LINKEDSENIOR

**CASE STUDY**

Resident Engagement, the Cornerstone of Person-Centered Care

# Silver Bluff Village

Silver Bluff Village started using Linked Senior in January 2018. Since that time, they have used this digital engagement platform to enhance person-centered care. First, they used the technology to ensure that every resident was being engaged and that it was being documented. Second, they started to focus on individualizing engagement activities to better serve those residents in the most need of engagement. Finally, they are now using the technology to provide engagement to residents who are currently being medicated or who staff are having difficulty managing.

## CATEGORIES

- Reduce Social Isolation
- Reduce Use of Antipsychotics
- Increased Resident Engagement & Satisfaction
- Increased Staff Efficiencies

## BUSINESS MODEL

Standard of Care

## MAIN CONTRIBUTOR

Lisa L. Leatherwood, MSN, RN, G-CNS, BC, Administrator

## SOCIALIZATION MODALITY

Community App (Linked Senior)

## SYSTEM EMBODIMENT

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

## ABOUT THE ORGANIZATION

Silver Bluff Village is a family owned and operated campus founded in 1962 that provides independent living, assisted living, multi-unit assisted housing with services, skilled long-term care, and skilled short-term rehab. They are a consistently 5 star CMS-rated facility and they are committed to maintaining their reputation for providing quality care. Their mission statement is: "Our family caring for yours".

"We tend to devalue activities and what they can do to benefit each resident. Now that the staff have a digital tool to help them optimize engagement, I as the administrator can analyze their progress and success in real-time. We now measure, manage resident engagement – it is a key part of our business and strategy to help us deliver on our promise of person centered care"

**– Lisa L. Leatherwood, MSN, RN, G-CNS, BC, Administrator**

## IMPLEMENTATION APPROACH

1. **Engage Everyone:** Silver Bluff Village realized that their current activity program was not engaging all residents of the community so they decided to use a digital tool to help them do that. The key modality is a real-time report that shows staff and families who has been engaged, by whom and how.

2. **Individualize Activities:** The staff started to engage every resident but wanted to optimize engagement further by identifying the needs and preferences of each resident and tailoring activities in a personalized way. This was supported by reports and data analysis but also the extensive resources that Linked Senior offers from music therapy support, to reminiscing, brain games.

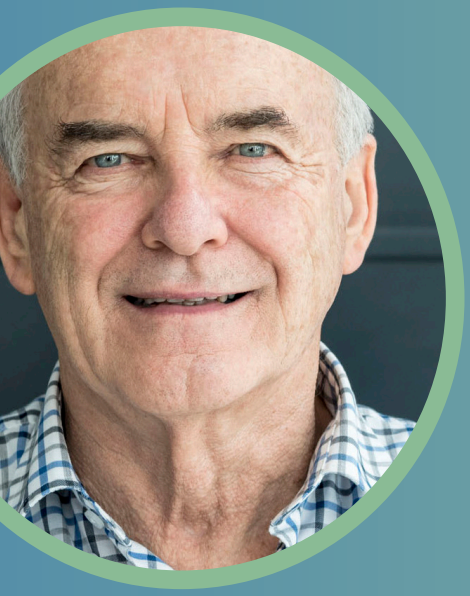
3. **Decrease Agitation and Medication with Engagement:** For those residents who were already medicated or presented the staff with difficulty in care, Silver Bluff Village began increasing engagement and personalizing it specifically for these residents so that medication was no longer the go-to solution. The complete end to end solution helped resident engagement be prescribed as the first option before any medication.

## OUTCOMES

Silver Bluff Village first started using Linked Senior in January 2018 and at that time they were only able to engage about half of their residents. When resident engagement was measured just one year later, in January 2019, Silver Bluff Village was meaningfully engaging almost all residents – an impressive 172% increase in resident engagement across all of their care settings.

**172%**

INCREASE IN RESIDENT ENGAGEMENT IN ONE YEAR



## CHALLENGES AND PITFALLS TO AVOID

One challenge is that staff must buy-in to the idea that change needs to occur at the organization. Once that happens, the administrator can monitor staff progress to confirm that the changes necessary for success are happening. The Linked Senior Customer Success Team plays an important role in supporting this process by pointing out additional areas that can be improved along the way.

It is important to encourage all staff to learn about the content available from Linked Senior each month. If there is staff turnover or a staff member is out on a medical leave, the organization also needs to be prepared to re-organize and re-strategize to keep the momentum going. As the organization moves into new areas of optimization, it is important to build upon what is already successful while also adding new programming that can further individualize meaningful engagement for residents.

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