



COVID-19 Broke Resident Engagement This is How We Fix It

As a result of the COVID-19 pandemic, and the current need for physical distancing, the way resident engagement existed prior to the virus outbreak needs to be reinvented.

To provide every resident with the same quality experience, our teams need to work more*:

In Assisted Living

In Memory Care

In Nursing Homes

1 Our communities are under lockdown with restrictions on visits, so there is no outside help from volunteers or the community for resident engagement

49_{hrs}

44_{hrs}

48_{hrs}

2 Our residents need to be physically distanced from one another for their safety, so there are no group programs taking place currently

160_{hrs}

80_{hrs}

120_{hrs}

3 Life enrichment staff have more responsibilities, so they need to work more to support meaningful resident engagement while also supporting other departments

15_{hrs}

16_{hrs}

16_{hrs}

What does this mean?

The impact of COVID19 requires the work of at least **1.2 FTE more**



Total additional staff working hours per month required:

*Linked Senior survey 04/14/2020 - 239 respondents

224_{hrs}

140_{hrs}

184_{hrs}

More than 1/3 of staff are reporting that they are not doing enough 1:1s**

**Linked Senior survey 04/28/2020 - 517 respondents

“Our operating manual for resident engagement can be thrown out of the window. We need to rewrite it altogether, to make sure residents live with purpose.”

- Charles de Vilmorin, Linked Senior CEO & Co-founder

This is How We Fix Resident Engagement...

“As resident engagement is being disrupted, our opportunity is to rebuild a wellness based model so older adults can live with purpose everyday in senior living.”

Jennifer Stelter, Psy.D., CDP,
CADDCT, CCTP, Operations
Director of Clinical Programs,
Alden Management Services

1 Acknowledge, educate and empower staff

- Resident engagement is essential for the wellbeing of our residents
- Increase education flexibility, frequency and opportunities for staff
- Increase department budgets and digital technology investments

2 Go back to the basics

- Every resident needs to be engaged with purpose
- 1:1 check-ins and room visits need to be the priority over calendar creation, although calendars remain good for planning purposes
- Focus on quality versus quantity of engagement at all times

3 Focus on efficiencies

- Emphasize high ROI activities, those that take little research and preparation but offer a high quality of life impact like: music, reminiscing and games
- Manage staff and residents by providing lists and assignments and ensure that “at risk” and highly social residents are regularly checked on
- Caregivers and other staff outside of the activities department need to engage residents, this must happen in order for meaningful engagement to be available for every resident



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to learn more about COVID-19 and resident
engagement.