

front porch

## The Front Porch Experience:

*The Mindset, Business Case & Journey  
Into Aging Services Technologies*

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Burbank, CA

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## Front Porch Overview

- o Largest non-profit provider of senior & affordable housing and services in CA
- o Continuous services since 1910
- o 13 market rate & continuing care senior communities serving 3,500 residents
- o 32 managed affordable communities serving more than 4,000 low-income residents (families, seniors and those with disabilities)
- o Front Porch Development Company – active adult communities in development in Monterey, CA and Puerto Vallarta, MX as well as major redevelopment projects
- o Based in Burbank, CA

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## The Mindset

- o Brand - Creating communities...that help you live life, your way
- o Mission - Meet Needs
- o Relevant to multiple markets & generations on an individualized basis
- o Vitality & wellness is key
- o Social responsibility always at forefront
- o Technology is a tool we leverage for strategic advantage

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## The Buy-In

- o CAST content – fueled awareness and internal dialogue with board and senior staff
  - o Research findings
  - o Networking
  - o Events (White House Conference on Aging)
  - o Vision video

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## Fired Up! But What To Do?

- o Is it possible to do something that would be relevant to multiple markets & generations on an individualized basis?
- o Big, small or in-between?
- o Whose money?
- o Does vision video tech really exist?
- o How to start?
- o And ???

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## Our “Eureka!” Moment

- o Making the connection
- o One Duh! moment turned into many
- o The result was not *should* we make this happen – instead it was HOW?

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## Dakim mPower



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## The Opportunity

- o Focus on brain health
  - The need/concern is undeniable
  - Expanded our service levels ways not previously possible
  - Relevant to multiple markets & generations on an individualized basis
  - Residents & Staff genuinely interested
- o In a fun, engaging, meaningful way
- o Good place for us to start

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## Dakim Pilot Project

- o Initial dialogue began in Spring 2005
- o Content testing began in Fall 2005
- o Alpha testing on 10 units began in Fall 2006
- o Deployed units in all levels of care and a variety of settings
- o Expanded to 2 additional campuses in early 2007

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## On The Right Track

- o 300 residents / 26 mPowers
- o High engagement and satisfaction from residents, family members, staff
  - Both for testing and real time usage
- o Media attention
- o Compelling to prospects
- o Organic process – daily new learnings

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## Building On Success

What's next for us...

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## Final Thoughts...

- o Start with the needs first, not the technology
- o Remember everyone has a role to play
- o Culture is key
- o Sustain the dialogue

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