

5 WAYS ARTIFICIAL INTELLIGENCE CAN IMPROVE YOUR CARE OUTCOMES AND EMPLOYEE RETENTION

What was already a tough hiring environment was made even harder by the pandemic. Higher burnout rates and enhancements to unemployment benefits have resulted in a shortage of team members few in senior living have seen before.

According to the most recent “Workforce 360” report from OnShift, which polled more than 2,100 industry professionals, 67% of respondents indicated that recruiting and hiring qualified candidates is their top challenge, while 57% suggested that employee turnover was their top challenge.¹

Staffing challenges impact resident care. Not only are residents affected when a trusted caregiver changes, knowledge about each resident, and the ability to anticipate needs, leaves with that caregiver.

Artificial Intelligence-based technology can help fill the gaps. While operators have always had reporting, artificial intelligence is different. Reports typically show what happened; AI-based insights help staff members anticipate and respond to needs before they become urgent or happen at all. If you are looking for better insights, look for solutions that have five critical capabilities.

1. Collect and analyze data from thousands of points
2. Identify troublesome trends automatically
3. Provide easy-to-understand dashboards with clear, actionable insights
4. Improve information about the health and wellbeing of the community or portfolio
5. Predict events so you can prevent them

1. Collect and Analyze Data from Thousands of Points

Because AI-based software looks for patterns in the data using algorithms, there is no such thing as data overload.² Ultimately, the more data the better. The key is harnessing it.

The good news is that senior living has lots of data sources—from EMR solutions to dining and activity menus. The challenge lies in collecting the data from those multiple sources and silos, and analyzing it without investing in a stand-alone, highly customizable analytics solutions. Look for a solution that is pre-integrated with your other systems and can:

- Correlate data from multiple sources
- Integrate data from relevant third parties without costly customizations
- Collect and analyze data in the background from pre-integrated platforms

2. Identify Troublesome Trends Automatically

One of the challenges with standard reporting is that it relies on subjectivity to determine what the reported results mean. Just like a person with medical training interprets the results of lab tests or x-rays, or a car technician interprets the results of an alignment check, the Activities Director in a senior living community knows that several missed exercise classes could indicate a health concern. What that Activities Director cannot predict without data is that health issue could be caused by new medication or something else indicated in another community system, like the EMR. AI-based reports should:

- Recognize minute changes in behavior much sooner than the naked eye can
- Identify trends for individuals and communities to give relevant context to a behavior (e.g., normal behavior for one resident could be very different for another)
- Remove the subjectivity from reporting; a change in behavior cannot be “explained away” by a computer

3. Provide Easy-to-Understand Dashboards and Actionable Data

The last thing any community operator needs is rows and rows of data that require hours to interpret. To be effective, community leaders need quick dashboards that identify potential problems and recommended actions. This at-a-glance information should tell a story without relying on subjective conclusions and include:

- Built-in graphs and senior living benchmarks that make it easy to identify concerns, trends and outliers quickly
- Relevant alerts that sound only when an action is recommended
- Insights to operational areas that could improve resident wellbeing, staff satisfaction and community marketability

4. Improve Information About the Health and Wellbeing of the Community or Portfolio

It isn't enough to have insights about your residents and staff; you also need actionable insights across your community or portfolio. Look for AI-based solutions that:

- Compare trends across all of your communities, provide community rankings across multiple categories and even provide regional benchmarks across un-related communities
- Identify challenges in wellbeing, workflows and expense controls by owner group, region or level of care
- Monitor and track infectious diseases within your company to better anticipate and act on community specific needs

5. Predict Events so you can Prevent Them

The biggest benefit of AI-based analytics is the ability to predict events so you can minimize them or prevent them altogether. The best solutions are those that send insights to you rather than forcing you to search for them. Look for solutions that:

- Process data continually to identify trends early with fewer human errors; look for solutions that push data constantly, rather than through a scheduled batch process
- Send alerts to staff about changes in trends directly so they can anticipate and act immediately
- Provide an added measure of quality assurance to improve overall resident care and family peace of mind

TECHNOLOGY CAN IMPROVE CAREGIVER SATISFACTION AND RETENTION

As the industry's expectations about resident safety, wellbeing and even medical care have changed, so has the leading life safety and eCall system: Ensure360SM. Equipped with real time location systems, passive monitoring and sophisticated alarm management, Ensure360 is a sophisticated platform that can answer who, what, when, where, and why. It includes powerful analytics that alert staff into socialization changes, risk for common conditions like Urinary Tract Infections, and even automated contact tracing and case management protocols. Armed with these powerful insights, staff can move from reacting to an event to preventing one. The result is improved care, reduced staff burden, and increased family peace of mind.

Find out more today at sentricks.net/solutions/ensure360/ or call **(888) 988-8210**.

Sources:

¹ Increased Hiring Challenges, Staff Burnout Could Hamper Senior Living Providers in 2021, Senior Housing News, April 9, 2021, Chuck Sudo.

² Data is the lifeblood of AI, but how do you collect it? InfoWorld, Aug 8, 2018. Carlos Melendez. <https://www.infoworld.com/article/3296044/data-is-the-lifeblood-of-ai-but-how-do-you-collect-it.html>

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