



How Glen Meadows – Presbyterian Senior Living Connected its Community with Icon

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Getting the attention of older adults and their families isn't easy without senior living technology. And after the social isolation of COVID-19, communication tools have become a core investment for communities – and a key consideration for residents.

Finding the perfect senior living technology provider often takes time. But sometimes the perfect solution falls right into your lap. That's exactly what happened for Heather Kennedy, the Director of Independent Living Resident Services at Glen Meadows – Presbyterian Senior Living.

Here's how Heather and her team implemented and continue to use Icon to connect the entire Glen Meadows senior living community.

Older Technologies and Physical Systems Isolated Community Members

Before Icon, Glen Meadows – Presbyterian Senior Living relied on printouts and an in-room TV solution for sharing important community information with residents and staff.

This approach made it virtually impossible to keep residents' loved ones in the loop, which meant staff often only contacted them for emergencies. And while the in-room TV system was great for displaying community events, its older speakers made it difficult for visually impaired residents to hear what information was being shared.

For staff members, this communication system meant that almost every component of their jobs, from scheduling shifts to organizing community events, was done in writing.

The Glen Meadows team knew they needed to improve. But before Heather and other key stakeholders assembled a formal list of must-haves, they called folks from Icon, whom they'd met at a senior living conference.

This decision to reach out kickstarted a thriving partnership between Glen Meadows

– Presbyterian Senior Living and Icon that's lasted for years.

An Accessible Communication Platform Residents, Loved Ones, and Staff in the Loop

Implementing Icon's platform quickly streamlined all forms of communication at Glen Meadows – Presbyterian Senior Living. Staff members easily claimed available shifts and residents effortlessly used VoiceFriend's on-demand messaging to hear daily or weekly updates.

Once the pandemic hit, though, Icon became a truly indispensable tool for the staff, residents, and families belonging to the Glen Meadows – Presbyterian Senior Living community.

Before the pandemic, staff almost exclusively used a feature like on-demand messaging to broadcast event reminders. Today, on-demand messaging is part of a round-the-clock communication system that provides critical health and safety information to residents. Not only does this help keep residents safe, but it also allows Glen Meadows to comply with Maryland's public health mandates.



With Icon, staff can also regularly send messages to families – which was crucial during community lockdowns. In fact, Heather notes that family members still thank her for keeping them updated during the earlier periods of the pandemic.

Community Engagement Flourishes with Cutting-Edge Senior Living Technology

During the training sessions that Heather and her team regularly host, staff come away with a clear understanding of how they can use Icon to streamline their workflows. And there's a key reason for this.

Heather notes that because Icon offers so much functionality, she encourages staff to focus only on what they need to know. For instance, employees who manage scheduling don't need to learn to use Icon to communicate with residents and families. This bite-sized approach to onboarding ensures that every staff member knows how to make the Icon platform work for them.

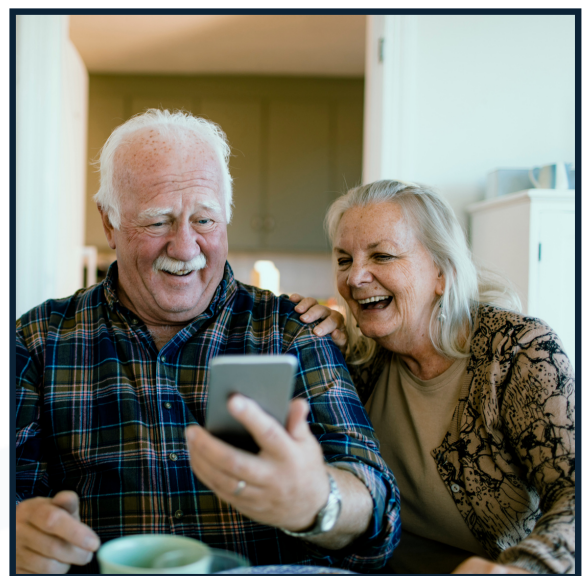
With the time Icon saves them, staff can now focus on delivering more personalized care to residents. Resident event attendance has grown, primarily due to the helpful reminders staff can send through Icon's Communication Tool and Community Engagement.

The results speak for themselves.

With the time Icon saves them, staff can now focus on delivering more personalized care to residents. Resident event attendance has grown, primarily due to the helpful reminders staff can send through Icon. And because staff can easily schedule and send messages to anyone on or off-site, families now have more visibility into their loved ones' lives, providing peace of mind.

What's Next: Retaining a Successful Communication Strategy

Heather notes that using Icon intentionally – particularly its on-demand messaging and emergency communications – helps



maximize its impact. “Right now, residents regularly engage with the messages... sending too many of them might cause residents to avoid Icon altogether.” So for now, Heather and other Glen Meadows team members plan to continue using Icon in a way that’s made their community a more enriching and inviting place. And with resident and family satisfaction as high as it is, that decision makes plenty of sense. But Heather doesn’t want to rule out implementing other forms of senior living technology in the future.

After all, technology has become a baseline expectation for older adults today. And with the increase in the older adult population coming in the next 15 years, your community’s technology could be a key part of what’s keeping your occupancy – and satisfaction scores – high.

A final note: in case you haven’t heard, VoiceFriend has acquired the Caremerge Engagement business – and is rebranding to Icon. If you’re interested in using communication solutions to help connect your community, [check out the new Icon website](#) for more information.

