

TRIPLING THE STAFF TO RESIDENT ENGAGEMENT RATIO WITH TECHNOLOGY

Leadership-led resident engagement is important to Coordinated Services Management (CSM), a senior living management firm based in Roanoke, Virginia, and there is no better example of that than the work being done every day by Desiree “Desi” Mitchell, Life Enrichment Administrator at Marian Manor Assisted Living, a CSM community. Desi has worked at Marian Manor for 30 years and has been the Administrator of the Activities Department for seven years.

Marian Manor, based in Virginia Beach, has been serving older adults since 1989. Their community has become a shining example of the power of interdisciplinary collaboration when it comes to enhancing resident engagement. One reason for their success is that CSM prioritizes investment in technology across their communities and they lead by example. Dave Rawlings, Vice President of Operations at CSM makes a point to assist with resident engagement, manages by example and helps Executive Directors understand the importance of life enrichment.

He shares, “Over the last couple of years, we’ve realized the importance of leveraging technology platforms to build and strengthen meaningful relationships between our staff and residents.”



“Linked Senior has helped increase resident engagement & reduce social isolation, especially with the ability to download the app. Residents love the program versatility.”

Desi Mitchell
Life Enrichment Administrator
Marian Manor Assisted Living



During the pandemic, Marian Manor’s Life Enrichment Department experienced almost a complete staff turnover. The silver lining is the Life Enrichment Associates that have since joined the team were hired internally from other departments, helping them look at programming with an interdisciplinary eye.

“I struggled with time and recruiting other departments to help keep all residents engaged. Now that Linked Senior has everything under one umbrella, it’s a lot easier for all of us.” - Roshell Yancey, Life Enrichment Associate, Marian Manor Assisted Living

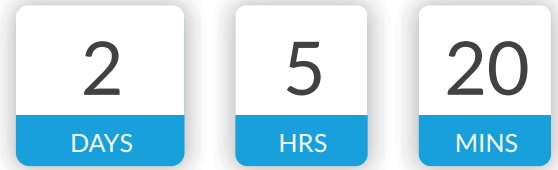


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Roshell Yancey was previously a dietary aide and William Robles began his time with Marian Manor as a certified nursing assistant. Building on their existing relationships with those departments, they were both able to encourage dining and nursing staff to become actively involved in meaningful resident engagement.

Technology helps enhance this approach, especially when it comes to time management. Linked Senior helps tremendously because it eliminates the time previously needed to research and prepare activities. Furthermore, Linked Senior can be used on an unlimited number of devices, which improves the efficiency of onboarding and allows team members to see a tangible impact and return on investment on usage within months.

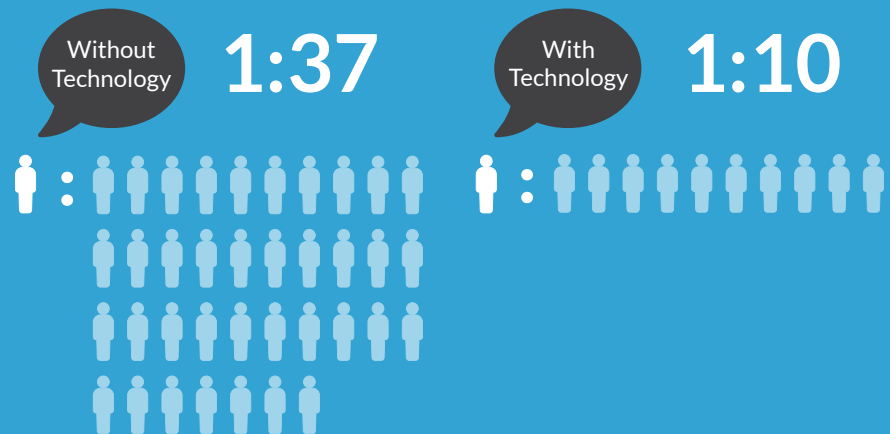


Linked Senior saves Marian Manor 2 days, 5 hours and 20 minutes of staff time per month. These hours are reallocated to further resident engagement and team advancement.

Linked Senior and Marian Manor

Linked Senior technology enabled Marian Manor to increase their staff to resident engagement ratio by almost 4X by enabling interdisciplinary work.

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For Brea MacBrien, Regional Director of Sales and Marketing at CSM, the best way to accomplish their mission across all communities they manage is for the teams to be more efficient in maximizing impact while engaging residents in meaningful ways. By using and adopting new technologies that support life enrichment, she can collect real-time metrics that help her quantify how personalized activities can make a difference on the health and wellbeing of every resident.

“Our investment in technology to support interdisciplinary work and improve efficiency in the area of resident engagement has helped bring our mission to life.” - Brea MacBrien, Regional Director of Sales & Marketing, CSM