

The Icon Difference

Icon is the only all-in-one employee, resident, and family experience management platform that centralizes and elevates engagement, communication, and real-time insights to help senior living operators retain and attract top talent, and residents.

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STREAMLINED, CENTRALIZED TECH SOLUTIONS REDUCES COSTS AND ENHANCES ENGAGEMENT

Unlike any other solution on the market, Icon seamlessly integrates resident and family engagement with employee engagement, fostering a holistic and interconnected experience. The Icon platform seamlessly merges communication, engagement, and marketing functionalities (coming soon!), coupled with a robust feedback platform. Expect quality, high-end applications and streamlined tech solutions that not only enhance interactions but also significantly cut costs.

Our streamlined tech solutions eliminates the need for at least five other tech solutions, resulting in up to 80% savings on printing expenses.

ONE PORTAL, ONE SINGLE LOGIN PROVIDES SIMPLIFIED USER EXPERIENCE

Icon invests in authentic, robust integrations that enable seamless access via one-portal and one-login, resulting in a truly simplified user experience. Icon's integration partners are with best-in-class solution providers so Icon customers do not settle or compromise with sub-standard technology. Ask about Icon's "Preferred Partner Network" to learn more.

"Before we had to enter resident information into multiple separate systems, now we enter data once and it flows across our platforms." - Icon Customer

REAL-TIME INSIGHTS & BUSINESS INTELLIGENCE SUPPORT OPERATIONAL EXCELLENCE

Enhance the resident experience by leveraging real-time pulse surveys to gather timely feedback that enables staff's immediate response. Additionally, data trends and enterprise reporting supports strategic planning.

"The analytics from Icon's engagement platforms gave Cogir executives - and those within the communities - clear insights into what can be improved and what's working well." - Cogir Senior Living

NEW! AI-ENABLED PERSONALIZED WELLNESS EXPERIENCE FOR RESIDENTS

Customize the resident experience with Icon's revolutionary Smart Aging™ that leverages AI to personalize recommendations and help staff plan programming and events that are unique and tailored to resident interests, passions and requests!

75% of residents say activities tailored to their interests are essential to their well-being.

75%

CUSTOMIZE WITH EASY CONFIGURATIONS AND NO ADDITIONAL COSTS

Customizing Icon's platform is hassle-free and at no additional development costs. Staff enjoy being able to independently configure and design portals without requiring time-consuming and expensive customer support to make simple changes.

Icon clients experience higher than average key performance indicators like an 89.6% average occupancy rate and 4.5/5 star Google reviews.

MULTI-CHANNEL CAPABILITIES MAKE COMMUNICATION EASY

Reach all residents, families, and employees in their language of choice via their preferred platform (e.g. TV, smartphone app, Alexa, phone, email, dial-in, or text message).

"With just a few clicks, we can issue vital communications to our seniors, families, and staff at one site or our entire chain. This frees up critical time to allow staff to focus on the seniors." - Icon Customer



2 FTEs

MITIGATE STAFF BURDEN AND REDUCE LABOR COSTS VIA AUTOMATED WORKFLOWS

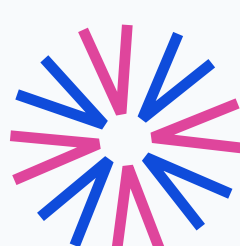
Streamline daily operations and better manage regular tasks and communication workflows (such as onboarding and patient discharge).

Icon can be attributed to helping communities consolidate staff by an average of 2 FTEs.

WHITE GLOVE SERVICE TO ASSURE SUCCESS

Icon's Customer Success Team proudly delivers high-touch support to ensure high adoption and a personalized experience for residents, families and staff.

As a result of Icon's white glove service, average industry reviews indicate a 97% customer retention rate and consistent five-star ratings.



Icon

