

# Technology as a Differentiator: Attracting Staff and Residents To Your Community

Presented by Steven VanderVelde, Director of Senior Living Partnerships



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# BY THE NUMBERS

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ProviNET Solutions has been trusted for over 30 years, providing IT Solutions within the senior living and long-term post-acute healthcare marketplace.

**325**

325+ hosted servers inside Microsoft Azure, with over 6000 hosted users.

**46**

ProviNET Solutions has clients in 46 states including Alaska and Hawaii.

**70+**

70+ qualified industry professionals including registered nurses.

**45k**

More than 45,000 users are part of active support agreements.

**180**

Supporting 180+ providers and over 700 communities.





Individual Customer  
Sites



**MatrixCare**  
Integrated Care. Better Outcomes.

**PointClickCare**



**How's Mom**



**veeam**

**SONICWALL**



**proofpoint.**



**datto**

**KnowBe4**



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# The Current Landscape



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# Current Staffing Challenges

87%

Facing moderate to high staff shortages

61%

Limiting new admissions

...Coupled with news headlines that don't help attract new staff



\* AHCA/NCAL Survey

# Current Census Challenges

Can't get full occupancy if we can't get full staffing!

Same challenge with negative PR image

What Residents want:

- To become independent facilitators of their health, combat social isolation, and support positive aging
- They want a sense of community and to embrace their “Third Act.”
- They want convenience and plenty of options, and dread the potential of boredom

# Staff Attracting Technology



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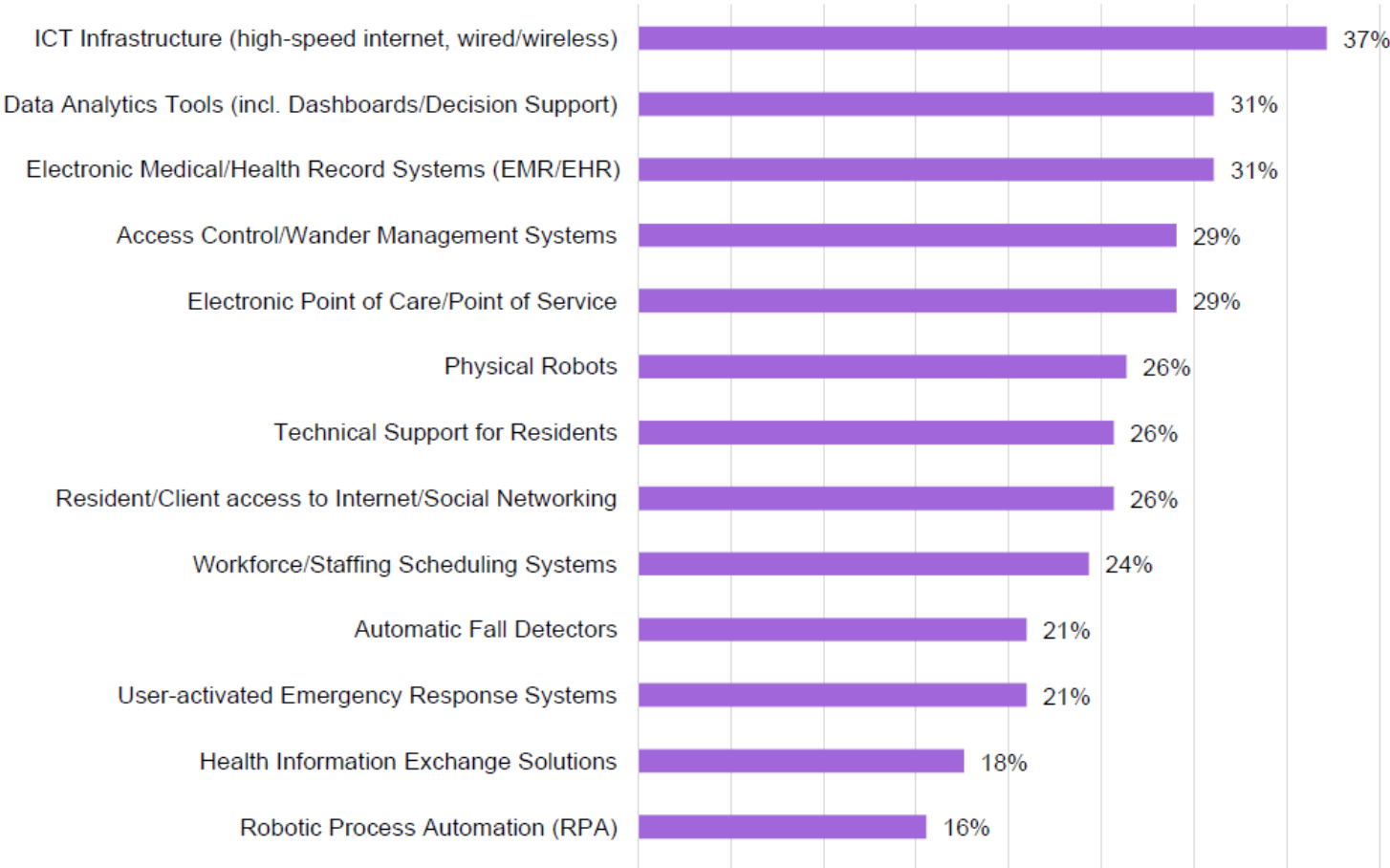


