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Case Study:
Enhancing Life and Work at Masonic Village through Integrated Digital Solutions

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CATEGORIES

◆ Increased resident engagement and satisfaction
◆ Increased quality of life
◆ Increased staff efficiencies
◆ Increase in resident app engagement & staff hours saved

Organization Name:
Masonic Village at Elizabethtown

Main Contributor:
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resident technology coordinator

Organization Type:
Continuing Care
Retirement Community (CCRC)

Organization Description:
Masonic Village at Elizabethtown, a leading senior living community in Elizabethtown, Pennsylvania, which includes 902 retirement living apartments, cottages and townhomes across its 1,400-acre campus, as well as personal care and nursing services. Dedicated to promoting independence, connection, and well-being among its residents, the community strives to deliver an enriching lifestyle through a forward-thinking approach.

Project Description

Through the use of K4Connect's FusionOS platform and the K4Community suite of integrated tools and applications, Masonic Village revolutionized how residents and staff interact with technology. This case study explores how these innovative solutions led to an impressive increase of over 87% in resident app engagement and saved more than 2,000 staff hours, promoting a stronger sense of community and efficiency.

Socialization Modality

Event/activity sharing, digital signage, community app, community blog, activity calendar, facilitated communications and conversations, companion app.

System Embodiment

Tablet, desktop computer, laptop, all-in-one computer, smart TV, TV set top box, smartphone, voice activated assistant technology.

Business Model

Standard of care, partnership with ACOs

Implementation Approach

Masonic Village at Elizabethtown implemented K4Connect's FusionOS to enable seamless, automatic connections among third-party applications. FusionOS improves interoperability by facilitating two-way data exchange about the who, what, and when of community operations across all integrated systems. With FusionOS, various functions have been integrated, including census, work orders, dining, communication, staff directories, K4Community, and more. This allows staff to input information only once, synchronize data across all platforms, and, among other benefits, deliver real-time content to the resident Plus App. Masonic Village has also introduced Shortcuts to the Plus App, which, through FusionOS, delivers real-time updates such as dining balances and work-order status directly to residents' feeds. This enhancement fosters a more informative and personalized experience for everyone.

Outcomes

Increased Resident Engagement and Satisfaction
Masonic Village at Elizabethtown utilizes K4Connect's Data Insights Dashboard to monitor resident engagement with the Plus App. Prior to integrating with FusionOS and adding

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Shortcuts, the Plus App's daily usage averaged 320 residents; now, it exceeds 600, marking an 87% increase. The dashboard allows staff to track engagement trends, identify popular content, and evaluate usage among residents. This data-driven approach enhances strategy refinement and supports decision-making through detailed reporting on engagement effectiveness.

Increased Staff Efficiencies
Through integrating with FusionOS, Masonic Village has successfully eliminated repetitive data entry and automated various processes, achieving remarkable annual savings of over 2,000 staff hours—equivalent to the output of one full-time employee. Team members can now make better use of Team Hub, providing timely and engaging updates via the Plus App that truly connects with residents. Additionally, features such as Shortcuts enable staff to share direct links to "how-to" videos, helping residents learn to navigate the technology, which has resulted in quicker and more extensive adoption of the app.

Increased Quality of Life
With integrated systems, residents gain access to real-time information—from dining menus, account balances, and work order status—directly in their app. This convenience fosters trust and boosts satisfaction. Moreover, the simplicity of accessing essential services and information through a single platform reduces frustration and empowers residents to make more informed decisions about their daily lives.

Challenges and Pitfalls to Avoid

Masonic Village at Elizabethtown encountered common challenges in communication and technology integration within senior living communities. Issues included fragmented IT systems and duplicate data entries, causing inconsistent communication and outdated information in Team Hub along with underutilization of the Plus App. These systemic issues highlight the need for integrated, user-friendly technology to enhance staff efficiency and resident engagement.

Lessons Learned/Advice to Share with Others

Implementing a comprehensive engagement and integration platform like FusionOS provided several critical insights for Masonic Village at Elizabethtown. One of the most important lessons learned is the value of a well-thought-out integration strategy. Attempting to layer new technology onto disjointed legacy systems without a plan leads to confusion, duplicate work, and inconsistent data. By aligning technology implementation with strategic goals and operational workflows, Masonic Village was able to avoid these common pitfalls.

Another key takeaway was the importance of involving staff and residents early in the process. Providing hands-on training, ongoing support, and opportunities for feedback ensured strong buy-in and higher adoption rates. Residents were more likely to use the app once they understood how it improved their daily lives, and staff became champions of the platform once it lightened their workload and improved communication.

Masonic Village also found that automation doesn't replace human connection, it enhances it. By removing repetitive administrative tasks and streamlining workflows, staff had more time to focus on meaningful interactions with residents. This not only improved morale but also contributed to better outcomes in resident satisfaction and well-being.

Finally, the organization recommends choosing a technology partner who prioritizes collaboration and continuous improvement. The close working relationship with K4Connect ensured that the FusionOS implementation was tailored to Masonic Village's specific needs, and ongoing updates kept the solution responsive to evolving community dynamics.

Start small but think big. Choose scalable tools that can evolve with your organization. Focus on integration, ease of use, and the human/resident experience, not just the technology.