



Icon
Formerly Caremerge

+



Ohio Living
FAITH + COMPASSION + COMMUNITY

Taking the Resident Experience to the Next Level

**An Inside Look at How Ohio Living
Did Just That**



Agenda

- Overview of Icon
- Resident Experience Platform Selection
- Ohio Living's Case Study
- Questions



Meet the Presenters



Christine Bush, CMSH

Director of Independent Living, Ohio Living Westminster-Thurber

Christine is an experienced service & innovation director with a demonstrated history of working in the healthcare industry. She is skilled in wellness & IT program development with a strong focus in community and social services. Christine currently serves as the Director of Independent Living at Ohio Living Westminster-Thurber.



Josh Studzinski

SVP of Marketing and Partnerships, Icon (Formerly Caremerge)

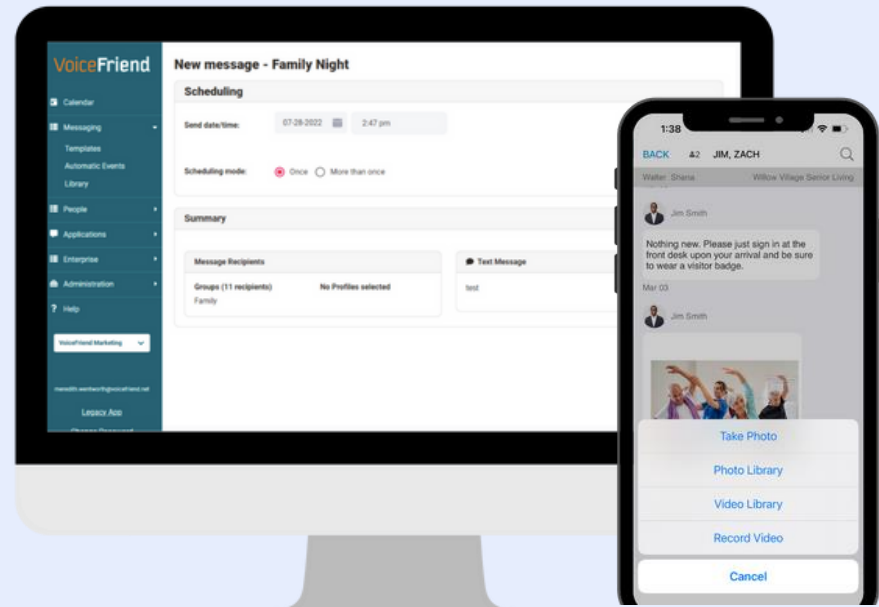
Josh Studzinski is an award winning marketer and entrepreneur and has spent the last 13 years helping companies grow through creative and innovative marketing. Josh currently serves as the SVP of Marketing and Partnerships at Icon (Formerly Caremerge) where he oversees brand, go-to-market, and overall strategic positioning.

Objectives

- A clear understanding of the pitfalls of disparate senior living technology platforms
- Best practices for evaluating senior living technology
- Tips and tricks for a successful implementation of senior living technology
- How an all-in-one communication and engagement solutions like Icon can help you increase resident engagement and satisfaction

Communication & Engagement Solutions

VoiceFriend and the Caremerge Engagement Portfolio are becoming Icon. The combination of VoiceFriend's **robust communication system** and Caremerge's **engagement solutions** will create a best-of-breed technology suite that will *save time and drive satisfaction*.



Introducing Icon

Our mission is to radically improve the aging experience by empowering communities with the technology needed to improve the well-being of our seniors, the jobs of the staff who serve them, and the peace of mind of their families

~75

Employees

Our team is comprised of approximately 40 of the U.S.'s and 30 of Pakistan's best and brightest.

+1,800

Communities

We serve more than 1,800 communities made up of Independent Living, Assisted Living, Life Plan/CCRC Communities, Memory Care, Skilled Nursing, PACE and Home Health organizations.

~200,000

Seniors

Approximately 200,000 seniors are positively impacted by the use of Icon in their communities.



Making the Aging Experience **Iconic**

goicon.com

Inputs to the Aging Experience

- Staff Satisfaction & Retention
- Family Satisfaction
- Senior Health, Wellness & Satisfaction
- Staff Productivity
- Community Life & Activity Programming



The Aging Experience



How We Make an Impact

- Communication
- Engagement
- Personalization
- Data & Insights
- Automation & Integrations



Outcomes We Impact

Quality of Care · Social Isolation · Independence · Happiness · Health

Advantages of Using Icon



Boost resident and family engagement with open and consistent communication.