# Tech Do's and Don't's - Staffing

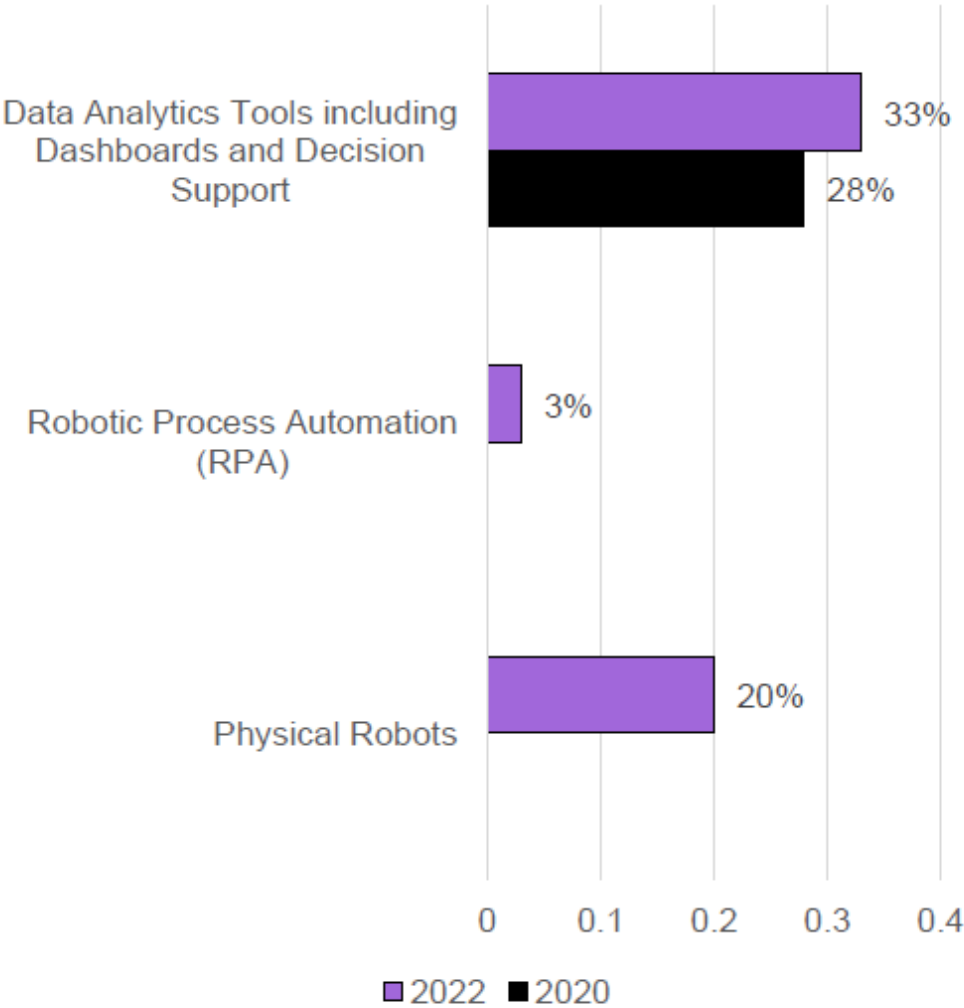
- Cannot add more to staff plates
- Must improve work and outcomes
- Eliminate Redundancy
- Enable automation and support interoperability
- Support/Achieve Compliance
- Improve care collaboration and patient engagement
- Achieve buy in from leadership and end users alike

