Eskaton Partners with K4 Connect

3 month Pilot Study Evaluation

PURPOSE: Evaluate the effectiveness of the K4 Community solution in enabling residents and staff to stay engaged and better connected with family and friends, while also streamlining current systems.

OBJECTIVES:

✓ Improve overall resident well being: measured by enhanced connections with family, friends and community

✓ Evaluate resident, staff, and family experience (ease of use, aesthetic appeal, level of engagement)

Pilot Program Overview:

18

# of apartments

22

# of residents

90

Scope—Length of Days

Locations - Eskaton Village Carmichael, Monroe Lodge

Pilot Launch - June 1, 2017   Pilot Conclusion - August 30, 2017

Pilot Metrics:

Eskaton Village Carmichael

- 10 visitors
- Average time on site: 7 min 22 sec
- Average docs uploaded by staff/week: 6
- Average messages sent to family: 18
- Average photos shared/week: 1.5
- Total Steps with new tracker (7/10-7/24): 520,603

Eskaton Monroe Lodge

- 11 visitors
- Average time on site: 17 min 9 sec
- Average docs uploaded by staff/week: 9
- Average messages sent to family: 18
- Average photos shared/week: 9
- Total Steps (7/10-7/24): 169,129

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Most Popular Tablet Features by Community:

Eskaton Village Carmichael

Home Controls
9 views per day

Wellness
8 views per day

News/Content
8 views per day

Notices
5 views per day

Events
2 views per day

Eskaton Monroe Lodge

Games
29 views per day

News/Content
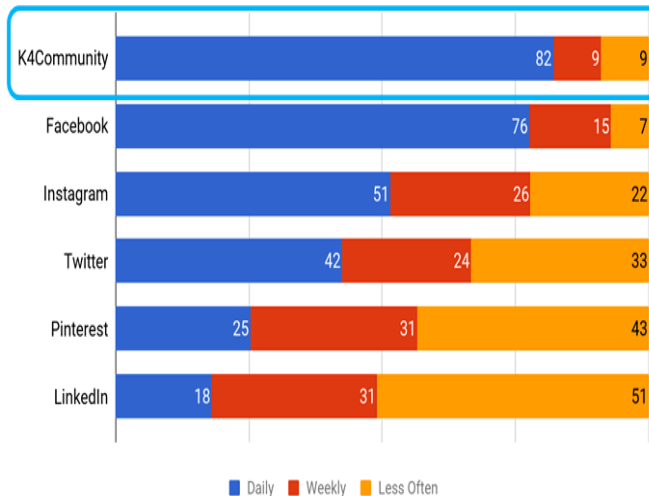16 views per day

Wellness
14 views per day

Menus
14 views per day

Photos
13 views per day

K4 Comparison to Mass Market Apps :

Frequency of Visit

App	Daily	Weekly	Less Often
K4Community	82	9	9
Facebook	76	15	7
Instagram	51	26	22
Twitter	42	24	33
Pinterest	25	31	43
LinkedIn	18	31	51

■ Daily ■ Weekly ■ Less Often

Time in App

App	Time in App (minutes)
Snapchat	25
Facebook	23
K4Community	17
YouTube	17
Instagram	15
LinkedIn	2
Twitter	1

Time in App (minutes)

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