



The ROI of Engagement

The ability to more effectively and efficiently communicate with family members and loved ones through CareShare has been revolutionary.

Gary Sacco, Activity Director, The Maplewood

Communication with family members is essential to satisfaction in senior living communities. It also significantly impacts occupancy and reduces risks of legal action. Yet, the pressure on staff to communicate regularly with multiple family members is time consuming and costly.

CareShare Manager's cloud-based solution measures resident participation in activities, assesses interpersonal relationships and tracks staff observations. Its cloud-based platform predicts the potential for loneliness and isolation while engaging family members to collaboratively find solutions. Using CareShare promotes greater family communication and transparency to dramatically decrease isolation and loneliness, reduce business risk and increase satisfaction. Happier, more engaged residents increase word of mouth referrals and occupancy levels.

Teams can quickly communicate information to families with a click of a button while, at the same time, allowing facilities to more effectively provide person-centered care and streamline care transitions through information portability.

Specially Designed for Care Communities & Providers

- Assisted Living Centers
- Long-Term Care
- Skilled Nursing
- Home Health

CareShare is affordable for organizations of any size, operating independently or as part of a multi-location or multi-specialty system, and brings a rapid return on investment.

The CareShare Difference

Created specifically to meet the unique needs of senior living communities, CareShare delivers significantly more advantages than adds-on to software developed for another purpose.

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Simplifies the Process

Using **CareShare Manager**, staff can automate and simplify the otherwise time-consuming tasks of planning, conducting and tracking activities to connect and engage residents, and generate more effective outcomes in less time.

Supports Healthy and Robust Care Communities

There are many demonstrated advantages of using CareShare. A few examples include:

- The Maplewood proactively communicated to families about the scope of care provided. It substantially reduced the number of hours spent on phone calls from anxious or unhappy families by an average of 60%. This led to an estimated \$2200 savings in labor costs monthly.
- The Maplewood team also discovered the immeasurable value of providing real-time, 24-hour family access to information about their loved ones. This was especially meaningful for families who lived in distant communities or in different time zones.
- Another crucial business consideration was the ability to increase transparency through communication and reporting, supporting a reduction in legal risk. The cost of a single lawsuit can average \$250,000 or more for a facility.
- Research demonstrates the business impact of family engagement and communication on increasing satisfaction, online ratings and referrals. CareShare is a significant differentiator for communities. By utilizing CareShare, the Maplewood also increased its occupancy rate. Nationally, an occupied bed increases gross revenue by an average of \$4000/month.
- A number of additional CareShare capabilities are also under development, including predictive intelligence that reinforces person-centered care and continuum referral management to create new revenue development opportunities for communities.

With CareShare, we can identify residents' needs and see patterns over time which is not possible with other tools. Its ability to easily document and track allowed us to recognize that a resident had fallen twice. It triggered the wellness director who set up physical therapy and support for the resident. In another situation, a resident missed her favorite activity, triggering a visit to her apartment. We discovered she wasn't attending due to onset weakness. This allowed us to put preventative services in place to keep our residents healthier.

Paul Ortega; Director, Business Development, Senior Care Industry

Get in Touch

We invite you to contact us for a conversation about CareShare's new capabilities for senior communities. Get in touch directly or schedule online at [CareShareMgr.com](https://www.CareShareMgr.com) to discuss how CareShare will increase family engagement, enhance resident wellness and strengthen the bottomline in your community.



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