Empower residents to be more independent using our voice technology solution.



Increase staff productivity by quickly and effectively filling open shifts.



Effectively manage family member expectations by securely sending messages, photos, and videos directly to them.



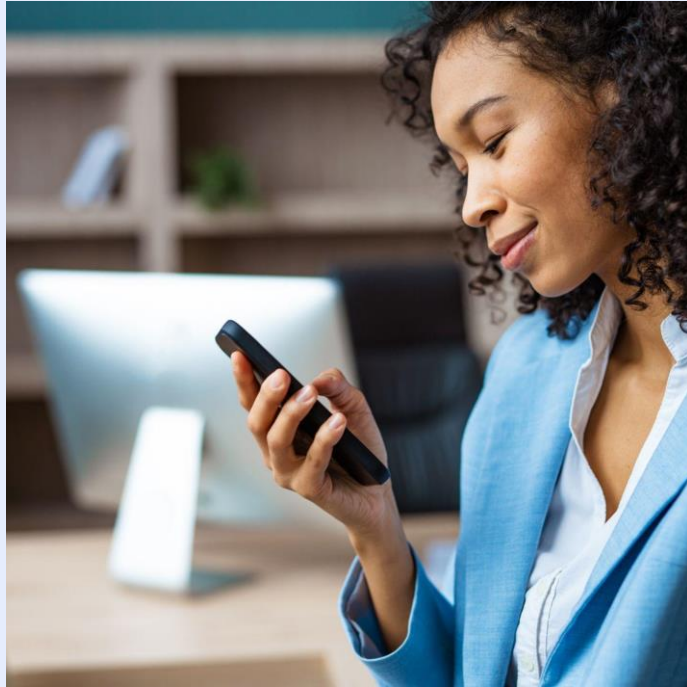
Reduce missed appointments with regular and concise reminders for both seniors and their families.



Save staff time by allowing them to easily distribute, change, and segment information across all screens and communities.

The Most Complete Communication and Engagement Solution on the Market

- ✱ Calendar Central
- ✱ Community Engagement
- ✱ Family Engagement
- ✱ Voice Technology
- ✱ In-Room TV
- ✱ Bi-Directional Communication
- ✱ Digital Display and Signage
- ✱ Integrations



Changes in buying processes in Senior Living and best practices

- More of platform choice than a system selection
- Residents becoming more and more involved
- Integrations become mission-critical
- Longer buying cycles and more involvement from the teams



Selecting and Rolling out Resident Experience Technology

- Technology Selection
- Piloting: What to Do
- Growing Adoption
- Full Roll-out
- What Did We Learn



Selection Process

- Disparate Platforms Created Headaches for Staff and Residents
- Only one way to engage was with the TV Channel
- Piloted 10 programs to see what would work for them!



Piloting: How this Impacts the Community

Most residents spent this time without any new senior living technology solutions – because pilots rarely led to community-wide implementations.

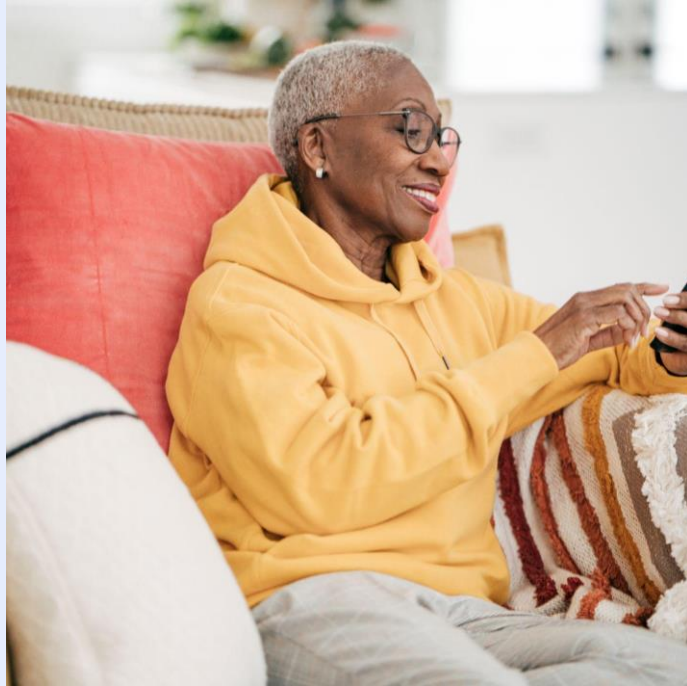
Staff regularly needed to learn about platforms that didn't fit the community's needs.

