



Want To Grow Your Memory Care Business? Try Technology As A Differentiator

By Steve Moran

I am continually fascinated with how Memory Care programming continues to evolve. There are almost as many ways to deliver memory care as there are communities. With new construction developments cropping up everyday, each new community represents an evolution in providing great care -- and requires existing communities to run to catch up.

How to Stand Out, A Lesson

[Terra Vista Oakbrook Terrace](#) opened in October 2016 with 106 units licensed to serve 110 residents. From the beginning of development, Terra Vista took a unique approach to memory care, architecturally and technologically. Moving away from small pods and locked areas, the community embraced a sense of freedom with an 18,000 square foot inner walk that brings the outdoors inside.

Technologically, Natalie McFarland and Nancy McCaffrey, the founders of Terra Vista, made a huge commitment to implement technology in practical ways to lure residents and provide the type of services necessary to keep satisfaction and quality of life high. They partnered with [Caremerge](#), a Senior Housing Forum Partner, to make their lofty goals a reality.

Technology Bridges the Communication Gap

Nancy McCaffrey, a memory care leader with over 25 years of experience, knew the number one thing Terra Vista had to do was bridge the communication gap to provide transparency to families grappling with fear, confusion, anxiety and guilt.

There are 5 great reasons to bridge the communication gap:

1. **Memory care residents are less able to communicate with families.**

Using Caremerge allows Terra Vista to offer a level of transparency and connection no other community comes close to.

2. **It's a great selling feature.**

With more Memory Care communities opening every week, it's important to offer services to families on the go.

3. **It reduces staff workload.**

The team can easily check in with families, make announcements, update calendars, share resources and more in a manner of minutes in one central location versus running down team members, printing things and mailing them out.

4. **It reduces liability.**

Families feel more connected with the community and the resident, increasing trust and satisfaction and reducing the likelihood of litigation.

5. **How the platform is used for maximum coolness -- Making family connections**

Of all the things they did, the coolest was to offer a level of connection, communication and service that other communities lacked by taking what was originally designed to be an intra-community platform and using it to connect families of residents to staff at the community as well as each other. This is something that has never been done before in the industry and they're reaping huge benefits as a result -- from higher customer satisfaction rates to increased efficiency among staff.



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