



## 87% BOOST IN RESIDENT ENGAGEMENT & 2,000+ STAFF HOURS SAVED

How K4Connect's FusionOS Integrations and Shortcuts Enhanced Resident Engagement and Staff Efficiency at Masonic Village in Elizabethtown

### AT A GLANCE

#### CHALLENGES

- Infrequent updates to app content
- Staff spending time on redundant data entry

#### SOLUTIONS

- Unified system of integrations
- Automated data synchronization

#### RESULTS

- 87%+ increase in resident engagement
- 2,000+ staff hours saved

### INTRODUCTION

Masonic Village at Elizabethtown, a leading senior living community in Elizabethtown, Pennsylvania, encompasses over 1,100 apartments across an expansive campus. Dedicated to promoting independence, connection, and well-being among its residents, the community strives to deliver an enriching lifestyle through a forward-thinking approach.

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.

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Working with K4Connect has transformed our community through the FusionOS platform, reducing inefficiencies like duplicate data entry and multiple system management. Our staff can now spend more time engaging with and caring for residents, which is what they're passionate about, instead of being tied up with administrative tasks. The 87%+ increase in resident app engagement speaks for itself; residents are more informed, connected, and satisfied than ever. K4Connect's solutions truly empower both our staff and residents to thrive.

**JOE FRANCO**

**Chief Information Officer, Masonic Village**



## THE CHALLENGE: COMMUNICATION & TECHNOLOGY HURDLES

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 Issues included fragmented IT systems and duplicate data entries, causing inconsistent communication and outdated information in Team Hub along with underutilization of the Plus App.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.

## THE SOLUTION: FUSIONOS-DRIVEN INTEGRATIONS & AUTOMATION

Masonic Village at Elizabethtown implemented K4Connect's FusionOS, facilitating seamless and automatic connections between their third-party applications. FusionOS addresses interoperability issues by providing a two-way exchange of information regarding the who, what, and when of their community 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.

### KEY MASONIC VILLAGE FUSIONOS INTEGRATIONS INCLUDE

- **Cardwatch for Point-of-Sale:** Allows staff to manage dining menus, resident accounts, payments, and balances. Residents use the Plus App daily to check their balances and make their dining decisions.
- **Brightly The WorxHub for Work Orders:** Enables residents to submit and track maintenance requests through the Plus App, while staff efficiently manage tasks synced with Team Hub.
- **Computrition for Dining:** Dining menus and updates are integrated into the Plus App, enabling residents to access real-time menus and nutritional information for a personalized experience.
- **PointClickCare for Census:** FusionOS recognizes PointClickCare the primary source of resident information, syncing census data with Team Hub and the Plus App for accurate up-to-date directories.
- **Workday for Staff Directory:** Updates the staff directory in Team Hub, ensuring accurate information for internal communications and staff-resident interactions.

## RESULTS AND IMPACT

### ✓ INCREASED RESIDENT ENGAGEMENT

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 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.



### ✓ ENHANCED STAFF EFFICIENCY & COMMUNICATION

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 connect 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.

### ✓ STREAMLINED RESIDENT EXPERIENCE

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.

## CONCLUSION

Masonic Village at Elizabethtown's partnership with K4Connect showcases the transformative power of integrated technology in senior living communities. By leveraging FusionOS, Masonic Village creates a seamless and engaging experience for residents while empowering staff to work more efficiently.

## READY TO TRANSFORM YOUR COMMUNITY?

Discover how K4Connect's technology solutions can revolutionize your senior living community. Contact us today to learn how FusionOS, K4Community, and our suite of integrated tools can help you optimize operations, enhance resident satisfaction, and achieve your community's mission. Together, let's build a smarter future for senior living.

**Schedule A Demo Today**



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