

Case Study: Pine Grove Crossing & LifeLoop



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CATEGORIES

◆ Staff Efficiencies

Organization Name:

Pine Grove Crossing, Stellar Senior Living

Main Contributor:

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Organization Type:

Independent living, assisted living, memory care, skilled nursing

Organization Description:

Pine Grove Crossing, located in Parker, CO, is one of Stellar Senior Living's 36 communities. Founded in 2012, Stellar Senior Living is a family-owned and operated organization committed to offering a warm and welcoming home to seniors in their independent living, assisted living, enhanced (memory) care, and skilled care communities, as well as hospice care. Stellar is a Benefit Limited Liability Company (BLLC), which allows it to raise charitable funds to give back to residents and employees.

Project Description

Pine Grove Crossing (Pine Grove) partnered with LifeLoop to enhance resident engagement, streamline daily operations, and improve communication with families and staff. Their goals were to replace manual processes, such as paper-based activity tracking and scheduling, with an automated system that could save time and resources while reducing errors. They also aimed to create a more connected community by providing families with opportunities to be more involved in their resident loved ones' lives through real-time access to calendars, events, and newsletters with a user-friendly platform. Additionally, Pine Grove sought a technology partner aligned with its growth trajectory to support both current needs and future expansion.

System Type

Mobile app, web app, digital signage, large touchscreen TV

Describe System Embodiment

LifeLoop offers a web-based solution that can be accessed on any internet-enabled smart device, through a web app (desktop computers, laptops) and a mobile app (smartphones, tablets). Content-based displays created in LifeLoop can be distributed on monitors throughout the communities for needs such as signage, notices, celebrations, emergency information, and much more. iN2L by LifeLoop (iN2L) engagement systems include large interactive touchscreen TVs loaded with the iN2L software, which provides over 6,700 pieces of engagement content that is backed by clinical research.

Business Model

Private Pay

Implementation Approach

Pine Grove adopted LifeLoop technologies to streamline operations, improve resident engagement, and enhance communication with families and staff.

Prior to implementing LifeLoop, the community resorted to time-consuming and inefficient manual processes to manage key operational workflows, such as daily activity creation, scheduling, and management. With LifeLoop, activity calendars are now seamlessly

generated through software specifically designed for this workflow, automating tasks that were previously cumbersome and redundant. These daily schedules list events, activities, and mealtimes, helping residents plan their day proactively and efficiently. With both digital display and print capabilities, activities sheets are distributed the day before, with copies placed in elevators and at the front desk to ensure residents and visitors have multiple touchpoints.

Resident management has been overhauled through transportation and activity attendance tracking capabilities. Streamlined vehicle scheduling has transformed transportation, eliminating double bookings. For events and activities, staff now take attendance digitally, replacing paper-based tracking that further enhances efficiency and data management and gives staff new insights that fuel improved activity planning.

The implementation also addressed significant communication gaps by leveraging the LifeLoop platform to engage resident families in real time. Previously reliant on email alone, Pine Grove now uses LifeLoop's integrated communication portal to instantly share event calendars, newsletters, and event announcements directly with family members via LifeLoop's companion family app. This has increased attendance at family events and ensured timely awareness of activities.

Advantages to the Approach

Pine Grove's LifeLoop adoption has provided lasting operational and engagement benefits. A critical advantage is enhanced communication, with LifeLoop enabling automated weekly emails that update families on residents' activities and share tagged photos. This transparency has deepened relationships with families, giving them a direct connection to their loved ones' daily routines and community events through the LifeLoop app and web portal. Real-time access to events and calendars prevents missed opportunities, which was a common issue when families relied on mailed newsletters (which often arrived too late) or missed emails. The system's ability to streamline operations—automating communication, event promotion, and attendance tracking—has significantly relieved staff workloads, providing more time to focus on resident care and engagement.

LifeLoop's flexibility and responsiveness to the community's needs have also fostered a strong partnership between Pine Grove and the LifeLoop support and development teams.

This collaborative relationship ensures that LifeLoop's features evolve to meet Pine Grove's growing demands, which ultimately benefit other operators currently using LifeLoop.

Overall, Pine Grove's proactive approach to adopting and integrating these technologies has not only optimized processes but also contributed to a more connected, vibrant community environment for residents, families, and staff.

