Case Study:
Increasing Staff Efficiencies and Resident Engagement Through Easy-to-Use Technology

THE WOODS
A GreatLife Community

Quiltt

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Categories:

◆ Increased Staff Efficiencies

◆ Increased Resident Engagement and Satisfaction

About the Organization

Organization Name:
GreatLife Communities

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Organization Type:
Independent living, assisted living

Organization Description:
The Woods is located in Greenfield, WI, and is the first of many to come from GreatLife Communities. The Woods offers the next generation of a senior living community designed as a neighborhood within a neighborhood of connected ranch homes. This design offers the privacy of your own home, with the convenience of community, amenities, and services. This 11.57-acre site is surrounded by woods, wildlife, and nature.

Project Description

The Woods opened in Spring 2023 as the first location for GreatLife Communities. Ownership was aware that things had evolved since previously operating communities and brought on a consultant to ensure community operations were modernized. Since The Woods was the first community for GreatLife, the challenge wasn't to update or upgrade existing systems but rather to conduct the due diligence to implement entirely new systems to set them up for success.

One of those initiatives was to set the community up with an easy-to-use communications and engagement platform. After evaluating the available platforms, Quiltt was chosen as the best solution which came as a surprise since it wasn't even one of the options we were aware of. Early on there was hesitation to go with a platform that none of the surrounding communities were using or even heard of. It wasn't long before that hesitation was gone, and we were among the growing list of raving advocates for Quiltt.

Socialization Modality

Social network, video chat, audio chat, photo sharing, event/activity sharing, e-mail, text chat, life stories, digital signage, community app, community blog, activity calendar, in-house television channel, e-reader/electronic books, art, games, exercise, rehabilitation, music, facilitated communications and conversations, companion app, companion robot

System Embodiment

Mobile app, web app, digital signage, in-room broadcasting

Business Model

Private pay senior care

Implementation Approach

When the community first opened without a communication and engagement platform, it was trying to keep residents, families, and staff informed of everything that was going on by printing and posting announcements. It didn't take long before there was no more room for printed announcements on the desk or bulletin boards so there was a real urgency to get the platform implemented as quickly as possible. There

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were many concerns about having to learn complicated technology in such a short amount of time. That is, until we realized Quiltt wasn't complicated at all.

Before the first Quiltt training session even took place, the activities director had gone in and set up the IL and AL activity calendars and populated them with all of the details. Much to our surprise the activities and events module was ready to go without having gone through any training. What made it even more impressive was the fact that she had never used any type of activities management software before. Word quickly spread and even the most hesitant team members were suddenly wanting to dive in and get familiar with the Quiltt content management system to begin utilizing the platform for messaging, photo sharing, digital signage, in-room broadcasting, and more.

The simplicity of Quiltt was appealing but it truly became a game-changer. As team members became familiarized with the different functions their confidence and excitement soared.

Outcomes

The unexpected early success was recognized by residents and families who were experiencing the benefits of the platform shortly after learning the community was "looking into" the available options. The simplicity was something not only the team members appreciated while learning the content management side of the platform, but end-users voiced their satisfaction with how intuitive the mobile app was. It was anticipated that end-users would require some level of training but that was quickly proven not to be the case.

There were additional features/modules of the Quiltt platform that were originally going to be learned and launched later once the core functions were up and running. Since so much progress was made in such little time, team members were advocating to keep the momentum going by continuing to add new functionality for end-users to enjoy such as RSVP for events, dining, and the popular trivia content that generated another wave of unexpected appreciation from staff and residents alike. Although it may have been mentioned during initial discussions, it was a pleasant surprise to learn that Quiltt provides a huge content library of ready-to-use material.

The digital signage soon became a source of new and exciting engagement programming with residents looking

forward to catching the next trivia question as they passed by. While team members achieved mastery of the content management system the activities director was eager to push forward with the library of digital content such as fitness videos and interactive reminiscence content. It was more difficult to communicate what these new activities programs were all about than it was to successfully get started with them! The first opportunity came when the volunteer who leads the morning stretch class was unable to make it and the activities director was able to engage the group of residents with ready-to-use content from Quiltt that included a professionally made stretch routine video.

Overall, the addition of Quiltt has been a tremendous success and will be a critical ingredient for all future locations GreatLife Communities launches in the future.

Challenges and Pitfalls to Avoid

It wasn't long after the initial launch that we began receiving suggestions from residents and families about different ways to leverage the platform. It is best to keep a record of the suggestions to evaluate and create plans for pursuing. Although these suggestions were great to receive, it can quickly become overwhelming if team members try to move forward with them before the core functions are up and running. When in doubt, follow the advice from the experienced experts from Quiltt as they are always there to help!

Lessons Learned/Advice to Share with Others

One of the main lessons we have learned is that the simplicity of the platform can be a double-edged sword. While it is unbelievably easy to use, it also makes it possible for multiple new features to "go live" one after another. We found it best to space things out to ensure end-users could get familiar before another new feature catches their attention. It is easy to get excited about all the new capabilities that Quiltt makes possible, which makes it important to follow the proven process suggested by their team in order to avoid launching multiple new capabilities at once. Who would have ever thought a senior living community would find new technology to be almost too easy!