

Birdsong Use Cases for At Home Seniors

BIRDSONG
ENTERTAIN CONNECT EMPOWER



3

Case Study

Prestige Healthcare Group

BIRDSONG
ENTERTAIN CONNECT EMPOWER



The Birdsong Engagement Tablet's
Transcendent Impact on Sunshine
Adult Day Care, a Prestige Healthcare
Group Initiative

© 2023 Blackbird. All Rights Reserved

| 02



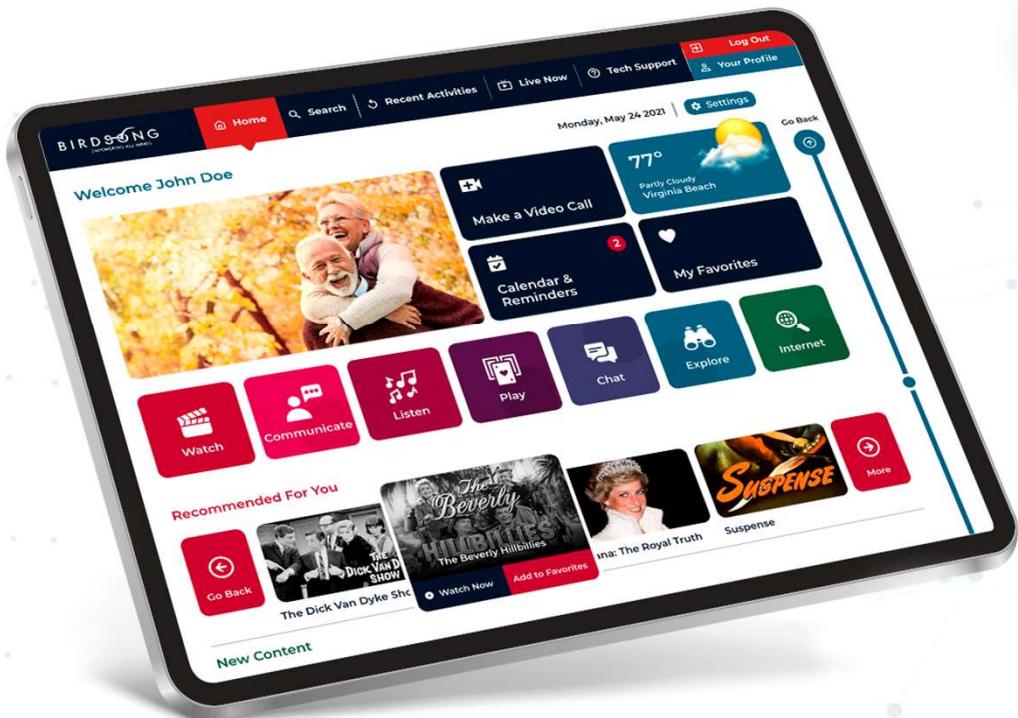
Introduction:

Prestige Healthcare Group's Sunshine Adult Day Care is an innovative facility that provides in-care services to seniors and individuals with disabilities. As a division of Prestige Healthcare Group, the day care center is dedicated to uplifting the lives of their clients by fostering independence, dignity, and wellbeing. **In light of the COVID-19 pandemic, the center faced unique challenges in delivering their programs to patients, which resulted in a lack of stimulation and social interaction for the clients.** However, Prestige Healthcare Group rose to the occasion and found a solution that would reach the hearts, souls, and minds of their clients.



The Obstacle:

The biggest impediment that Prestige Healthcare Group faced was delivering their programs to their clients in the face of the pandemic. With the closure of the adult day health programs, the clients were left with limited opportunities for engagement and social interaction, which resulted in feelings of loneliness and isolation. Additionally, the caregivers were overburdened, and the center required a respite solution.