# Ziegler CFO Hotline Data (2022/2023)

Investments in Technologies in Next 12 Months



Automation/AI



# Automation Technology

## Robotics



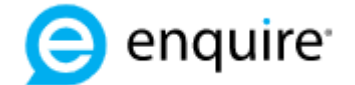
## Automated Processes/RPA



## Passive Patient Monitoring



## Software Integrations



# Robotics

- One Provider's Benefits:
  - Increase in Resident Satisfaction (more face time with servers)
  - Cut 280 hours per week of "front of house" labor (7 FTE's annually)
  - Re-invested savings into existing staff, increase pay 40%
  - Staff doing more fulfilling work, less tired, higher recruitment/retention
- Non-obvious pitfalls to avoid: (mapping, infrastructure, elevators)

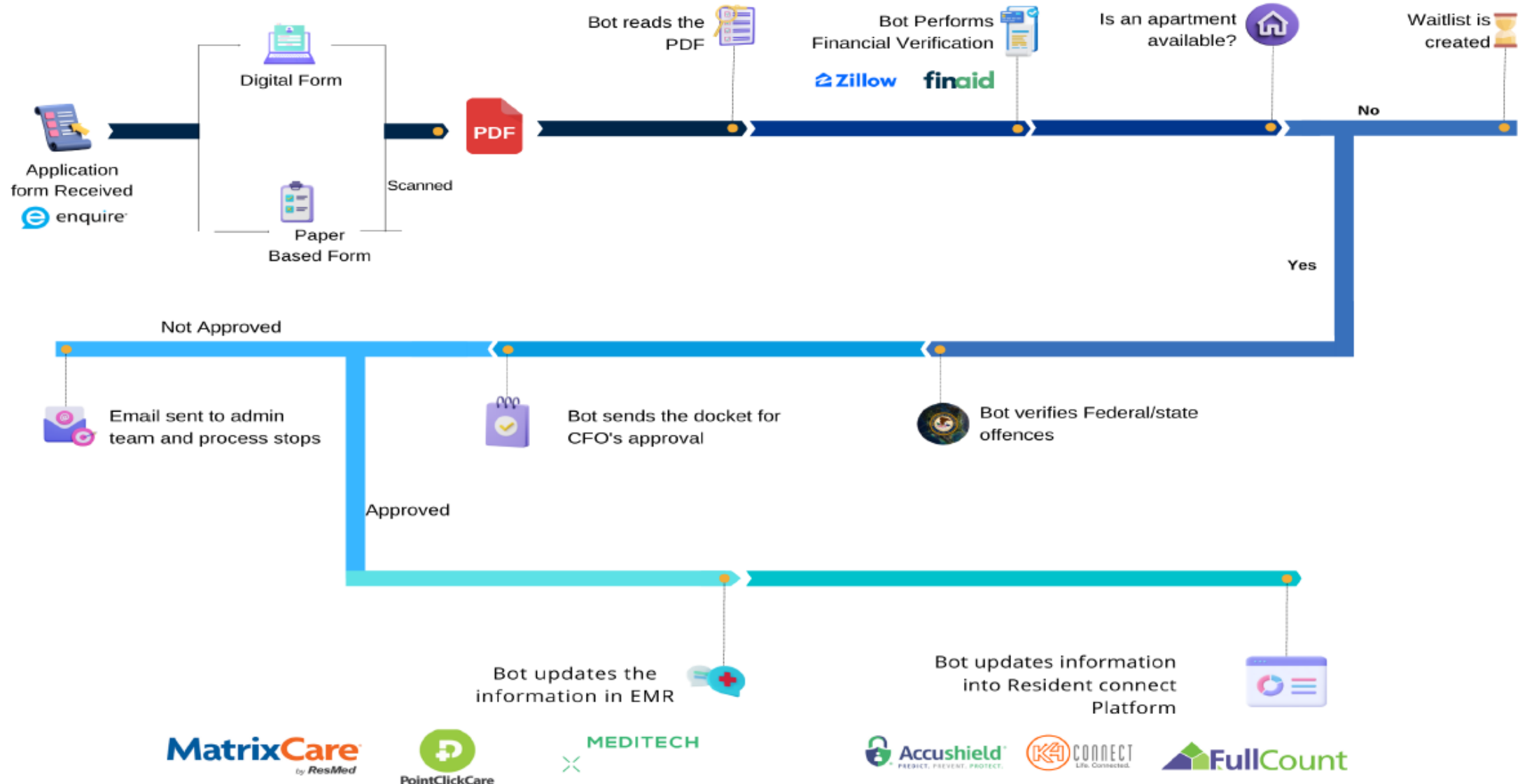




# Automated Processes / RPA

- Deploying an AI engine to capture human processes (even down to mouse clicks), and then automating them via “bots”
- Examples of Processes Bots can takeover:
  - Clinical: Vaccinations, infection tracking, vitals, appointment scheduling, new admission assessment, discharge summary/instructions
  - Financial/Ops: Reconciliation process, census reporting/tracking, processing monthly checks, PBJ reporting, LOC change tracking,
  - HR, Foundations, and Admissions have automated processes too

# Admission Process Automation



ACCURACY: 100%

TIME: 24/7

SCALABLE

# Patient Monitoring Technologies

- Fall Prevention/Detection
  - VirtuSense has reduced falls in SNFs by “as much as 79% and improved resident mobility by 85%”\*
- Patient Wearables
  - Used for fall detections, calling, activity monitoring, location tracking, contract tracing, etc.



\*Citation: Ziegler Senior Living Technology Whitepaper

# Self Service Technology

- Cutting down reliance on office staff and putting some power into employee hands, and increasing staff efficiency
- Earned wage access, to avoid payday loans and overdraft charges (36% increase in employee retention)
- Easy access to schedule and ability to pick up shifts, notifications, feedback, and gamification





# Routine Training

- Not only improves care, but increases employee satisfaction, engagement, and retention
- Virtual training vendors offer digital content that can be accessed on the staff's own timetable
- VR training can help staff understand complex care scenarios

