



Technology Meets Humanity at The Forum

CASE STUDY:

How The Forum at Rancho San Antonio delighted residents and staff with Aiva-equipped Echo devices

Combating the common challenges of memory care in a tight labor market

In 2021, our community was building a new memory care center, Daffodil Ridge, and we wanted to invest in leading-edge technology that could enhance quality of life for residents and job satisfaction for our team members. Some memory care residents frequently ask repeated questions due to cognitive issues. Answering them takes up time that could be spent on meaningful interactions and care.

We wanted to do everything we could do to make the resident experience at Daffodil Ridge the best it could be. And with industry-wide staffing shortages, it was critical that we also increase team member satisfaction to reduce turnover.





Echo is great, especially for playing music for residents. We have a device in our dining area, and we will play music to cue residents for mealtime. It has also helped residents stay connected to friends and family via the video call feature. All we have to do is say ‘Alexa, call Sam,’ for example, and a resident is connected with their friend or family member in moments. When staff come into their room to provide service, it saves us time because we can ask the device questions like ‘What are today’s activities?’ or ‘What is for lunch today?’ and we don’t have to hunt for menus or activity sheets.”

— Hui Lin, Activities Assistant



New technology addresses common communication frustration, and promotes healthy living

Our community collaborated with Alexa Smart Properties to add Alexa-enabled devices equipped to promote fast communication, resident independence and team member efficiency.

To keep residents engaged and informed about what was happening within our community, Echo’s native

skills (weather, time, etc.) were augmented with skills custom to The Forum (food menus and on-campus calendar events). To combat resident isolation and promote healthy living, our community added nearly 40 additional skills (in-room exercises, Brain Game, Tea House Meditation, Serenity Yoga, etc.), all available with simple voice commands. Music was an especially popular feature among residents.

To maximize engagement and adoption, we conducted individual tutorials with residents and group meetings with team members.

Increased “happiness factor” and efficiencies for residents and team members

With Alexa-enabled devices, residents are able to ask the device repeated questions throughout the day, instead of relying on team members. This resulted in residents feeling more independent and less frustrated by the longer wait times that asking a team member used to entail.

The ease of communication afforded by the new technology contributed strongly to resident happiness. 90% of residents and families reported satisfaction with the Echo device and services. Staff satisfaction also improved with Echo, and helped contribute to a 32% increase in staff retention, saving The Forum valuable time and money in recruitment, hiring and turnover. Measurable business metrics included recouped staff time and staff retention. Echo recouped 7.5 total staff hours per day, which in turn resulted in efficiency improvement and substantial ROI benefit. Overall outcome: More happiness for residents, less stress for team members, and more time for meaningful resident-staff interactions.

7.5 STAFF HOURS PER DAY RECOUPED



32% INCREASE IN STAFF RETENTION



90% RESIDENT SATISFACTION WITH ECHO DEVICE AND SERVICES



It’s rewarding to implement new technologies that we believe will make a resident’s day better. Hearing stories from staff about how residents are asking the device simple questions like ‘What day is it?’ or connecting through a video call with their granddaughter makes all our efforts worth it. Embracing new technology can be challenging, but when the residents’ faces light up and they’re able to engage with the world around them in new ways, we see the benefit of voice technology. And considering this for residents with memory loss where we are making every effort to program around the capabilities they still hold, it helps improve their daily lives.”

— Dana Graefe, Director of Resident Services

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