success of the platform by tracking metrics such as adoption rates, resident satisfaction, and staff efficiencies. Use this data to make improvements to the platform and ensure it is meeting the needs of the community.