THE COMPLETE SENIOR LIVING

SOFTWARE TOOLKIT

Your guide to software for streamlining senior living operations and growing occupancy

The right software without the research

Senior living is evolving quickly. A whole new generation is poised to enter the market, while at the same time, a wave of innovative technology is coming online that redefines how senior living providers attract residents, deliver care and run their communities.

But along with the opportunities for growth come almost too many options to consider. What kind of solutions are there? What do they do? And which are worth the investment?

In this ebook, we've compiled a broad list of software types that a senior living provider should look at when choosing the right technology. From finances to marketing to care, you can see for yourself what you might want to implement — without having to spend hours researching what's available.

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The absolutely essential

No senior living provider should go without these tools.
They're fundamental to your success today and tomorrow.

Property
management &
accounting

Customer
relationship
management

Electronic
health records

Property management & accounting

What is it?

Property management and accounting software tools are the backbone of your senior living business. They resolve repetitive tasks, including move-ins, maintenance and billing, making them a must for your back-office staff. These electronic solutions often replace a slew of financial spreadsheets, paper records and filing cabinets by bringing real-time community and resident information into a central database, easily accessed from any location.
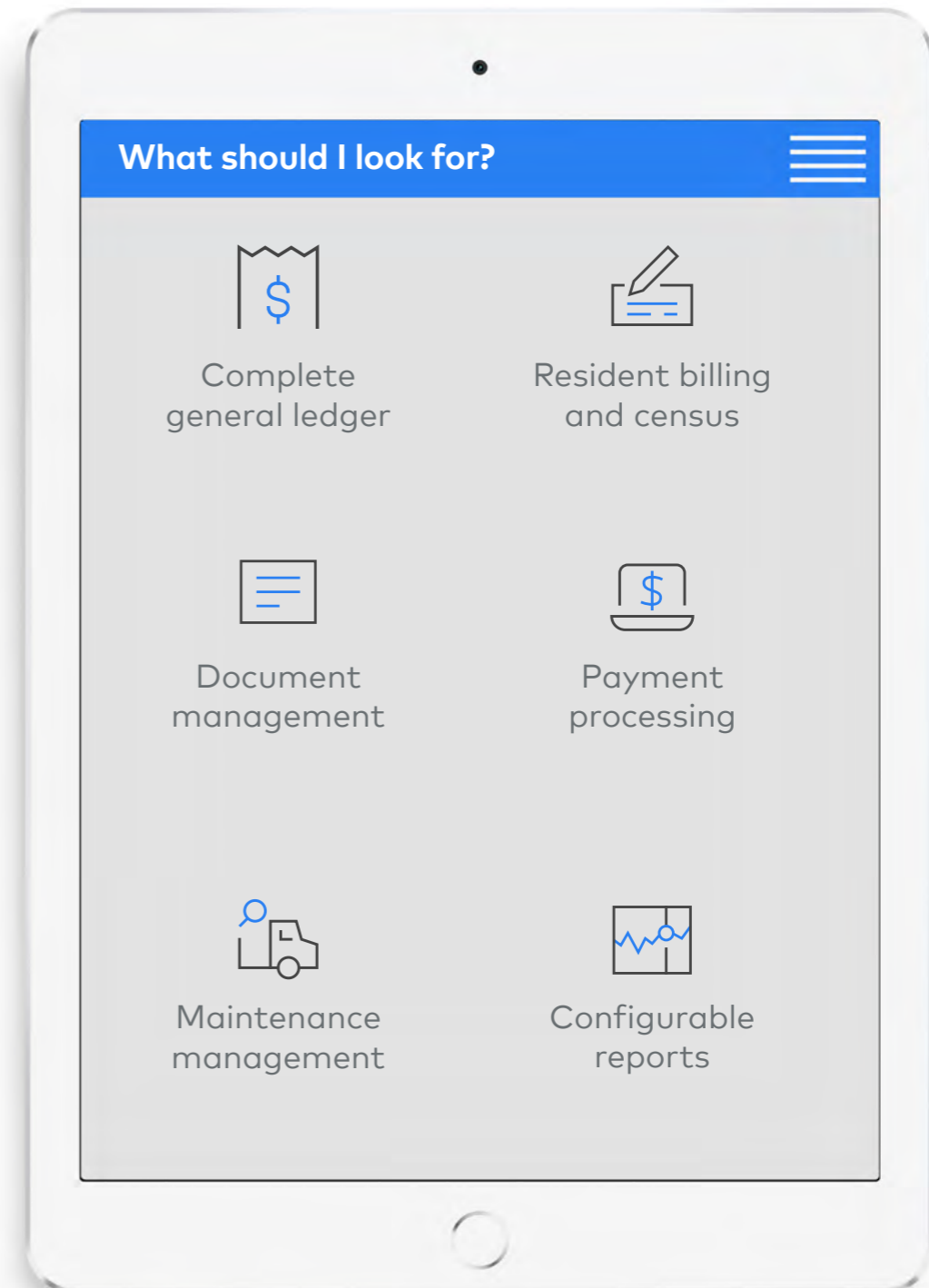
How does it help?

