



Is High Tech Changing Senior Care for the Better?

By Pam McDonald

If you ask me, when it comes to technology, words alone hardly ever seem to do it justice. High tech is just one of those things better understood by seeing it in action and experimenting with it in hands-on demonstrations. And that's one opportunity that awaits top-tiered senior living executives at the LeadingAge [PEAK Leadership Summit](#), March 19-22, in Washington, D.C.

The Summit's Tech Zone showcases new technologies that are adding greater options and value to community-based senior care. [Blue Willow Systems](#), a Senior Housing Forum partner, will be on hand as the invited associate of Cornell Communications, a personal emergency response system, and Matrix Care, a resident care, administration, and electronic health record (EHR) management software solution for long-term care communities (and another Senior Housing Forum partner).

The Essential Blue Willow System

Blue Willow uses artificial intelligence (AI) processes and wearable technology to automatically detect residents' critical care needs such as falls or elopements, alert staff in real time, and monitor resident's activity and vital signs until personnel arrives.

Blue Willow is the brainchild of Vikram Devdas, a highly regarded Silicon Valley computer engineer and entrepreneur, who was determined to develop this new technology following the tragic loss of his father from an undetected fall.

He says, "We know Blue Willow Systems can save lives. The difference between automatic fall detection and having to push a button or pull a string on the wall can be the difference between life or death.

"Being able to give peace of mind to residents and family members," he continues, "while also providing communities the best safety tool is a game changer that also elevates communities with our systems above the rest."

Computer Brain-Learning Devices

At 10:30 a. m. on Monday, March 20th, Blue Willow's CTO Richard Heaton will discuss the next wave of artificial intelligence and computer brain learning devices in a presentation titled Are You Looking Beyond What Is Familiar? He will also review current AI technology using neural networks to detect critical care needs, like falls, and thus enable more effective response and care for residents in senior communities or other long-term care settings.

Competitive Advantage

Then on Tuesday, March 21st at 10:30 a.m., Maggi Broggel, Vice President of Clinical Services and Risk for Blue Willow, makes her presentation, Selecting Technology that Will Help Differentiate Your Services. She will discuss how to communicate the value of new technologies to families, residents, and referral sources.

She'll also examine moving beyond cost-based thinking about tech tools and methods to a revenue-generation mindset that acknowledges the added value of high tech for community-based care since it can allow operators to differentiate their services and gain market advantages. Differentiation may result in increased occupancy as well as satisfaction of residents, families, and team members.

Interactive Tech Zone 4

Fara Gold, Blue Willow Vice President of Business Development, will also be onsite during the entire LeadingAge PEAK Summit to demonstrate how their system brings "high touch" values to "high tech" solutions for an aging population and the organizations that serve their residential needs.

She says, "Our innovative resident safety platform provides assisted living communities with the technology to exceed care expectations and take your senior community to the next level." She urges Summit participants to ask about their Risk Assessment Consultation and, if tight for time, to register for a one-on-one session, click [HERE](#).



This article has been brought to you by [Blue Willow Systems](#) in partnership with [Senior Housing Forum](#).