



Case Study

Country Meadows



Country Meadows Engages Residents with Touchtown Web Portal, TV+

Country Meadows has had Touchtown TV+ and Touchtown Web Portal since 2006. While residents immediately took to their TV+ channel, many were initially intimidated by computers, Touchtown Web Portal and email.

Karen Benn, the Community Life Director at Country Meadows, realized that in order to increase Touchtown Web Portal participation, she needed to kick start the program to generate enthusiasm. Her first step was to find a way to identify which residents were receiving email through the Touchtown Web Portal. Touchtown created a report making it easy to see who had email in their inbox.

Armed with the information she needed, Benn then created small, decorative flags to distribute to residents who received email. The flags were passed out during meals, creating a buzz in the dining room!

“The flags made the recipients feel special,” Benn said. “More importantly, it caught the attention of everyone else too,” she said. “Soon, residents were lining up to use Touchtown Web Portal without even being asked!”

The initiative has been a huge success. One month after implementing the program, the number of residents logging in to the Touchtown Web Portal has jumped to 53%! Everyone expects this increased participation to continue.

Benn believes there are many benefits to residents using the Touchtown Web Portal and the internet in general.

“You are never too old to learn something new,” she said. Learning new things “gives residents a sense of purpose, keeps them sharp, and provides a feeling of empowerment.”

Staff at Country Meadows York sees the Touchtown Web Portal as another way to engage residents. They now send reminders and notifications to residents via email, and even personalized electronic greeting cards to those celebrating birthdays and anniversaries!

Since implementing TV+ and Web Portal, “There is an increase in activity attendance, people are more engaged, and our information comes across as more personal,” Benn said.

While the initiative required some extra effort from staff, “The payoff is worth it.”

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Community Life Director