Case Study:
Increasing Resident and Staff Engagement at The Sharon at SouthPark

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AT SOUTHPARK
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cubigo

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Category:

◆ Increased Resident Engagement and Satisfaction

About the Organization

Organization Name:
The Sharon at SouthPark

Main Contributor:
Jessica Bourque, Director of Vitality and Well-Being

Organization Type:
Life Plan Communities (CCRCs)

Organization Description:
The Sharon at SouthPark is a life plan community in Charlotte, NC. It offers a variety of living options including independent living, assisted living, and skilled nursing care. Established in 1969 by Presbyterian leaders, this nonprofit community is situated on a 28-acre wooded campus and is home to approximately 375 residents. The Sharon at SouthPark combines a peaceful, wooded environment with the sophistication of urban living.

Project Description

The Sharon of SouthPark implemented the Cubigo platform to address the aging services field's most pressing challenges by streamlining communication, enhancing service delivery, and elevating the resident experience. This collaboration has led to significant operational efficiencies and a marked improvement in the quality of life for residents and staff alike. By integrating Cubigo's comprehensive platform, The Sharon of SouthPark is not only optimizing current operations but also strategically positioning itself for future growth and innovation, ensuring it remains at the forefront of the evolving senior living landscape.

Socialization Modality

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

System Embodiment

Tablet, Desktop Computer, Laptop, All-In-One Computer, Smart TV, Smartphone, Wearable, Voice Activated Assistant Technology, Robot

Business Mode

Private Pay

Implementation Approach

The implementation of Cubigo at The Sharon of SouthPark has been a trans-formative journey towards enhancing operational efficiencies and enriching the resident experience. Recognizing the need for a unified platform to address the complexities of senior living management, The Sharon of SouthPark integrated Cubigo, leveraging its vast capabilities and seamless user interface. This strategic move was further bolstered by Cubigo's robust integrations with PointClickCare, TheWorkxHub and their POS system, which have been instrumental in streamlining processes and improving service delivery across the board.

The implementation approach at The Sharon of SouthPark was meticulously planned and executed, prioritizing integrations as the foundational step. This initial phase

was crucial for ensuring that Cubigo's platform would seamlessly integrate with existing systems, enhancing rather than complicating the community's operations.

Following successful integration testing, the focus shifted to tailoring Cubigo's configuration to meet the unique needs of The Sharon of SouthPark. This setup involved activating various Cubigo Cubes, as well as digital signage and in-suite channels, to offer residents an intuitive and comprehensive interface for all their needs. Additionally, the visitor management system was added to streamline guest check-ins and enhance security protocols to comply with regulatory requirements.

Jessica B., director of vitality and well-being at The Sharon of SouthPark, stated, "We love Cubigo! We were drawn to Cubigo initially because of the integrations with several of the other platforms we already use. It is so easy to use, and some residents picked it up without any training. The data analytics are fantastic. This helps us track Cubigo usage, group attendance, and overall program success."

Similarly, Patrice S., health & fitness manager, highlighted how Cubigo has streamlined many of their processes, appreciating the software's extensive integrations that were previously unavailable. Meanwhile, Carmen M., community outreach coordinator, commended Cubigo for its role in unifying various areas of their organization, enabling residents to access activities, dining, maintenance, and housekeeping all in one place.

These testimonials underscore the positive impact of Cubigo's implementation, marking a significant step forward in The Sharon of SouthPark's mission to provide a cohesive, efficient, and enjoyable environment for both residents and staff. The platform's user-friendly nature, coupled with its powerful back-end analytics and customer support, has not only increased efficiency and communication within the community but also fostered a sense of empowerment among residents. Through this innovative partnership, The Sharon of SouthPark has set a new standard in senior living, showcasing the potential of technology to transform lives and communities for the better.

Outcomes

Reduce Social Isolation and Feelings of Loneliness

By leveraging Cubigo's integrated communication tools and social engagement features, The Sharon of SouthPark has made significant strides in mitigating social isolation and loneliness among its residents. The platform's ease of access to community activities, events, and social groups encourages residents to connect with one another, fostering a sense of belonging and community spirit.

Increased Resident Engagement and Satisfaction

The tailored approach to Cubigo's deployment, with a focus on personalization and accessibility, has resulted in heightened resident engagement. The diverse range of activities and services, easily navigable through the Cubigo platform, has enhanced residents' satisfaction by empowering them to participate in community life according to their interests and preferences.

Increased Staff Efficiencies

The streamlined workflows and centralized information system introduced by Cubigo have significantly boosted staff efficiencies. By automating administrative tasks and improving communication channels, staff members can now allocate more time to direct resident care and engagement. This optimization of resources not only elevates the quality of services provided but also contributes to a more fulfilling work environment for the staff.

Successful Numbers

◆ **230 Weekly Active Unique Users:** This figure represents a robust level of participation among the residents, indicating that a significant portion of the community actively engages with the platform on a weekly basis.

◆ **82% Engagement Rate:** This high engagement rate demonstrates that the majority of these active users are consistently using Cubigo each week, engaging with its various features and services. Such a high rate of regular use is a testament to the community's approach to the residents' training and to the platform's user-friendliness, relevance, and the value it adds to residents' daily lives.

- **95% of Requests Made Directly by Residents on the Platform:** This statistic highlights the empowerment and independence Cubigo offers to residents, allowing them to make requests directly through the platform. It signifies a shift towards more self-sufficient resident interactions with community services, reducing the need for intermediaries and stream-lining request fulfillment processes.

- **1,000k+ Weekly Visits Registered Automatically:** This staggering number of visits reflects the extensive use and integration of Cubigo into the daily operations and activities within The Sharon of SouthPark. As the visits are registered automatically, the team saves time and allocate it to the residents.

Challenges & Pitfalls to Avoid

1. User Adoption and Digital Literacy

The diverse digital comfort levels among residents could hinder the platform's widespread use. To avoid this, it's essential to customize training and support, ensuring it's accessible and reassuring for all users, regardless of their technology proficiency.

2. Integration and Workflow Disruption

The integration of Cubigo with existing systems like PointClickCare and TheWorxHub may initially disrupt workflows. Preventative measures include thorough pre-launch testing and maintaining open communication with staff to swiftly address any issues that arise, ensuring a smooth transition and minimizing operational hiccups.

Lessons Learned/Advice to Share with Others

Implementing Cubigo at The Sharon of SouthPark has provided valuable insights into the process of integrating a digital platform within a senior living community. Here are three key lessons learned and advice for others considering a similar transformation:

Ensure Team Buy-In with Designated Champions

Achieving team support is crucial. Designate "Cubigo Champions" among your team—tech-savvy, enthusiastic members who lead by example in using the platform. They'll facilitate training, answer queries, and ensure everyone feels supported. This approach not only spreads responsibility but also builds a supportive environment, which is essential for successful adoption.

Embrace Flexibility in Training

Recognize the varying levels of digital literacy among users and adapt training accordingly. Offering a range of training methods, from group sessions to one-on-one help, ensures that everyone feels comfortable and supported. Patience and flexibility in training can significantly boost user confidence and platform adoption rates.

Monitor, Adapt, and Iterate

After implementation, continuously monitor platform usage and solicit feedback to understand what's working and what isn't. Be prepared to adapt features, functions, or training methods based on this feedback. This iterative approach not only improves the system but also shows your commitment to meeting the community's needs, which can further encourage engagement.