

# Birdsong Use Cases for At Home Seniors

**BIRDSONG**  
ENTERTAIN CONNECT EMPOWER





# Case Study

## Mountain Empire



Overcoming Loneliness through  
Technological Innovation: The Experience  
of Mountain Empire Older Citizens with  
the Birdsong Tablet



## Introduction:

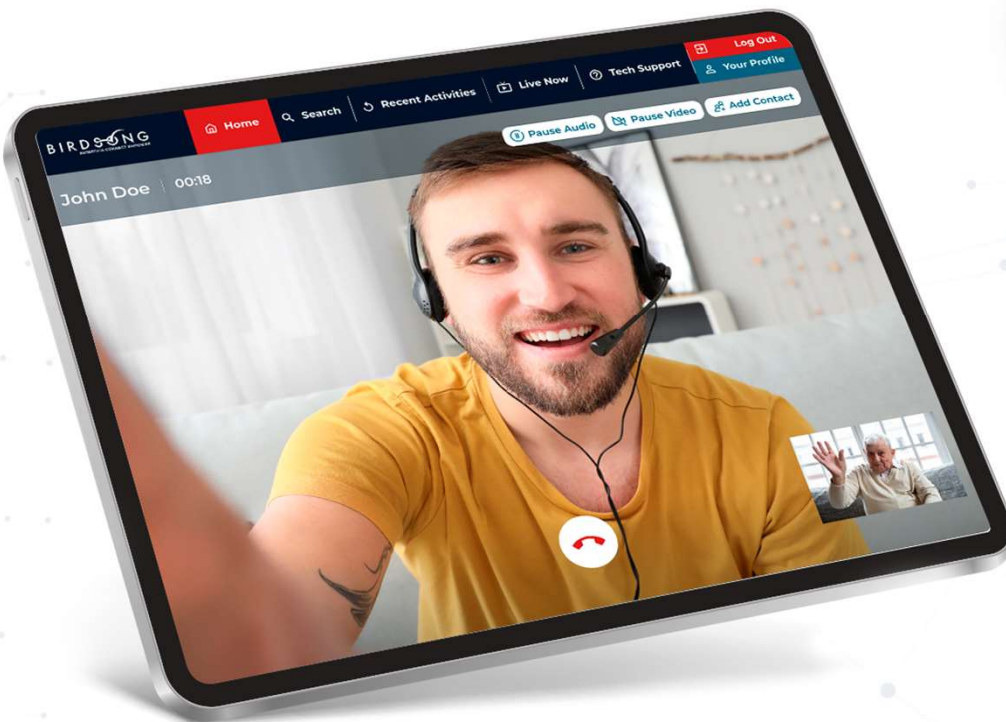
Mountain Empire Older citizens (MEOC), a non-profit organization located in a rural region, **endeavors to furnish seniors aged 55 and above with the necessary resources, opportunities, and support to combat feelings of isolation and loneliness.** With the outbreak of COVID-19, MEOC was faced with the challenge of maintaining engagement and connection among its senior constituents, particularly those who were suffering from poor health.



## Challenges / Obstacle:

The COVID-19 pandemic has had a profound impact on our daily lives, including our interpersonal relationships. **For elderly individuals residing in rural areas, feelings of isolation can be even more pronounced, as they are often disconnected from their social circles, friends, and community.** MEOC's senior population was no exception, and the organization was tasked with finding a means of maintaining their engagement and connection.





## Solution:

MEOC implemented the utilization of the Birdsong tablet as a solution to counter feelings of loneliness and isolation among its senior constituents. The tablet is a user-friendly device that provides seniors with a plethora of activities and resources aimed at keeping them engaged and connected with their peers. **With the tablet, seniors were able to participate in virtual activities such as community-wide video conferences and trainings.**



## Results:

- ✓ The Birdsong tablet proved to be a resounding success among MEOC's senior population, who rapidly adopted the technology. **Although the average age of the seniors was 78, the oldest senior was 95 years old, and she was able to master the use of the tablet with ease.** The tablet provided a sense of community for the seniors, who were able to connect with one another through virtual activities and video conferences.

- ✓ **One virtual activity, a community-wide video conference where seniors made chocolate pies together, was particularly well received.** The seniors were provided with the recipe beforehand, and were able to make the pies in unison, despite being physically separated. This activity helped the seniors feel connected and offered a unique opportunity for cultural enrichment.



## Results:

- ✓ **Another senior was thrilled with the ability to discover new foods, music, and cultures through the tablet.** This serves as an illustration of the Birdsong tablet's potential to provide seniors with cultural experiences that they may not have had otherwise.
- ✓ **Service trainings, which were held once per month and allowed foster grandparents to see each other in person, eventually transitioned to video conferences on the Birdsong tablets.** The first time this was done, one senior cried, as it was the first time in a prolonged period that she had seen her friends.



## Conclusion:



The Birdsong tablet has demonstrated itself to be an efficacious tool in overcoming feelings of loneliness and isolation among seniors. **MEOC's adoption of the tablet has helped maintain engagement and connection among its senior population, even in the face of the challenges posed by the COVID-19 pandemic.** By providing seniors with a sense of community and opportunities for cultural enrichment, the Birdsong tablet has helped MEOC attain its objective of supporting and enhancing the lives of older adults in its community.





## Video