Streamline accounting: Accounting software makes the process of billing residents, collecting payments and reconciling accounts much less time-consuming by tracking and crunching the numbers for you.

Gain executive oversight: Having a single database for all your communities and residents gives you real-time visibility into the performance of your finances and the status of your facilities.

Enhance staff productivity: Automated processes and custom workflows for property management help staff spend less time sorting through paperwork and more time taking care of business.

What should I look for?

Complete general ledger

Resident billing and census

Document management

Payment processing

Maintenance management

Configurable reports

"Technology has drastically changed senior living. It's definitely made us more efficient and helped us get things done easier.

— Nicole Graham, Licensed Administrator, Silver Sky (Nevada HAND)

50%
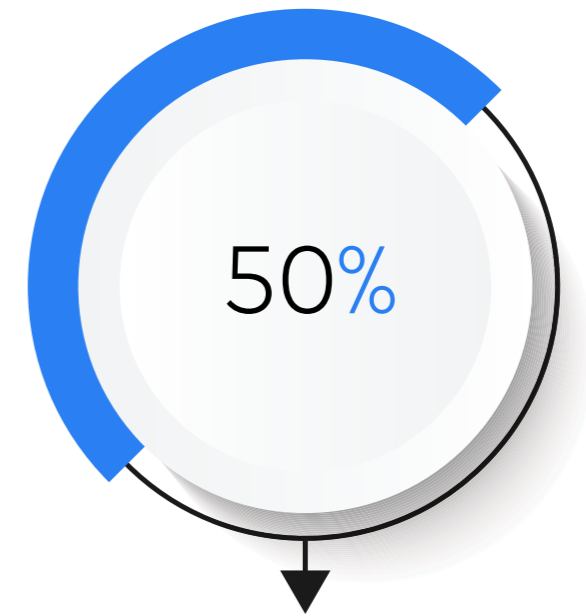
50% of accounting tasks can be fully automated through modern software.[1]

Customer relationship management (CRM)

What is it?

A CRM solution for senior living tracks everything about your prospects from their contact details and demographics to their favorite hobbies and pets. This data is stored in online records along with associated communications, activities and actions that your sales and marketing team might have taken, effectively painting a complete picture of your history with the prospect. Collectively, this information lets you see where leads are in the sales cycle so your team can follow up more effectively.

How does it help?

Improve organization: Modern CRMs make prospect information accessible from a single, mobile-friendly source, replacing index cards and sticky notes so staff always have the right details on hand.

Enhance customer service: By storing personal details electronically, you can easily reconnect with prospects, personalize each exchange and build stronger relationships throughout the sales process.

Increase efficiency: Visual workflows and activity calendars help you spot bottlenecks in the sales pipeline, while task notifications keep your sales team moving from one touch point to the next.

20%

Marketing automation drives a 20% increase in productivity.[2]

25

25 sales touches on average are needed to reach a move-in.[3]

What should I look for?