RELIAS



# Resident Attracting Technology

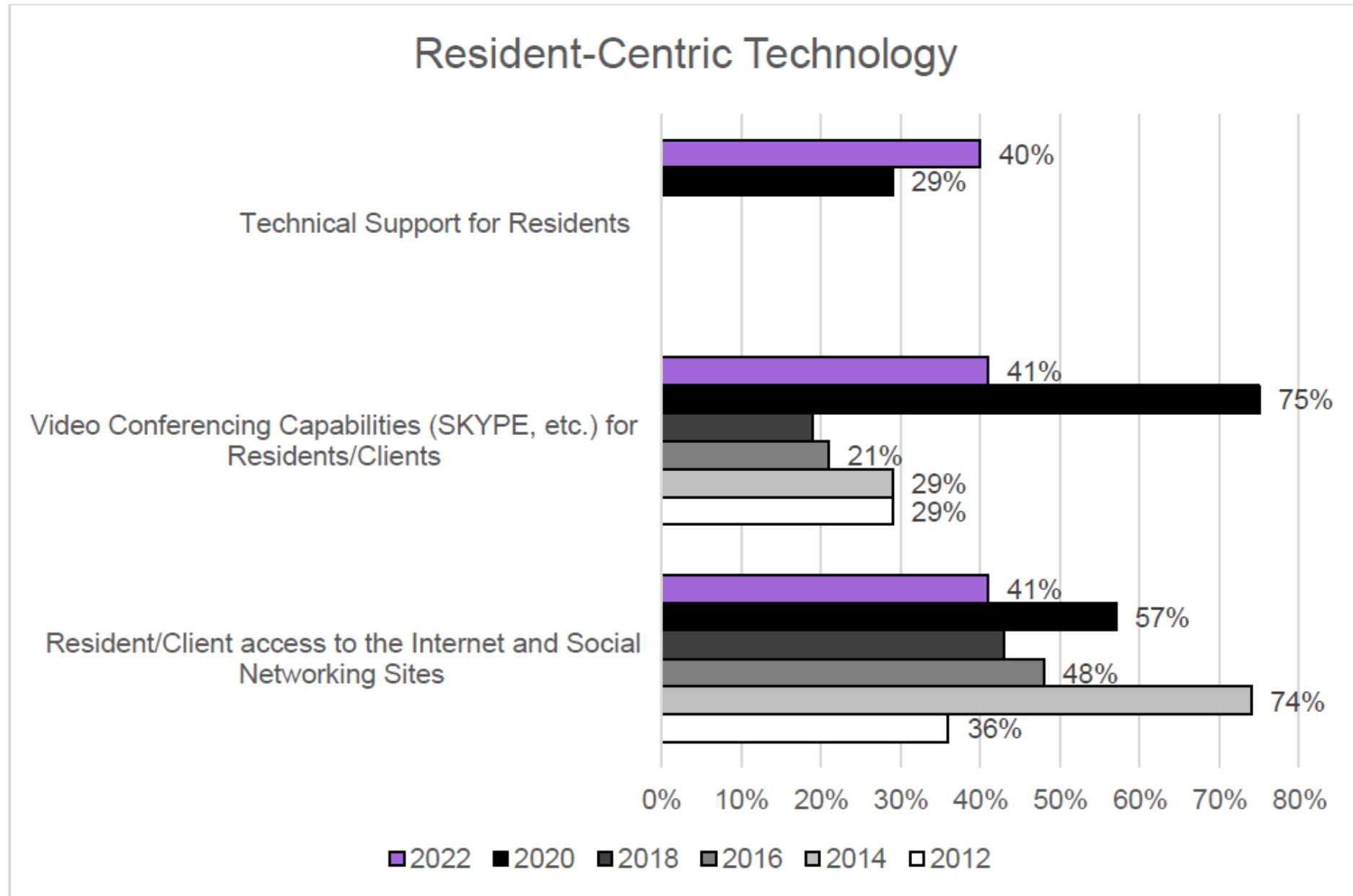


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# Tech Do's and Don't's - Residents

- Needs to fit an actual need, not just be a toy
- Desire to learn new things & improve upon skills/hobbies
- Connect & engage with others with similar interests, have a lifeline to the outside world
- Brain fitness and improving cognitive skills
- Need assistance/education with technology
- Residents are adverse to cost/complexity, and concerned about security

