



# What the Heck is Senior Housing Forum Doing, Writing about McKnights?

*By Susan Saldibar*

Recently McKnight's gave out its awards for Excellence in Technology. One of the Gold winners was Sunrise Senior Living. They were given the Transitions award for their Sunrise Strong continuous improvement program and, in particular, for the streamlining of their admissions process using [LincWare's Admit+ digital admissions platform](#). (LincWare is a Senior Housing Forum partner.)

You can read the full article [here](#). But I think it bears noting what the Admit+ digital solution was able to do for Sunrise Senior Living. Here it is in a nutshell:

- Automatic form field population of information such as address, date of birth, etc. removing the need to re-enter over and over again.
- Consistency of all forms across the board.
- Instant, simultaneous access of data by key personnel; care, clinical, business and sales as soon as a form is completed.
- Ability for residents and families to complete forms remotely, online at their convenience. No more mailing of forms to different family members. Now it takes 67% less time to complete forms, according to Sunrise Senior Living.
- The financial commitment turnaround for out-of-state clients has dropped from three days to about ten minutes.
- Faster move-ins.

Why should this matter to other senior living communities? Darren Mathis, Co-Founder and CEO of LincWare had what I think are 8 great reasons:

1. Because you want to streamline a traditionally cumbersome, error-prone process for residents, families and your team.
2. Because you want your residents' first impression of your community to be positive.
3. Because you want to make sure that you don't miss any key documents or fail to complete them properly.
4. Because you do not want to open your community up to a potential lawsuit due to missing or poorly executed documents.
5. Because you want your sales team to be chasing new leads, not paperwork.
6. Because you need a competitive edge.
7. Because you want a financial commitment turnaround for new residents in ten minutes.
8. Because you want a faster move-in.

Kudos to Darren Mathis and his team for moving the technology needle on a process that has been virtually untouched for years. Another kudos to the folks at Sunrise Senior Living for recognizing the value of automation and bringing their residents, families and staff a smoother, more streamlined admissions process.

Now it's your turn!



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