Electronic leasing

Automated sales workflows

Lead and referral tracking

Marketing campaign management

Task and appointment calendars

Correspondence tracking
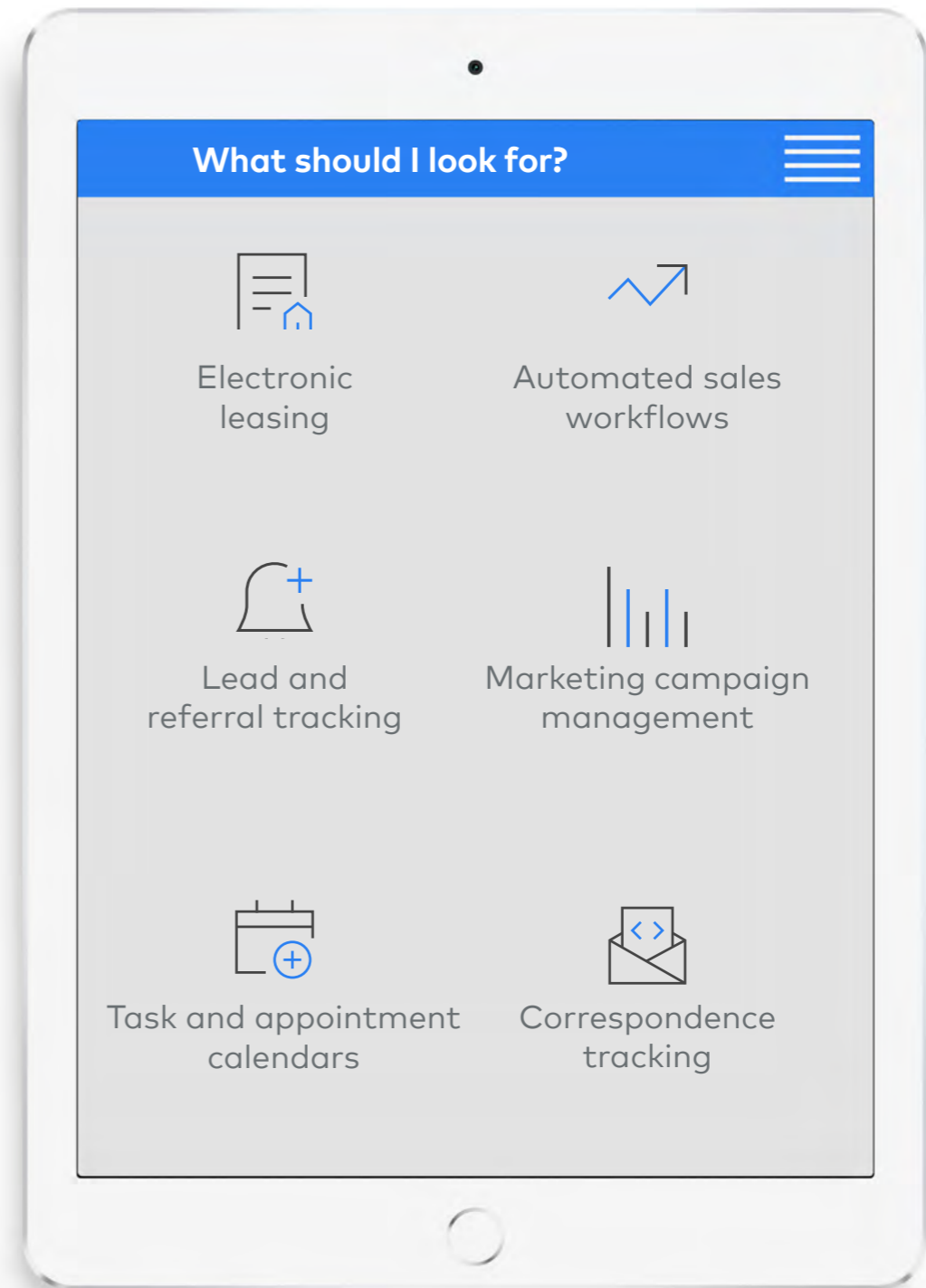
Electronic health records (EHR)

What is it?