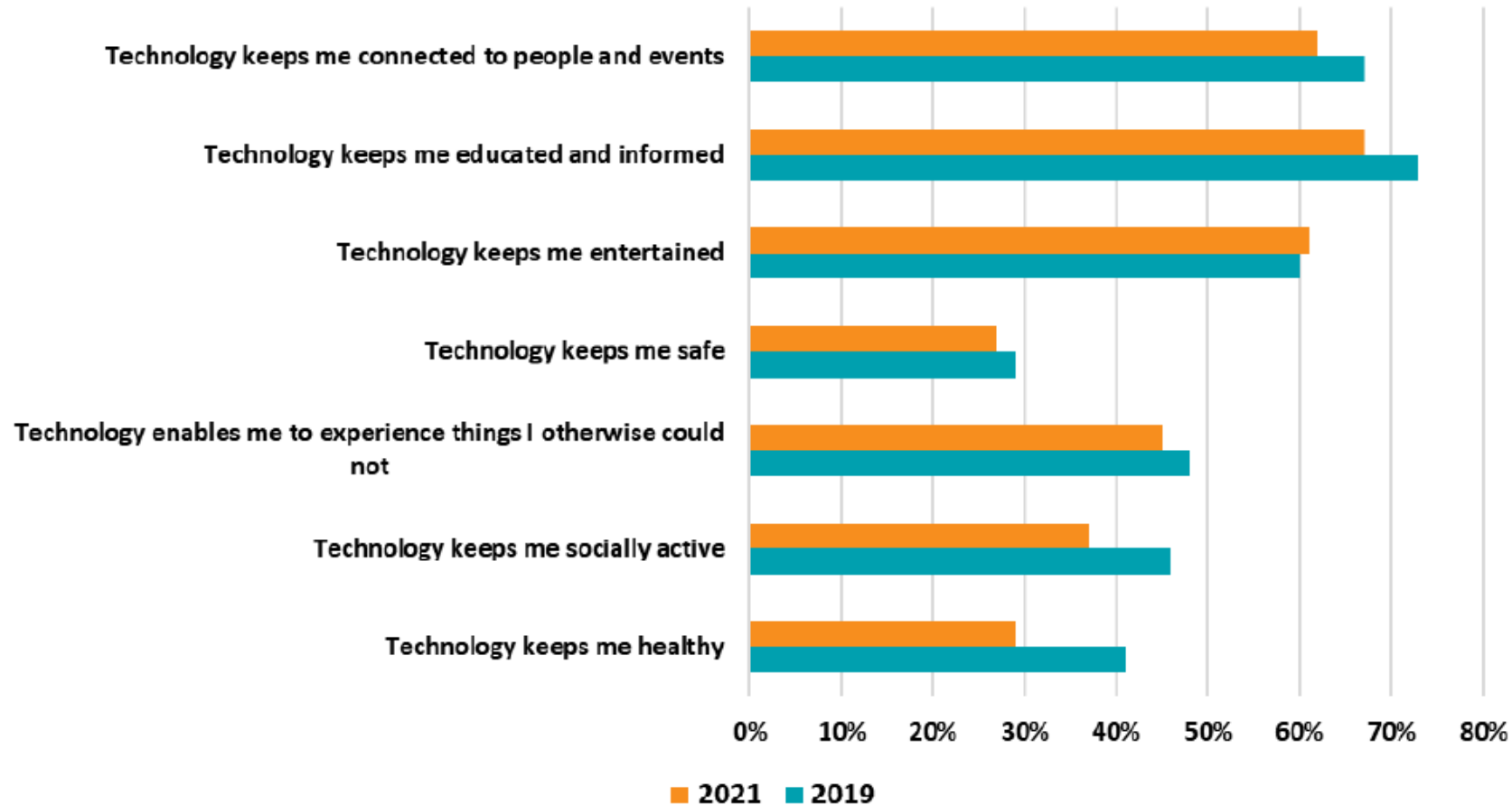
# Ziegler CFO Hotline Data (2022)





# Technology Study – Adults Age 55-100

What do you feel are the greatest benefits of technology for your lifestyle?



\* 2021 Link.Age  
Connect  
Technology Study

# Engagement Technology

- “The Loneliness Pandemic”
  - Pre-COVID: 39% of residents said they were often or always lonely
    - Only 1% of providers estimated residents were lonely
  - Post-COVID: increase of 230% for residents who “always felt lonely”
    - Increased risk for premature death from all causes, 50% increased risk of dementia, 29% increased risk of heart disease, 32% increased risk of stroke



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# Personal Assistant/Smart Home Tech

- How these devices help seniors:
  - Easier compensation with physical frailties (favor voice tech)
  - More independent functioning with cognition impairments
  - Alleviate loneliness
  - Improving safety and security
  - Providing actionable collected data



# Resident IT Infrastructure Demands

- Ziegler CFO Hotline shows that 74% of respondents identified infrastructure as an area of focus (#1 spot for spending in 2022)
- Former model:
  - Wi-Fi limited to common areas, narrow scope with specific operational functions, capital spending model
- New model:
  - Robust connectivity throughout (for residents + staff), smart home tech offerings, user bandwidth exponentially increasing each year, cloud-based technologies, operational spending model



# IT Best Practices



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# IT Strategic Planning

- Technology alone is not enough
- Technology MUST fit around a clear and defined business strategy
- Technology must be prioritized, budgeted, time-lined, etc.
- The IT Strategic Plan is ideally an initiative every 2 to 3 years
  - And should be updated when embarking upon major projects, strategic partnerships, mergers, etc.



# Provide 24/7 Support to Staff & Residents

- Staff expectations
  - 24/7 access
  - Support of all technologies used, including EHR
- Resident expectations:
  - Educational content for their devices
  - Ad hoc support when they get stuck
  - Technicians with soft skills, not hard IT chops



**Candoo**

# Affiliations / Conferences to Consider (IT Innovation Focus)

- Ziegler Link.Age
- Collaborative Care Health IT Summit (LeadingAge CAST)
- LeadingAge Annual Conference (in Chicago in 2023)

# Thank You

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