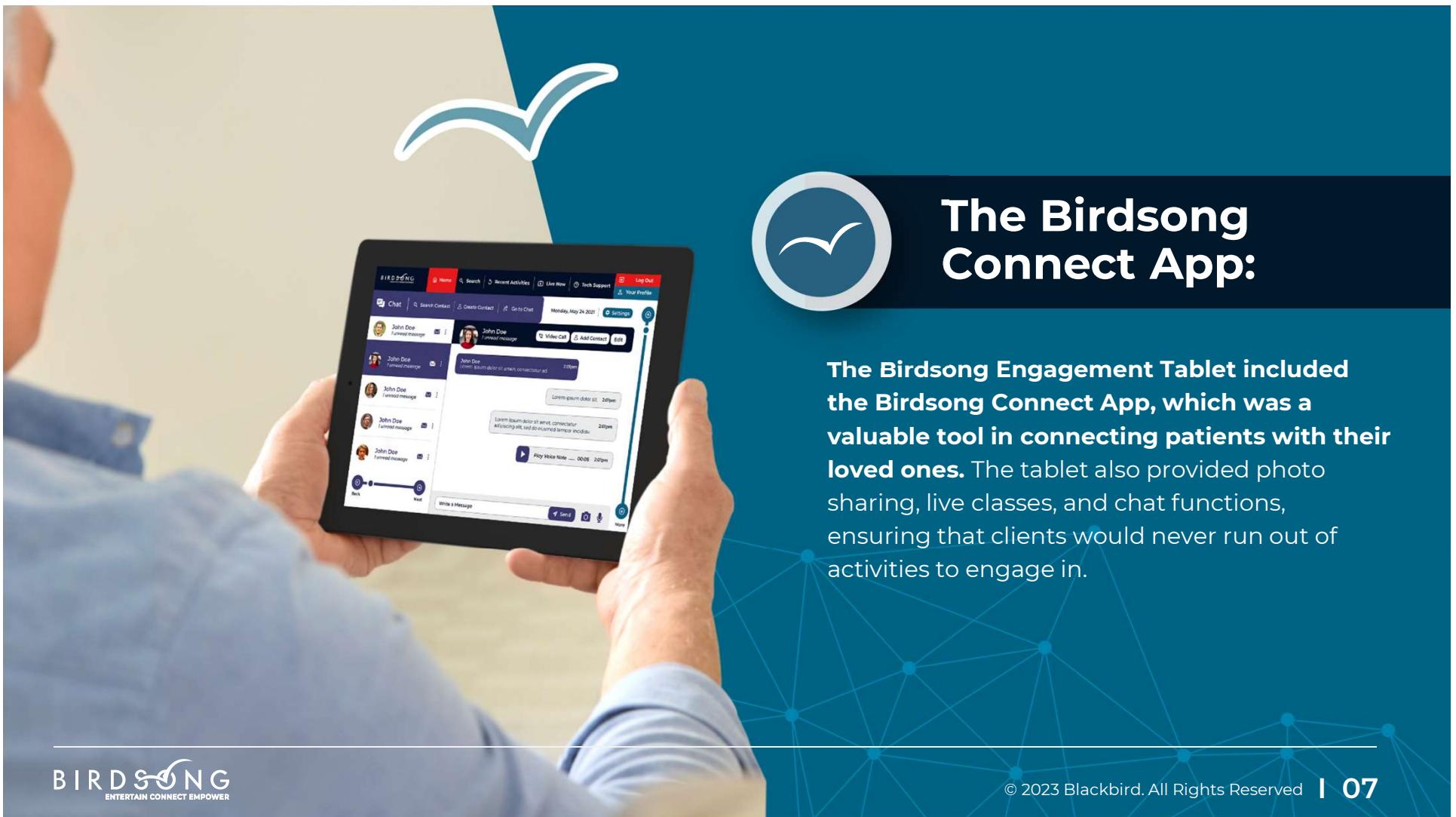
Solution:

Prestige Healthcare Group conducted a thorough market analysis of available technologies to alleviate the difficulties they faced due to the pandemic. They were thrilled to discover that there had been a 40% increase in the senior demographic purchasing technology. **After a comprehensive evaluation, they decided to implement the Birdsong Engagement Tablet, which offers a live interactive platform for improving the quality of life for their clients.**



Leveraging the Plan of Care:

Prestige Healthcare Group leveraged the plan of care and trained their caregivers to appropriately connect the features of the tablet to the patients' goals and outcomes. This approach helped to build self-efficacy and self-esteem in their clients. The tablet offered an extensive library of content, including social media, games, educational apps, and live classes, which provided numerous opportunities for their clients to connect with others, whether they were introverts or extroverts.



The Birdsong Connect App:

The Birdsong Engagement Tablet included the Birdsong Connect App, which was a valuable tool in connecting patients with their loved ones. The tablet also provided photo sharing, live classes, and chat functions, ensuring that clients would never run out of activities to engage in.