Widely used across senior living, EHR systems allow you to electronically document clinical services and retrieve health information on your residents. Typically, these systems capture data on diagnoses, allergies, dietary restrictions, vitals, progress and more, bundling everything together to help you form care plans. Modern EHR systems are built to work both online and offline on mobile devices so caregivers can chart at the point of care.
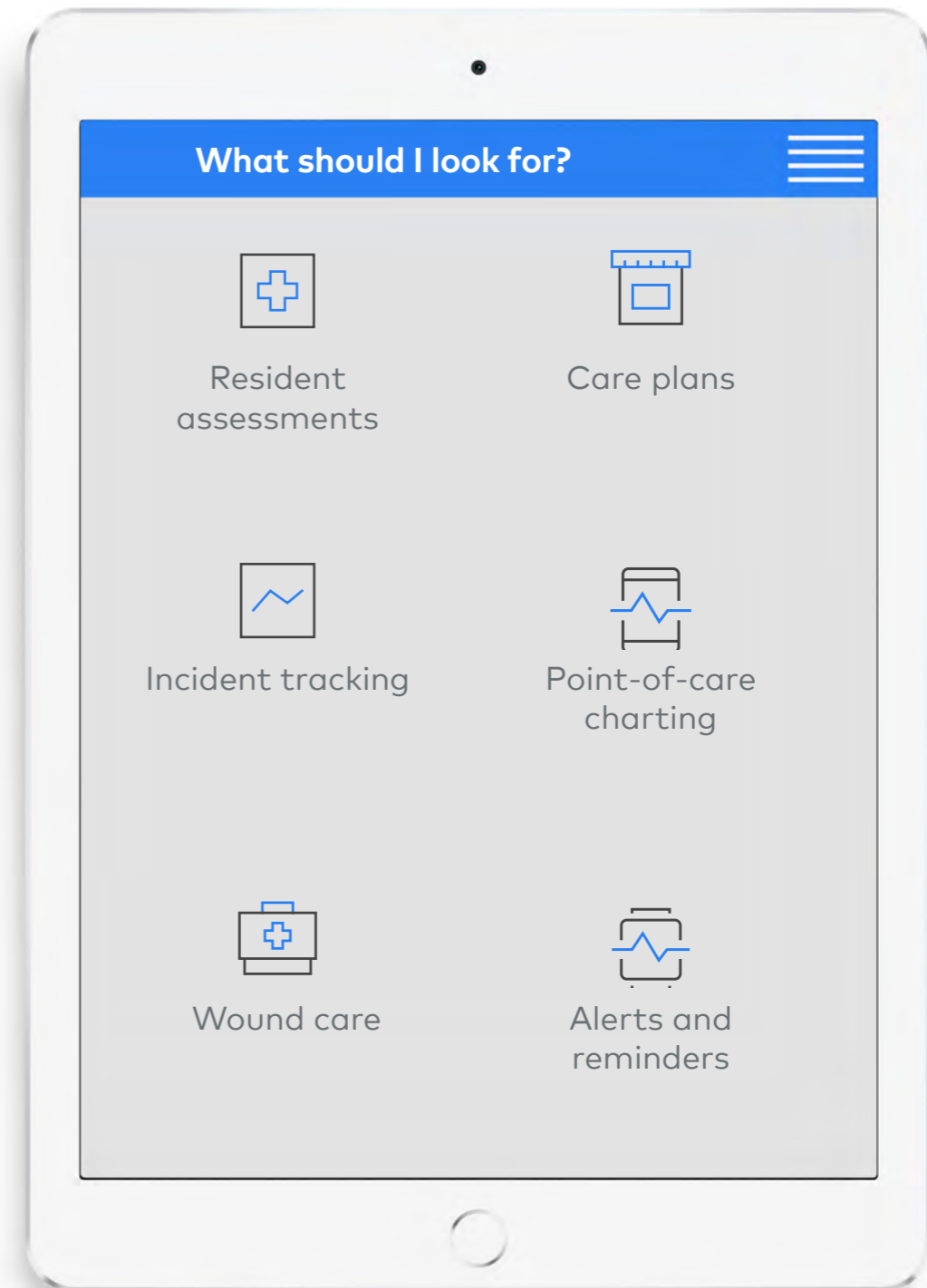
How does it help?

Simplify care delivery: Caregivers no longer have to carry files or return to the office to complete lengthy forms. Everything they need to document care is available with a simple tap on a device.

Improve transparency: As caregivers record progress notes or health incidents on their rounds, the information is immediately available, so you always know the current condition of your residents.

Boost satisfaction: With every resident's service plan close at hand, caregivers can save time while charting, allowing them to focus more on the residents' wellbeing and less on paperwork.

What should I look for?

Resident assessments

Care plans

Incident tracking

Point-of-care charting

Wound care

Alerts and reminders

"Technology makes it much easier for us to focus on the task at hand — taking care of people."

– Dennis McCarthy, CIO

SRI Management

The differentiators

Valuable, practical and engaging, these tools help you offer senior living services that set your business apart.

Resident & family portals

Electronic medication management

Home care management

Resident & family portals

What is it?

