

# Case Study: A New Era in Care: How Frontier Senior Living is Transforming Care with Nobi's Smart Lights



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

## CATEGORIES

- ◆ Reduced response time
- ◆ Reduced incidences
- ◆ Increased resident/staff/family safety and satisfaction
- ◆ Increased peace of mind
- ◆ Improved outcomes (i.e., increased occupancy rates or health outcomes)
- ◆ Reduced costs

**Organization Name:**  
Frontier Senior Living

**Main Contributor:**  
Jennifer Moody, regional vice president

**Organization Type:**  
Assisted living facilities, memory care facilities, independent living

**Organization Description:**  
Frontier Senior Living operates 100 communities across the United States and is recognized as one of the most trusted senior housing providers in the country. The organization offers independent living, assisted living, and memory care services, with a strong focus on personalized care, resident safety, and enhanced quality of life. In April 2024, 25 Frontier communities were honored as "Best in Senior Living" by U.S. News & World Report, highlighting their unwavering commitment to excellence in senior care.

## Project Description

In June 2024, Frontier Senior Living partnered with Nobi to pilot artificial intelligence (AI)-powered Smart Lights in two memory care communities—Burlington and Oak Harbor (across 56 rooms). This initiative set out to explore how cutting-edge technology could enhance resident safety, empower caregivers, and uphold privacy. The project marked the start of a shared mission: redefining fall detection and prevention in senior care.

Following the success of the pilot, Frontier Senior Living has decided to expand the implementation, equipping 56 communities with Nobi Smart Lights to further enhance safety and support caregivers across its network.

## Safety Technology

Fall detection and prevention  
Emergency notification/communication/response systems

## Describe System Embodiment

Nobi combines optical care sensors and AI in a stylish, life-saving light that seamlessly fits into any interior. By using vision technology, Nobi equips its AI with the tools needed for unrivaled performance in fall detection and prevention, empowering care staff to shift from reactive care to proactive prevention.

Looking ahead, Nobi has the potential to evolve into a comprehensive care platform. Future developments could enable seamless integration with other advanced technologies, creating a unified ecosystem that supports smarter, more efficient, integrated care and unlimited insights based on data. This vision underscores Nobi's mission to not only detect and prevent falls but to also become a central hub for connected care innovations.

## Business Model

Private pay  
Standard of care

## Implementation Approach

The implementation began in June 2024 with the installation of Nobi Smart Lights across 56 rooms in two of Frontier Senior Living's memory care communities: Burlington Memory Care and Oak Harbor Memory Care. These communities were selected for their focus on residents living with memory-related conditions, where enhancing safety and supporting proactive care are essential. The lights were seamlessly integrated into the living spaces by replacing the main ceiling lights, requiring minimal adjustments to the existing infrastructure.

When a fall occurs, caregivers are immediately notified, ensuring they can provide assistance without delay. Care managers can also monitor notifications through a centralized dashboard, allowing for efficient oversight.

The success of the implementation was driven by the strong engagement of care teams, who collaborated closely with residents and their families to ensure smooth integration. The phased approach allowed staff to familiarize themselves with the technology while enabling Nobi's AI to learn residents' movement patterns effectively.

## Outcomes

*"We saw dramatic results in fall prevention, intervention times, and peace of mind for our residents and their families. Privacy was also a key factor in choosing Nobi. Their technology processes all data locally on the Smart Light, and real-time anonymization ensures that sensitive data never leaves the room."*

— Jennifer Moody, regional vice president at Frontier

## Key Results

The integration of Nobi Smart Lights led to significant improvements in fall prevention and rapid response:

- **Zero unwitnessed falls:** Every fall was detected and addressed immediately, ensuring no resident was left unattended.
- **No long-lie falls:** Residents received prompt assistance, significantly reducing the risk of health complications linked to extended time on the floor.
- **84% reduction in average intervention time:** Response times decreased to under four minutes, providing timely and life-saving support.
- **95% reduction in maximum intervention time:** Even the longest response times were significantly shortened, ensuring rapid intervention in all scenarios.

*"Research shows that among the oldest nursing home residents, prolonged periods spent on the ground after a fall increases mortality rates by over 50% in the six months post-fall. In two Frontier communities, Nobi was able to reduce the threat of long-lie falls to zero."*

— Niels Coch, head of Nobi USA

## Operational and Emotional Benefits

In addition to improving fall detection and response times, the integration of Nobi Smart Lights brought significant operational and emotional benefits to Frontier Senior Living communities:

- **Streamlined post-incident investigations:** Executive Director Harold Croney highlighted that, for falls with unidentified causes, staff previously spent hours gathering information and completing reports. With Nobi's precise fall detection and reporting tools, this process now takes only minutes, allowing care teams to focus on what truly matters—providing direct care and companionship to residents.
- **Peace of mind for residents, families, and staff:** The implementation of Nobi Smart Lights offered a new level of reassurance for residents and their families. Knowing that falls are detected immediately, and assistance is always close by, has contributed to a safer, more supportive living environment.
- **Empowered caregiving through technology:** Nobi's technology allowed caregivers to be more proactive by offering tools that help them intervene faster and more effectively. This not only enhanced resident safety but also supported caregivers in delivering higher-quality care.

## Expansion Decision

The success of the pilot led to a pivotal decision: Frontier Senior Living is now expanding the use of Nobi Smart Lights across 56 communities, covering 3,700 living units. The rollout began in November 2024 and is expected to be completed by summer 2025.

If this broader implementation proves as effective as the pilot, Nobi's technology could be rolled out across Frontier's entire network—further reinforcing their commitment to resident safety and proactive care.

*"We've already seen how Nobi's presence brings peace of mind to families considering our communities. This technology can become an important part of why residents choose Frontier."*

— Jennifer Moody, regional vice president at Frontier

## Challenges and Lessons Learned

---

1. **Empowering care teams through training:** Technology is only as strong as its users. Many caregivers lack experience with digital tools, making training and ongoing support essential. Nobli's structured onboarding process builds confidence and ensures seamless integration.
2. **Ensuring reliable Wi-Fi connectivity:** Stable Wi-Fi is vital for real-time response systems. Without consistent connectivity, even the most advanced systems cannot function effectively.

## Advice for Future Implementations

---

1. **Adopt a continuous support strategy:** Technology adoption should be viewed as an ongoing journey, not a one-off event. Clear communication and continuous guidance are critical for long-term success.
2. **Ensure infrastructure readiness:** Reliable infrastructure is foundational for future-proof care. Ensure stable Wi-Fi in every room to enable real-time responses and seamless integration of future smart care systems.