



How Charter Senior Living Improved Communications to Better Engage Team and Family Members and Increase Benefits Enrollment by 16%

Charter Senior Living is a senior living organization providing independent living, assisted living, personal care, and memory care for its residents.

The company faced several challenges in ensuring effective communication across its team members, especially during the tumultuous times of the COVID pandemic. They required a solution that was both efficient and reliable, something that could reach everyone quickly, particularly in emergency situations.



45
LOCATIONS



2,540
EMPLOYEES



1,272
RESIDENTS



4,505
FAMILY MEMBERS

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CHALLENGE

A need for full-community communications

Because Charter Senior Living cares for senior citizens, they often act as extended family to their residents' loved ones. For this reason, Charter Senior Living needed something that could reach not only employees, but also residents and their families, for several critical use cases.



Shifting regulations and protocols

As evidenced during the pandemic, regulations, safety protocols, and other vital information can evolve quickly. This presented an immediate need for an efficient communication tool to keep everyone updated with the latest guidelines and information.



Ensuring safety and compliance

Fast and efficient communication was necessary to ensure that all staff, residents, and families were adhering to safety protocols. Given the vulnerable nature of the senior residents that Charter Senior Living serves, this information helps ensure everyone's health.



Operational Needs

There were many operational updates, such as changes in shifts or shift pickups, that required quick communication to ensure smooth functioning.



Crisis Management

In the case of emergencies, the ability to communicate quickly was essential. They needed a way to reassure families, provide updates on the situation, and coordinate an effective response.



Building Trust with Families

Charter Senior Living wanted to foster trust and transparency with the families of the residents. Having a reliable communication system that would enable them to reach out quickly helps the organization's facilities be responsive to any concerns.



Ensuring consistency of messaging

During critical times, it's essential that everyone receives the same, consistent message to prevent confusion or misinformation. A rapid communication tool would ensure that families, residents, and team members all received consistent updates at the same time.

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Given the sensitive nature of the organization's operations and those they serve, Charter Senior Living needed a reliable, fast, and efficient communication platform to maintain operational integrity, safety, and trust among all its stakeholders.

SOLUTION

An app-free, user-friendly messaging tool that covers all bases

Charter Senior Living identified goHappy's messaging platform as an ideal solution to their needs, for multiple reasons. First, goHappy's messaging platform is an app-free, text-based solution that works across devices, even mobile phones! Charter Senior Living needed to communicate with a very diverse audience, many of whom had different technologies and levels of technical knowledge. Text met everyone where they were.

Charter Senior Living also chose goHappy because of the variety of messages the platform allows for. From operational messages about shifts and regulations, to celebratory messages like birthdays and employee of the month, to engagement messages and event announcements, goHappy makes it easy to do it all.

Charter Senior Living chose goHappy for its efficient, targeted, and user-friendly communication capabilities. The implementation was smooth. Training was simple and the platform quickly proved its worth in both daily operations and crisis situations.

“We have staff, residents and family members who don't have smartphones, so an app-based platform would not have worked. goHappy's text message-based platform ensured we were able to reach everyone.”

- Jayne Sallerson,
President & Partner, Charter Senior Living

RESULTS

Increased engagement and reliability (even in a crisis)

Charter Senior Living started to realize the benefits of goHappy almost immediately. The organization, its employees, residents, and their families all experienced:

Increased accountability

Complaints about not receiving information were greatly reduced.

During open enrollment, the number of employees enrolled increased by 16%.

Increased engagement

goHappy's system allowed Charter Senior Living to see how many people were actively engaging with their messages, so the organization was able to better tailor communications.

Increased participation

There was better participation in events due to improved communication. The Farmer's Market event during Thanksgiving was a prime example, where team members were informed about the event, and families were also encouraged to participate.

Enrollment in Zayzoon and Charter Senior Living's benefits discount hub increased by 20%.

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“While we originally introduced goHappy for COVID communications, it has since become an essential tool for our community. Not only does it keep our teams informed, but it also serves as a lifeline in emergency situations. During a hurricane that affected Springwood Court, we were able to maintain communication with our families, thanks to goHappy.”

- Fran,
Executive Director at Springwood Court



GOHAPPY IN CONTEXT

Swift response during a hurricane

Soon after implementing goHappy, Charter Senior Living encountered another crisis when a hurricane hit the Springwood Court location in Fort Myers, Florida.

During the hurricane, Springwood Court was severely affected. One of the significant challenges they faced was a loss of electricity. This power outage meant that the families of residents had no way of calling or contacting the facility directly.

During the hurricane, goHappy became an essential tool for communication. The senior leaders of Charter Senior Living were able to use the tool to send out messages on behalf of Springwood Court, even though the local community couldn't do so themselves. goHappy acted as a lifeline for Springwood Court, allowing them to keep families informed despite the challenges they were facing during and after the hurricane.

THE HAPPY SOLUTION

Transformative efficiency and well-being

For companies like Charter Senior Living who are responsible for the health and wellbeing of residents, efficient communication is essential. They faced a unique challenge: ensuring consistent and prompt communication across their vast network of residents, family members, and staff. Traditional methods of communication such as emails were out of the question, as they were not effective in reaching everyone, especially when swift updates were crucial.

The introduction of goHappy has been transformative. It offers them a way to bridge the communication gap, sending real-time updates, news, and messages to everyone connected with their community, even during times of crisis.

The feedback from Charter Senior Living has been overwhelmingly positive. The ability to confirm receipt of messages, send out timely updates about events and opportunities, and enhance the operational efficiency of staffing shifts were some of the many benefits they have enjoyed. The company's adoption of goHappy was not just a decision for improved efficiency, but also an investment in the well-being and peace of mind for the entire Charter Senior Living community.

**Interested in hearing more about
how goHappy can help you?**

Help your organization increase frontline engagement, delivering bottom line results.

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