Comfortable rooms and creative dining aren't the only contributors to resident satisfaction. In fact, open communication can matter just as much. Resident and family member portals are websites and apps for posting community news, activities, menus and notices. They also provide online options for making payments, submitting work orders and signing electronic documents. In effect, they're one-stop shops for staying connected with the community.

How does it help?

Keep loved ones in the loop: An easy-to-use online portal helps family members communicate directly with caregivers and stay up to date on billing and health matters.

Foster happier residents: As more tech-savvy seniors move in, you can keep them engaged with the convenient, mobile-friendly online services they've come to expect in their day-to-day life.

Streamline common tasks: Providing 24/7 online access lets families easily split and manage payments as well as request maintenance work for their loved ones, no phone calls necessary.

What should I look for?

- ✓ Community bulletin boards
- ✓ Activities calendar
- ✓ Payments via ACH and cards
- ✓ Health record access
- ✓ Secure communication
- ✓ Maintenance requests

" The online portal has been great for family, staff and residents. It's really easy to show families how to utilize it, pay their rent and do work orders. "

– Nicole Graham, Licensed Administrator, Silver Sky (Nevada HAND)

Watch video

Electronic medication management

What is it?

Medication accuracy and safety matters. Caregivers in senior living use electronic medication administration records (eMAR) to document administration times and manage their workflows. These systems indicate the dose as well as any other special instructions to prevent the wrong medication being passed to the wrong resident. For liability and audits, the data in the eMAR serves as a complete record. Providers can also use eMAR tools to communicate directly with pharmacies for prescription fulfillment and medication information.
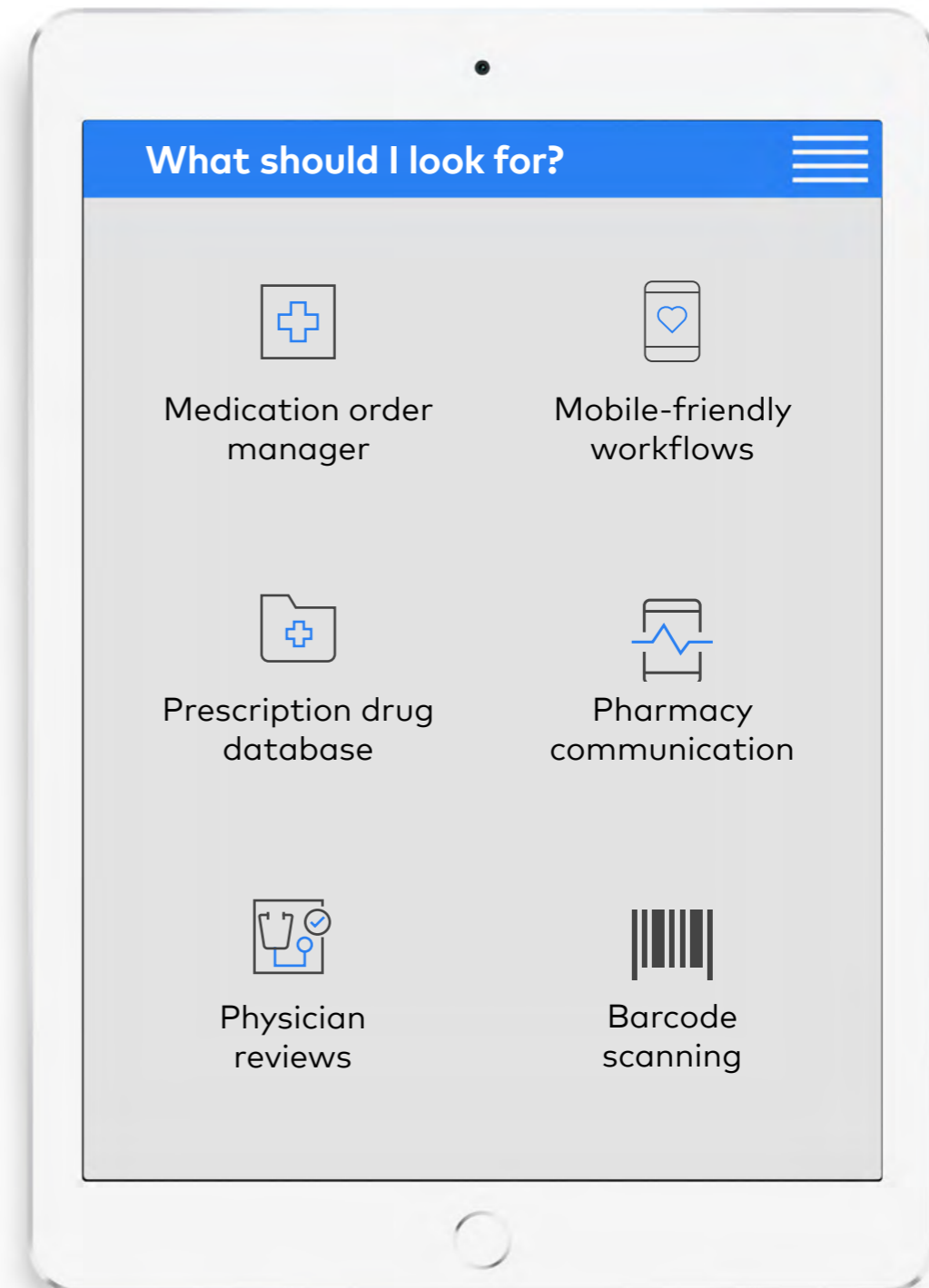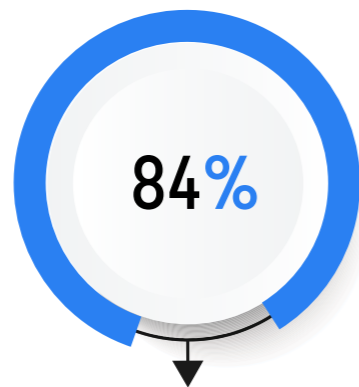
How does it help?

