



Sagewood Retirement Community, a Life Care Services CCRC in Phoenix, AZ strives to provide best-in-class life-style and engagement for its residents. Teams at Sagewood look to engage with families and prospects, and reduce communication challenges and costs.

challenges

Sagewood administrators faced overcrowded meeting rooms, residents who wanted to connect with one another but didn't know how. Activity teams spending hours updating memos, schedules and other printed communication. And without personal reminders and notifications, residents just couldn't keep track of it all.



Sagewood annual printed communications budget (flyers, reminders, forms, calendars, weeklies, directories, newsletters)



Among seniors with an annual household income above \$50,000, 88% go online and 34% own a tablet



goals



Centralize important resident information in one place



Provide timely updates for programs and services



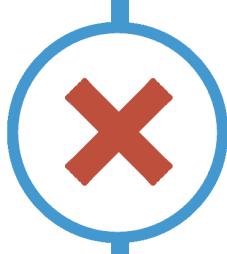
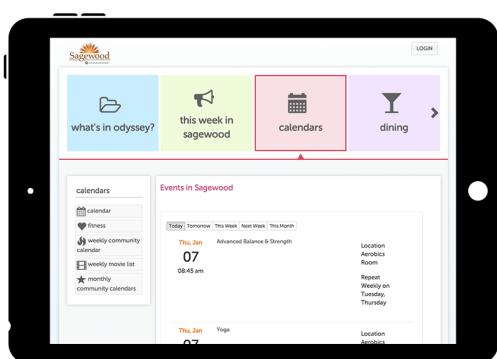
Empower residents to be independently active



Cut communication budget for materials and labor

solution

A secure, web-based, virtual community for staff, residents and families in a senior living setting. Staff and residents have total control to create new pages and content. Eliminates time-intensive calendar formatting.



result

“It gives community its sense of community.”



- ✓ Increased resident engagement
- ✓ Increased participation in clubs and committees
- ✓ Residents feel they have a voice
- ✓ Improved communication with families
- ✓ Engaged waiting list residents

115 residents and 14 staff members signed up in the first 6 months



Over 620 hours saved

A year in non-productive time stuffing mailboxes with memos and papers



14 resident-led groups created and organized on **Community Social**



No more stacks of binders

Residents no longer spend hours searching through binders. Now, they log in and find residents and groups in seconds.



12 Monthly Meetings with the Executive Director are recorded and shared on **Community Social**



It's a place residents can go to as a connection at any time, no matter where they are in the world. It has broken down silos between levels of care. And it's being paid for 3 times over in comparison with what our expenses were.

- Verna Chisman,
Director of Community Life Services, LCS Corporate Resource Team Member

READY, SET, ENGAGE!

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