

Case Study:

Increasing Resident Engagement Through Integrated Technology

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CATEGORIES

- ◆ Reduce social isolation
- ◆ Reduce feelings of loneliness
- ◆ Increased resident engagement and satisfaction
- ◆ Increased social networks
- ◆ Increased quality of life
- ◆ Increased staff efficiencies

Organization Name:
Presbyterian Living

Main Contributor:
Ray Benegas, Vice President
Information Technology

Organization Type:
Continuing Care Retirement
Communities (CCRCs)

Organization Description:
Founded in 1904, Presbyterian Living is a faith-based, nonprofit organization located in the northern suburbs of Chicago. It serves older adults through its three life plan communities, which include independent living, assisted living, memory care, skilled nursing, and rehabilitation services. Presbyterian Living is nationally recognized for its high-quality services and commitment to innovation in senior living.

Project Description

Presbyterian Living implemented Go Icon's unified engagement platform to modernize and centralize communication, increase engagement among residents including off-campus members, and seamlessly integrate with operational systems such as WorxHub and Mealsuite. The solution supports all business lines across its life plan communities.

Socialization Modality

Community app, digital signage, activity calendar, event/activity sharing, photo sharing, facilitated communications and conversations, life stories, e-mail, games, music, exercise, voice technology.

System Embodiment

Tablet, all-in-one computer, smart TV, TV set, fixed touch screen, smartphone, desktop computer, voice activated assistant technology.

Business Model

Private pay, standard of care

Implementation Approach

Presbyterian Living's approach to implementation was rooted in accessibility, education, and continuity across its campuses. The organization designated an internal technology team, including a dedicated staff member who conducts on-site training sessions across all buildings. Resident "tech groups" were established at each campus to foster peer support and build comfort with the platform.

The organization leveraged Go Icon's ability to integrate with key systems, such as WorxHub and Mealsuite, allowing residents to access work orders, dining menus, events, and community updates from one centralized location. Importantly, the platform was extended to include off-campus residents, known as "charter members," who now receive curated content and communications to remain connected with the community regardless of location.

Outcomes

The results at Presbyterian Living speak volumes. With 68% of residents registered on the Go Icon platform, and half of those logging in weekly, the adoption has been both broad and sustained. Off-campus "charter members" have emerged as some of the most engaged users,

proving that meaningful connection doesn't depend on proximity. Residents now enjoy easy access to everything from event calendars to peer interactions, fostering a stronger sense of community and belonging. For staff, the platform has streamlined communications and daily operations, freeing up time and reducing complexity. Most importantly, residents feel empowered—embracing technology that is intuitive, supportive, and tailored to their needs. Go Icon has not only bridged digital gaps but has also elevated independence, satisfaction, and connectedness across the board.

“Go Icon has been a game-changer for us at Presbyterian Living. We needed a solution that could bring our communities into the digital age, one that could seamlessly integrate with our existing platforms like WorxHub and Mealsuite. Go Icon not only made this possible but also provided off-campus members with the same level of access. Now, our residents—whether they live on-site or remotely—are more connected and engaged than ever, all through one unified platform.”

-Ray Benegas, VP of technology, Presbyterian Living

seamless integrations and room to grow, ensured the solution wouldn't just meet today's needs but could evolve with the community. And perhaps most importantly, we discovered that connection knows no boundaries: Remote residents, supported through virtual membership programs, experienced just as much engagement, satisfaction, and belonging as those on campus.

Challenges and Pitfalls to Avoid

One of the most critical lessons in implementing engagement technology is that success hinges on more than just the platform itself. Underestimating the importance of thorough staff training and the presence of internal tech champions can stall momentum and limit adoption. It's essential to equip teams not just with tools, but with confidence and clarity. Another common misstep is overlooking off-campus or remote members during a digital rollout. These individuals deserve the same level of connection and access as on-site residents. Finally, without thoughtful integration into existing workflows and systems, even the most innovative technology can become cumbersome. For long-term success, solutions must align seamlessly with operational realities, support all members of the community, and be backed by a team ready to lead the way.

Lessons Learned/Advice to Share with Others

Success didn't come from technology alone—it came from building a culture of support, curiosity, and connection around it. Presbyterian Living found that investing in a dedicated internal team to champion ongoing resident education was essential to fostering confidence and independence. By creating resident tech groups, they unlocked the power of peer-to-peer learning, turning users into mentors and strengthening community bonds. Choosing a technology partner like Go Icon, one that offered