Reduce medication errors: Workflows, reminders and alerts ensure that caregivers maintain the "five rights" of medication administration: right med, right dose, right time, right route, right resident.

Raise quality of care: With eMAR on mobile devices, caregivers can easily chart as they go along in just a few taps, giving them time to focus on the resident rather than the medication paper trail.

Streamline pharmacy communication: Many eMAR solutions integrate with pharmacy systems so you can expedite communication of new orders, order changes, refill requests and resident census updates.

What should I look for?

Medication order manager

Mobile-friendly workflows

Prescription drug database

Pharmacy communication

Physician reviews

Barcode scanning

84%

Medication errors

Medication management programs can prevent an estimated 84% of dose, frequency and route errors.[4]
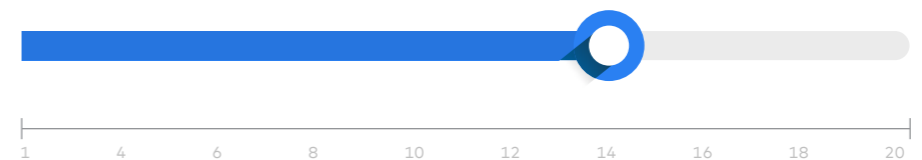
Medications per day

The average senior living resident takes 12-14 medications per day, putting them at high risk for adverse drug events.[5]

Home care management

What is it?

The demand for home care services is increasing nationwide. But overseeing a mobile workforce and ensuring care standards are met at the same time is no simple challenge. Home care management solutions provide a platform for scheduling, tracking and supervising your caregivers in the field.

For senior living providers with home care services, or those looking to expand into the growing field, an integrated home care solution allows you to manage both community residents and independent clients in one place.

How does it help?

Ensure the correct care: Home care solutions let you create client-specific care plans that your off-site staff can access on their mobile devices, so they always know what services to provide to whom.

Coordinate caregivers efficiently: Calendars and shift management features eliminate scheduling hurdles for the back office by taking visit frequency, preferences and time conflicts into account.

Automate home care billing: Electronic point-of-care charting means that services are documented in real time and seamlessly passed through to your accounting department for correct billing.
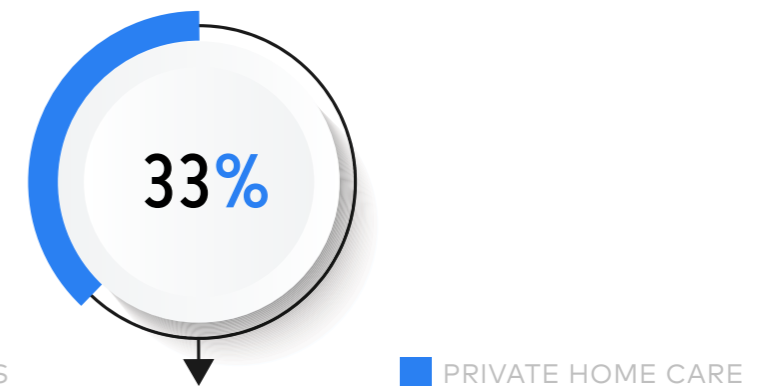
What should I look for?

