

**PRESBYTERIAN  
SENIOR LIVING**

Presbyterian Senior Living (PSL) is using Linked Senior throughout its communities to help deliver on its promise of delivering the best resident experience and quality of life. The solution allows staff members to offer research-based engagement opportunities that are fun and person-centered. There is flexibility to customize content based on special events or resident-specific interests. The product augments team members efforts by improving efficiencies and enabling interdisciplinary work so they can meaningfully engage residents every day.

**ORGANIZATION TYPES**

- ✓ Adult Day Care/Senior Centers
- ✓ Assisted Living Facilities
- ✓ Skilled Nursing Facilities
- ✓ Memory Care Facilities

**SOCIALIZATION MODALITY**

- ✓ Art
- ✓ Games
- ✓ Exercise
- ✓ Music

**MAIN CONTRIBUTOR**

Alicia Fenstermacher, LSW/MSW,  
NHA, CDP, Vice President of  
Purposeful Living

**CATEGORIES**

- ✓ Reduce Social Isolation
- ✓ Reduce Feelings of Loneliness
- ✓ Increased Resident Engagement and Satisfaction
- ✓ Increased Staff Efficiencies

**SYSTEM EMBODIMENT**

- ✓ Tablet
- ✓ Laptop
- ✓ All-In-One Computer
- ✓ Smart TV

**BUSINESS MODEL**

Not-for-profit

**ABOUT THE ORGANIZATION**

Presbyterian Senior Living is a not-for-profit organization, providing retirement and senior care services for more than 90 years. Headquartered in Dillsburg, Pennsylvania, our communities provide comprehensive services and accommodations to more than 6,000 seniors in 30 locations across the mid-Atlantic region of Pennsylvania, Maryland, Ohio, and Delaware.

## IMPLEMENTATION APPROACH



PSL was able to leverage technology quickly during the pandemic to help combat social isolation especially when residents couldn't leave their rooms. With Linked Senior, residents and team members can access the platform through an unlimited number of devices such as iPads, which were easy to clean. This is ideal to make the team efficient and multiply the amount of 1:1 and self-directed programs. It is a tool that also improves visits with families and loved ones because the technology is accessible to different age groups, which fosters intergenerational connections.

Since Linked Senior was implemented in September 2021, PSL has witnessed in three months a +3% in satisfaction with activities from residents and families. The organization is also seeing a time savings of up to more than 5 days' worth of work per month for the whole team. This is especially meaningful at a time when staff are trying to do more with less. They are saving time when it comes to planning with help from Linked Senior which means there are more opportunities for them and all other departments to meaningfully engage all residents.

## OUTCOMES

- ✓ Up to 5.75 days of staff time saved per community per month
- ✓ 3%+ improvement of resident and family satisfaction
- ✓ Reduce social isolation and feelings of loneliness

## CHALLENGES AND PITFALLS TO AVOID

Alicia Fenstermacher shared that taking on this type of project during a global pandemic while also experiencing staffing challenges can be difficult. An organization should pace the effort, partner with the vendor, and make sure their implementation approach is flexible, offering ample training opportunities, while considering staffing burnout.

## LESSONS LEARNED/ADVICE TO SHARE WITH OTHERS

Alicia and her team were successful with this project, despite the pandemic and staffing challenges because she made sure people understood the implementation process for the new technology and received support from her IT provider in setting up the Linked Senior app on communities' electronic devices. In the future, she plans to have more certified nursing aides, interdisciplinary team members and volunteers involved in activities supported with Linked Senior.



**Alicia Fenstermacher**  
Vice President  
of Purposeful Living,  
Presbyterian Senior Living