

VISITOR FIRST IMPRESSIONS MATTER

→ Visitor Experience



Carlene Motto, Executive Vice President of Sales at Belmont Village says, "I saw it in Atlanta and around the same time one of our executive directors, who was already familiar with the product, asked if we would consider

it as a way to both improve technology at the front desk while also improving resident safety and security." "We approached it from the marketing side because it obviously enhances visitors' first impression since it's right at the front desk."

In other words, she adds, it's a marked improvement to the three-ring visitor binder sign in system that had been in place for many years. "The Accushield system is a much more sophisticated way of doing it, and it gives communities more control with regard to who can access the buildings."

→ Families, Staff, and Residents Get On Board



Another bonus is that it was a very easy sell for families, staff, and residents because of the security it adds to the community. "They got used to it very quickly," Motto notes.

"Staff members now feel empowered to ask anyone who doesn't have a badge on to go back to the front desk. And from a resident and family standpoint we didn't get any pushback at all."

Yet another plus for Belmont was that implementation went so smoothly at the pilot sites, they made the decision to expand Accushield company wide to its 26 communities after just six to nine months of the pilot run in four communities.

→ Self-employed Private Caregivers



Belmont Village Chief Operating Officer Doug Lessard is impressed with the Accushield feature that screens and credentials third-party vendors, especially self-employed private caregivers.

Lessard believes that the Accushield system gives Belmont Village a leg up over other providers. "I think it does give us a competitive advantage, although I am seeing more of our competitors signing on with it." Although he likes having that competitive advantage, he acknowledges that it's ultimately good for everyone to have a better system in place for the safety and security of residents and staff.

"It is in the best interest of the whole industry," he says.



BELMONT VILLAGE'S SECRET TO SAFER COMMUNITIES

Belmont Village owns and operates 31 communities in the US and Mexico

When it comes to implementing new technology in senior living, some can take weeks, even years, to fully install and integrate. And then there's the training and the necessary cajoling of staff members who are not so fond of change. In fact, it's no wonder that our industry has lagged so far behind other health care sectors in adopting beneficial technological solutions.

But sometimes a technology comes along that is simple, straightforward, easy to learn, and easy to install. Such is the case with Accushield's. According to Carlene Motto, executive vice president of sales and marketing for Belmont Village Senior Living, Accushield appealed to her immediately when she was in search of an upgrade to the company's old-school visitor and third-party vendor sign-in system.