- ✓ Electronic care plans
- ✓ Appointment scheduling
- ✓ Real-time reports
- ✓ Mobile charting
- ✓ Integrated billing
- ✓ Built-in compliance

$225 billion

$100 billion

2010   2015   2020   2025   2030
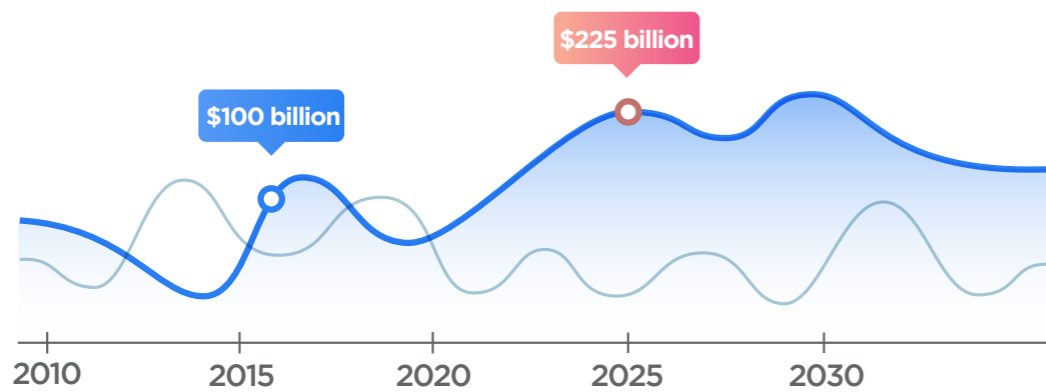
The home care market is expected to grow from $100 billion in 2016 to $225 billion by 2024.[6]

33%

HOME CARE PROVIDERS   ■ PRIVATE HOME CARE

1/3 of in-home care providers see private duty home care as the greatest growth area for the industry.[7]

The above & beyond

Stay far ahead of the rapidly changing senior living industry
with these often-overlooked, always-useful solutions.

Business
intelligence

Procurement &
purchasing

Call
automation

Business intelligence (BI)

What is it?

The standard reports included with many software tools are invaluable, but they may not present the clearest picture of your business's health. Senior living BI solutions offer comprehensive analytics that import data from across your communities and visualize it in easy-to-read graphs, charts and tables. Essential KPIs like occupancy rate and NOI are made available at a glance, along with additional metrics like resident count, marketing spend and conversion rate.

How does it help?

Make better decisions: Data analytics help you quickly get real answers to questions about your revenue, expenses and results so you clearly know where you stand and what actions to take.

Share meaningful data: Business intelligence is useful at all levels, not just the C-suite. Senior living BI tools should offer customizable dashboards for your marketing, operations and care managers.

What should I look for?

- ✓ Visual charts and graphs
- ✓ Data sorting and exporting
- ✓ Budget recommendations
- ✓ External data importing
- ✓ Role-specific dashboards
- ✓ Customizable widgets

Procurement & purchasing

What is it?

Senior living procurement software helps you manage the purchasing cycle for the items and equipment your communities need. You can access online marketplaces that integrate with your procurement system to automate purchase orders and invoice processing.

Vendors you partner with frequently can view the status of invoices as they route through approval workflows. Once the deal is finalized, the procurement platform can automatically submit payments.

How does it help?

