

# Case Study: Technology Increases Resident Engagement

[leadingage.org/cast](http://leadingage.org/cast)

## Categories:

- ◆ Increased Staff Efficiencies
- ◆ Increased Resident Engagement and Satisfaction
- ◆ Reduced Use of Antipsychotics

### About the Organization

#### Organization Name:

Otterbein Granville

#### Main Contributor:

Amanda Mulch,  
Life Enrichment Director

#### Organization Type:

Assisted living facilities, skilled nursing facilities, and continuing care retirement communities (CCRCs)

#### Organization Description:

Otterbein SeniorLife is incorporated in Ohio and is designated as a non-profit 501(c)3 health and human service organization with “values and initiatives focused on serving our residents.”

## Project Description

At Otterbein SeniorLife in Granville, OH, Amanda Mulch leveraged Linked Senior’s technology to deliver person-directed experience through customization of its content across multiple applications, including by capturing residents’ life stories quickly and easily. In addition, Linked Senior has helped Otterbein accurately assess and effectively evaluate daily resident engagement. The community averages 66 minutes of resident engagement per day now, more than twice the national average.

## Socialization Modality

Games, exercise, music, and art.

## System Embodiment

Tablet, desktop computer, laptop, all-in-one computer, smart TV, TV set-top box, and fixed touch screen.

## Business Model

Medicaid, private insurance, and private pay.

## Implementation Approach

With insights generated by Linked Senior, Otterbein is ensuring team member support, coaching, and accountability. The platform allows Mulch to support her team members so that they can work more efficiently. It also helps team members access and evaluate resident engagement data across platforms in real time, especially for those living with cognitive change.

Having this valuable data helps Mulch ensure that engagement efforts are hitting the mark. The ability to easily see each resident’s interests helps Otterbein’s activity professionals meet their needs socially. What’s more, the ability to see how many minutes residents are spending in activities throughout the month enables her and her team members to watch for any changes in cognitive status or medical issues that could be affecting someone’s engagement. The data also can help the team

recognize what activities and programs are engaging residents and where there are unmet needs that can be filled.

By using Linked Senior's new Life Story program, Mulch and her team are able to capture residents' stories and share them with other members of the team, such as nurses and the therapy department.

All of this makes it easier and more efficient for staff to do their jobs and to enjoy their work.

## Outcomes

---

- ◆ Number of active residents = 41 in assisted living and skilled nursing.
- ◆ Increased resident engagement = 66 minutes of engagement per day (2.27 times the national average).
- ◆ The frequency of residents asking to participate in engagement programs are an average of nearly three times per day in 2024.

## Lessons Learned/Advice to Share with Others

---

- ◆ Empower team members to use the platform and technology so they have the data they need at the click of a button.
- ◆ Select a technology partner that has a method and dedicated team member for onboarding, training, and support.