Outcomes

The partnership between Pine Grove and LifeLoop has resulted in measurable improvements across multiple areas, enhancing both operations and engagement. Pine Grove staff reported 100% satisfaction with the platform, speaking to its ability to reduce administrative burdens by streamlining previously manual and time-consuming workflows (e.g., automated daily activity sheets, transportation scheduling, and attendance tracking), allowing staff to focus more on personalized resident engagement. Across Pine Grove's assisted living and memory care, an average of 20 transportation requests were organized each month in LifeLoop and included group outings, medical trips, and personal trips. Additionally, the use of LifeLoop's transportation feature has ensured smoother coordination between driving schedules and resident requests, preventing booking errors and optimizing vehicle usage.

One of the most significant outcomes from the implementation to date is a 75% increase in resident engagement. This growth is driven by a number of factors including the availability of high-quality iN2L engagement content, as well as streamlined activity promotion and communication. Pine Grove used the iN2L engagement content an average of 477 hours each month over 11 months. The top content areas used were audio (e.g., 1950s music, country music, therapeutic music), video (e.g., animals, nature, relaxation videos), and games (e.g., aquarium, hidden object, spot the difference, Family Feud). Within assisted living, staff managed an average of 300 activities per month in LifeLoop with an average of 10 residents attending each activity. The activity types (defined by Pine Grove) that were offered most often were intellectual, social, purposeful, and physical. In memory care, an average of 231 activities per month, each averaging seven attendees, were managed in LifeLoop.

LifeLoop has had a transformative impact on communication between staff, residents, and resident families. Family engagement is essential for Pine Grove, and LifeLoop has enabled the community to make notable improvements through the variety of communication and information-based features in the companion family app. A prime example of the platform's effectiveness is when a dementia education event initially had no RSVPs; once promoted through LifeLoop, the event received 57 RSVPs overnight. Automated weekly emails further strengthen family connections by sharing residents' participation in activities along with tagged photos, building trust and transparency.

Pine Grove's collaborative relationship with LifeLoop has been essential to its success. The ability to influence product development ensures that LifeLoop evolves in ways that meet the community's growing needs. Ultimately, the partnership has fostered a thriving environment, benefiting residents, families, and staff alike, while positioning Pine Grove for continued growth and operational excellence.

Challenges and Pitfalls to Avoid

While implementing LifeLoop at Pine Grove yielded significant improvements, the transition wasn't without challenges. A primary obstacle was the need to shift away from long-established, manual processes. Staff had to adjust to using new tools for tasks such as attendance tracking and transportation management, which were previously done on paper. Training and onboarding required additional time and effort to ensure everyone was comfortable with the new system.

Another challenge was the need to properly leverage certain features early in the process. For example, the early days of the COVID-19 pandemic involved a learning curve for staff to use LifeLoop's Communication features to keep family members up to date on their loved one's community activity while in-person visits were restricted.

Building appropriate timelines for training and onboarding is crucial to any technology roll-out. LifeLoop's customer support and 24/7 access to the robust digital knowledgebase and extensive resource library helped ease and accelerate this process for Pine Grove.

Lessons Learned

One of the most important lessons learned during the LifeLoop implementation was the strategy of selecting a technology partner that aligns with the community's growth trajectory and values. Pine Grove prioritized identifying a platform that not only meets its current needs, but also has the flexibility to evolve alongside the provider as its needs and priorities evolve. This collaborative partnership ensured the platform could address ongoing challenges and adapt to operational gaps. Additionally, staff quickly realized that embracing automation for routine tasks, such as generating calendars and managing communication, saved considerable time and improved accuracy.

Another key takeaway was the importance of fully exploring and adopting all available features early on. Pine Grove learned that the solutions offered by LifeLoop—like automated communication and real-time access for families—can enhance engagement significantly if used to their full potential from the start. Ongoing staff enthusiasm and leadership support also emerged as critical factors in a smooth transition. Pine Grove's leadership realized that cultivating a technology-positive mindset among staff is essential for maximizing the platform's benefits.

Advice to Share with Others

For other senior living operators considering a similar technology transition, Pine Grove's biggest piece of advice is simple: "Just do it." Waiting too long to adopt new technology only prolongs inefficiencies that can hinder operations and engagement. Communities should engage in thorough product research, as Pine Grove did by investigating numerous platforms, but once a solution checks all of the organization's priority boxes—and the partnership feels right—it's best to implement without hesitation.

Pine Grove also recommends fostering a strong relationship with the technology provider. Open communication allowed Pine Grove and LifeLoop to co-develop solutions and optimize features based on community-specific needs. Finally, the community emphasizes the importance of training and internal communication throughout the rollout process. Ensuring that staff at all levels understand how to use the tools and see the value they bring is essential for long-term success. By focusing on continuous improvement and taking full advantage of technology features, communities can create more efficient, connected, and thriving environments.