Simplify purchasing: Procurement software consolidates disparate vendors across your communities onto one platform, eliminating the hassle of managing sometimes thousands of vendors.
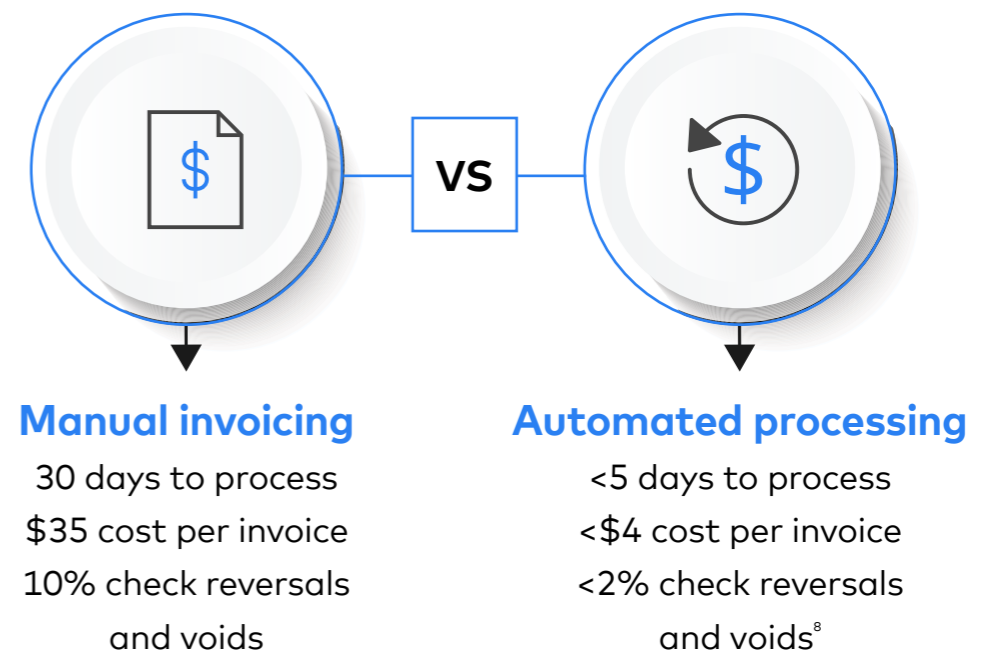
Accelerate the procurement cycle: Manual scanning and data entry for each invoice quickly adds up. Automation eliminates paperwork and keeps approvals moving so purchases arrive when you need them.

Control MRO spend: Real-time reports ensure you have clear visibility into purchasing so you can stay within budget.

What should I look for?

- ✓ Online purchasing catalogs
- ✓ Invoice processing
- ✓ Purchase order approvals
- ✓ Offline and online payments
- ✓ Online portal for vendors
- ✓ SKU-level reporting

VS

Manual invoicing

30 days to process

$35 cost per invoice

10% check reversals
and voids

Automated processing

<5 days to process

<$4 cost per invoice

<2% check reversals
and voids[8]

Call automation

What is it?

Despite the growth of the internet, phone inquiries still bring in a lot of business. Call automation systems are digital answering services that give you toll-free tracking numbers for your marketing campaigns — print ads, radio commercials, even online listings — to track their performance.

These call systems also provide automated welcome messages with phone trees to route your callers to the right department. To top it off, some software providers offer live agents as a service to answer calls for you.

How does it help?

Improve conversion: You can't afford to miss calls from prospects. Interactive phone menus (e.g., "press 1 for sales, 2 for support") ensure that high-value calls always reach your sales counselors.

Optimize marketing: By capturing the source of your calls through tracking numbers, you can see which channels are the most effective and worthy of a bigger portion of your marketing budget.

Promote resident satisfaction: When residents call with maintenance issues or billing questions after hours or on holidays, you can schedule live agents to handle the requests.

What should I look for?

- ✓ Toll-free phone numbers
- ✓ Interactive phone tree
- ✓ Call recording
- ✓ Call scheduling
- ✓ Tracking and analytics
- ✓ On-demand live agents

Time to complete your toolkit

The solutions featured in this ebook have helped many communities stay competitive and scale for growth. And as the technology continues to improve, these systems will only become more important in all aspects of senior living.

Is your own software toolkit short a few tools? Now that you know what to look for, you're ready to start reviewing vendors and requesting demos. Adopting new technology can take time, but with a clear understanding of the options and features available, you're sure to find the right fit much faster.

The single connected solution

The [Yardi Senior Living Suite](#) unites property management, finance, marketing, resident care and more on a single platform. See how Yardi can help your community navigate the next generation of senior living.

[Get in touch](#)

1. [McKinsey Global Institute](#) 2. [Nucleus Research](#) 3. [Creating Results](#) 4. [LeadingAge](#)
5. [McKnight's Senior Living](#) 6. [Business Insider](#) 7. [Home Health Care News](#) 8. [Yardi Insights](#)