Get your checklist down before commuting to investing time, attention and resources into technology.

The Checklist



- ✦ Function as a one-stop shop, offering everything from in-room TVs to a resident engagement platform
- ✦ Streamline administrative processes, like entering and tracking resident data
- ✦ Produce data-driven insights



Growing Adoption

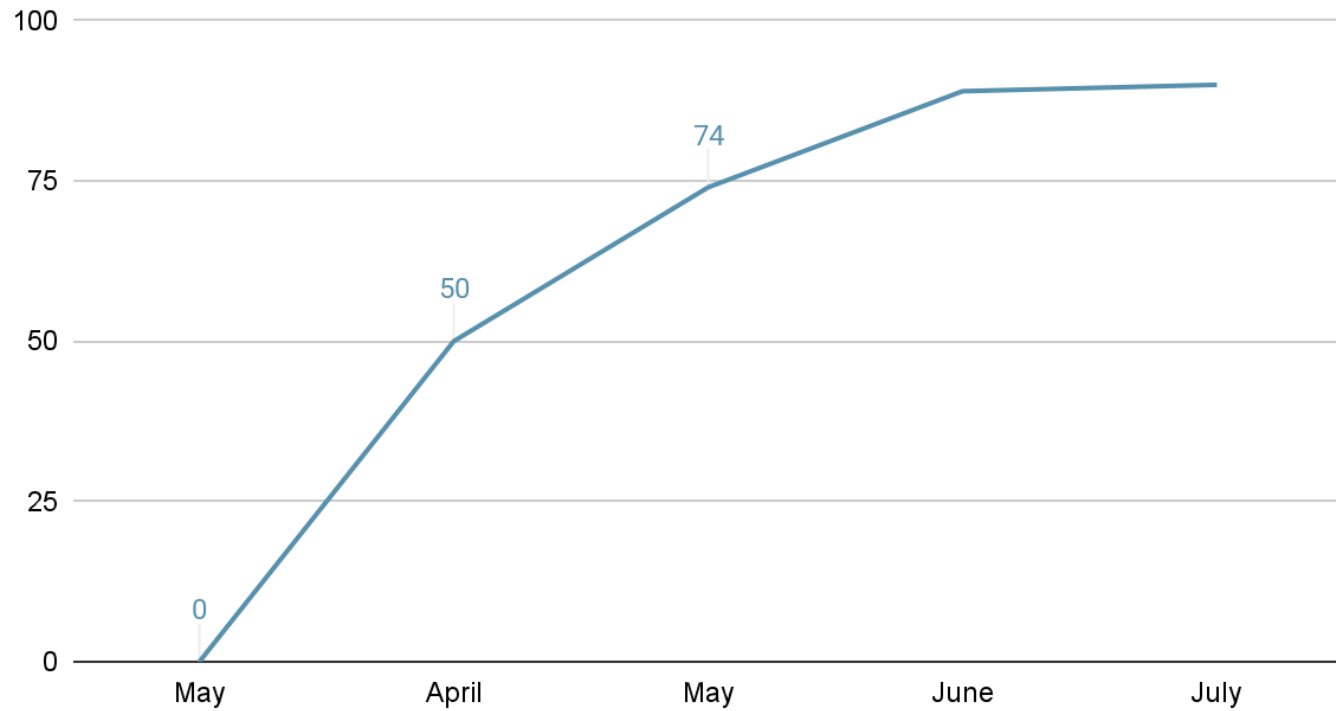
Start with the platform and engagement two-way technology before launching one-way like a TV Channel.

The initial pilot group even formed a resident tech committee to help other residents enroll in Community Engagement or troubleshoot any issues that come up.

Create a judgment-free onboarding process, supported by how-to guides and a committee of enthusiastic, tech-savvy older adults.

Adoption Metrics

% of Residents Logging in on a Weekly Basis





Full Roll-out and How to Keep Residents Coming Back

Keep a pulse on resident satisfaction with regular surveys

Encourage staff to get deeper in the solution to find all the ways it can save them time in the day

Utilize data to keep building upon the success that you find with your resident experience platform

Roll-out to additional departments to manage their content and updates

Learnings along the way!

Start with smaller groups instead of doing a big bang

Utilize your resident tech committee, if you don't have one, create one before launching!

You need resident and staff buy-in to make this successful

Challenge the way you have done things with your previous technology. There will be change management needed internally



What's next? What are you hearing from residents?

Roll out to the new expansion! That will be a total of 600 IL residents.



Any questions?
Thank you!