# Case Study:
# Pine Haven Christian Communities & LifeLoop

## CATEGORIES

- Staff efficiencies
- Quality of life/satisfaction with care

**Organization Name:**
Pine Haven Christian Communities

**Main Contributor:**
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**Organization Type:**
Independent living, assisted living, memory care

**Organization Description:**
Pine Haven Christian Communities is a local care operator governed by a board of directors representing 18 local churches. Its focus is the care of residents, families, and staff. Each staff member and volunteer is driven by a commitment to provide the best care possible. Pine Haven Christian Communities was voted Best Assisted Living Facility by Best of Sheboygan County, WI, for 11 straight years, and is proud to serve Sheboygan County and be the premier senior living choice.

## Project Description

Pine Haven Christian Communities (Pine Haven) implemented LifeLoop and iN2L by LifeLoop to enhance resident engagement, improve staff efficiency, and strengthen family connections across all three campuses. By leveraging LifeLoop's digital calendar, communication tools, and attendance tracking, along with iN2L content, Pine Haven streamlined operations and created a more personalized, connected experience for residents and families, ultimately enhancing the quality of life for everyone involved.

## Socialization Modality

LifeLoop platform (mobile app, web app) and three iN2L by LifeLoop systems, which provide over 7,000 pieces of clinically-backed engagement content.

## System Embodiment

Pine Haven has implemented LifeLoop across all three of its campuses, using the LifeLoop platform with PointClickCare (PCC) integration to streamline operations and enhance engagement. It also has three iN2L by LifeLoop systems across two of its campuses, including a 23-inch touchscreen system mounted on a motorized, height-adjustable cart with an articulating arm. This setup provides a highly interactive and accessible experience for residents, allowing for seamless engagement with iN2L's extensive library of games, music, videos, and therapeutic content. The mobility of the system ensures that residents across different care settings can benefit from its features, supporting personalized engagement and improved quality of life.

## Business Model

Private pay

## Implementation Approach

Pine Haven introduced LifeLoop across its communities to replace manual processes for calendar creation and management, attendance tracking, photo management, and family communication. Staff were trained to use LifeLoop's automation features, reducing administrative workload and freeing up time for quality resident interaction. The interactive iN2L content was integrated into daily programming, making engagement more dynamic, flexible, and accessible. The rollout prioritized ease of adoption, ensuring staff could efficiently transition from traditional methods to a tech-driven approach. The rollout started with the smallest campus and then expanded household by household.

Pine Haven's phased implementation approach ensured a smooth transition to LifeLoop, minimizing disruption while maximizing adoption.

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By integrating training sessions into staff workflows, employees gained confidence in using the platform, leading to higher engagement and efficiency. The gradual rollout allowed staff to adapt to digital tools at a manageable pace, reducing resistance to change.

Additionally, focusing on clear communication with families helped drive adoption of the software, ensuring families were aware of the new solution to engage with their loved ones and fully understood and utilized the platform's features. The strategic approach also allowed Pine Haven to measure impact in real time, adjusting processes as needed to optimize engagement and operational efficiency. By prioritizing both staff and family involvement, Pine Haven successfully created a more connected, efficient, and engaging environment for residents.

## Outcomes

Activity planning and calendar creation were time-consuming, requiring up to 40 hours per month. This left staff with limited time to spend directly engaging with residents. With LifeLoop, calendar creation now takes just 10 hours per month, liberating staff time by 75% for more meaningful resident interactions. LifeLoop also streamlines preparation for activities like sing-alongs, trivia, and reminiscing, making it possible to fit more high-quality activities into each day. In memory care units, smoother activity transitions have reduced resident wandering and increased engagement. The time saved has allowed staff to create more personalized activities and form deeper connections with residents, ultimately improving their well-being.