BIRDSONG
ENTERTAIN CONNECT EMPOWER

© 2023 Blackbird. All Rights Reserved | 07



Rewarding Patients:

- ✓ Prestige Healthcare Group rewarded their clients for using the tablet through hand-written letters and teddy bears, which motivated them to continue using the technology. **The tablet was a way for the center to genuinely connect with their clients, providing a vital lifeline for seniors who were struggling with feelings of loneliness and isolation.**



Support for Caregivers:

- ✓ In the homecare field, aides are often sent to clients' homes without the necessary tools to effectively engage with them. **The Birdsong Engagement Tablet provided a platform for caregivers to easily and efficiently find activities to do with their patients.** In moments of difficulty with a patient with dementia, caregivers could access all of the Alzheimer's-related therapeutic content, providing them with the resources they need to support their patients in real-time.

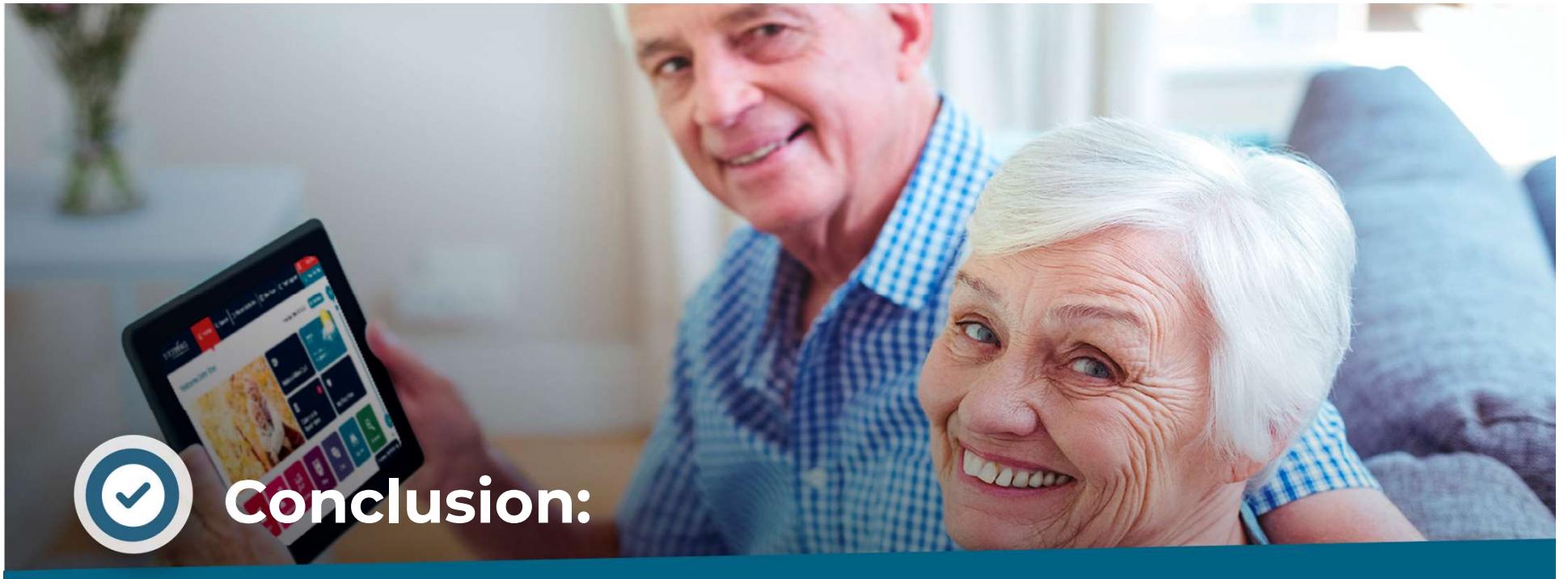


Behavior Change:

Adopting a new behavior, such as utilizing the Birdsong Engagement Tablet, is a five-step process that requires support and motivation.

Initially, there may be hesitancy as clients contemplate how to use the technology. However, with the right support and encouragement, Prestige Healthcare Group has seen success across the board in their adoption of the tablet.





Conclusion:

The COVID-19 pandemic brought about unprecedented challenges for Prestige Healthcare Group and the seniors in their care. However, with the implementation of the Birdsong



Video

