



Juniper Village at Brookline uses digital technology, including Linked Senior, to track the changing needs and preferences of residents and assess in real-time any changes. The engagement team is able to use technology to personalize programming for each resident allowing them to have a sense of purpose and increased quality of life.

CATEGORIES

- ✓ Reduce Social Isolation
- ✓ Increased Resident Engagement & Satisfaction
- ✓ Increased Staff Efficiencies

BUSINESS MODEL

Standard of Care

MAIN CONTRIBUTOR

Jill McKenrick, Connections Director

SOCIALIZATION MODALITY

Community App (Linked Senior)

SYSTEM EMBODIMENT

- ✓ Tablet
- ✓ Smart TV
- ✓ Desktop Computer
- ✓ Laptop Computer
- ✓ Smartphone

ABOUT THE ORGANIZATION

Juniper Village at Brookline provides a care continuum including independent senior living, personal care, memory care, rehabilitation and skilled care, as well as long-term care. Located in State College, PA, the 22-acre Juniper campus is home to approximately 250 mature, vibrant adults. Juniper's team of compassionate professionals nurture the spirit of life in everyone through Juniper's distinctive programs that encourage active bodies, engaged minds and fulfilled spirits. Juniper Village believes that the keys to healthy aging are keeping fit and staying socially connected.



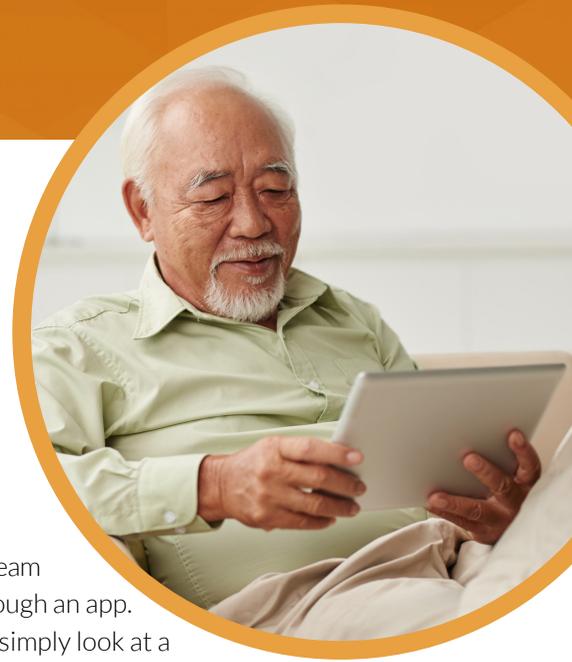
“Resident engagement is about providing avenues for all residents to connect with their purpose. Given the large number of residents, their extraordinary differences in terms of background and interest and physical/cognitive abilities, it is impossible for us to deliver on our person centered care promise without being data driven and using tools to measure and manage resident engagement. Once perceived as a cost generating department, we are now being seen as a business driving force and a cornerstone of the Juniper experience.”

– Jill McKenrick, Connections Director



IMPLEMENTATION APPROACH

- 1 Assessment:** Juniper Village uses digital technology to track and assess changes in resident needs and preferences in real-time so that engagement programming can be optimized and individualized.
- 2 Social Connection:** The engagement team uses assessment technology to match residents to others who have similar interests, backgrounds and preferences. The staff can then be intentional about inviting residents to programming that helps build friendships, renews a past hobby or fosters a new interest.
- 3 Efficiency:** Real-time analysis and tracking with technology allows the engagement team to be more efficient and productive because there are ready-to-go programs through an app. Instead of searching through paper assessments one resident at a time, staff can simply look at a dashboard of information on a resident which gives them more time to be engaged with the resident in experiences that matter.



OUTCOMES

Over the last two years Juniper has significantly increased their overall participation rate in programs. Throughout the year 2017, only 65% of residents were attending programming for an average of 12 min/day per resident. Compared to one year later in 2018 alone our resident participation rate went up to 93% for an average of 21 min/day per-resident. Juniper also increased their amount of programs offered in just two years. In 2017 we offered 1,461 programs. In 2018 we almost doubled that to 2,130 programs; a 145% increase.

145%
INCREASE IN PROGRAMS
OFFERED IN ONE YEAR

One Juniper resident had her engagement level more than double in the last two years. When she first moved into the community she didn't attend many programs and was unsure if she wanted to continue living at Juniper. With help from the engagement team and the support they had from digital technology, this resident became much more engaged and she went from attending 422 programs in 2017 to attending 1,118 programs in 2018!



CHALLENGES AND PITFALLS TO AVOID

Assessing residents for their interests, life history and preferences is vital to creating resident-focused experiences. However, staff members are not always comfortable asking each assessment question and questions are often skipped to save time, leading to incomplete assessments and insufficient resident data. One way Juniper is addressing this barrier is training staff to use a conversation-style type of interview for assessments and explaining to residents how their answers would inform upcoming program development. Another obstacle that Juniper staff needed to overcome was determining which residents were not as confident in others and then ensuring those individuals received personalized invitations to programming to encourage higher participation and meaningful engagement.