Manual attendance tracking was inefficient, requiring approximately one hour each day to input attendance for three activities. Staff often struggled to keep up with documentation, leading to delays in analyzing participation trends. Additionally, the previous paper-based bulletin board sign-up system made it difficult to track sign-ups across the three campuses, leading to accidental overbookings for outings. With LifeLoop, attendance tracking has become fast and accessible, taking a third of the time to accomplish twice as many tasks. Now staff only need 20 minutes per day to input six activities. The real-time feedback helps staff identify participation trends and better prepare for future events. LifeLoop's registration tool provides real-time visibility into sign-ups, helping staff stay organized and avoid overbooking. The tool also helps to track remaining available spots, ensuring seamless coordination across campuses. With less administrative burden, staff can focus more on engaging with residents rather than paperwork.

Attendance at activities had been inconsistent—wavering between great turnouts and low participation.

Staff also struggled to ensure residents with specific needs or preferences were included in appropriate activities. LifeLoop's interactive content is a resident favorite, offering engaging experiences through games, music, videos, virtual experiences, and more. The large screen makes it easier for residents to see and hear, making activities more accessible for those with low vision or hearing impairments. This has significantly boosted participation and engagement across the community. Additionally, LifeLoop's "group" feature, allowing residents to be grouped based on interests and hobbies, allows staff to quickly identify and invite residents with shared interests or backgrounds, ensuring that everyone has the opportunity to join activities they enjoy.

Keeping residents and families informed about activities was a manual, time-consuming process. Newsletters and printed calendars often became outdated quickly, and changes to activities had to be communicated through word of mouth, notes, and bulletin board postings, often leading to confusion and repeated questions. LifeLoop's digital calendar, communication, and display tools have made it easier than ever for residents and families to stay informed, with staff no longer needing to mail calendars or update websites manually. For example, with the LifeLoop digital displays, when updates are made in the system, all digital screens reflect the changes instantly, eliminating the need for repeated explanations and improving overall communication. Families can access real-time updates on upcoming events and see what their loved one is signed up for or participated in, allowing for more meaningful conversations when they visit or call.

LifeLoop's photo gallery tool has provided benefits to both staff and families. Staff can upload photos from various activities and outings and "tag" residents. Families greatly appreciate being able to see their loved ones engaged in activities, further strengthening their connection to the community and creating meaningful relationships with fellow residents and staff. Staff have been using this capability to gain visibility into the activities their colleagues are doing and replicate successful activities throughout their communities, allowing them to share ideas and foster a sense of collaboration.

LifeLoop has simplified family communication, leading to stronger relationships between staff and family members. There are more families than ever before that now visit and participate with their loved ones. Many have even signed up to volunteer, enhancing the sense of community. Families of short-term respite residents have expressed greater peace of mind knowing they can stay connected through LifeLoop. As a result, some residents who initially planned to stay for two weeks have extended their stays to six weeks or returned for multiple respite visits.

## Challenges and Pitfalls to Avoid

During implementation, one of the biggest challenges was shifting from long-standing manual processes to a digital-first approach. Ensuring consistent adoption required ongoing training and reinforcement of LifeLoop's benefits.

Another challenge was balancing the influx of new capabilities without overwhelming staff. While LifeLoop reduced administrative burdens, it was important to introduce features in phases to allow for gradual adaptation. Additionally, ensuring that families understood how to use the platform effectively required proactive communication and support, including walk-throughs and troubleshooting assistance.

## Lessons Learned

Implementing LifeLoop reinforced the importance of structured training and clear communication. Providing staff with dedicated time to learn the platform and understand how it would ease their workload made a significant difference in adoption rates. Involving families early in the process and educating them on the benefits of digital engagement led to higher participation and satisfaction. The transition also highlighted the value of real-time data in decision-making, as attendance tracking and engagement metrics allowed staff to tailor activities more effectively.

## Advice to Share with Others

Communities looking to implement LifeLoop and iN2L by LifeLoop should focus on a phased rollout to ensure smooth and steady adoption. Encouraging staff buy-in from the beginning by demonstrating how the platform reduces workload and enhances engagement is crucial. Providing hands-on training and ongoing support will help staff feel confident using the tools. Additionally, promoting the platform's benefits to families and actively encouraging their participation can foster a greater sense of connection and trust. By embracing technology as a tool to enhance—not replace—human connection, communities can create a more engaging, efficient, and supportive environment for residents, staff, and families.