BLAKEFORD
SENIOR LIFE
ℬ

CLOSING THE GAP: HOW BLAKEFORD SENIOR LIFE EMBRACES INNOVATION

CHALLENGE

For seniors in Greater Nashville, Blakeford Senior Life is more than just a provider of residential services; as a homegrown nonprofit, they are dedicated partners who collaborate with seniors to tailor the perfect living experience for them and their loved ones, aiming to enrich and enhance life rather than change it. However, the old method of printing information and delivering it door to door was no longer effective. Recognizing the need to bridge this communication gap, Blakeford sought a solution that aligned with the industry's embrace of technological advancements. Determined to lead the way, Blakeford chose Icon to revolutionize their information dissemination and resident engagement processes.

SOLUTION

The Icon platform offers comprehensive accessibility by consolidating information about activities, dining options, maintenance, and directories into one place. This time-efficient system allows staff to focus more on engaging with residents and fostering community connections, while simplified access to information empowers residents to make informed decisions and live their best lives. As a result, residents experience a more seamless and enriched living experience, stronger community bonds, and a greater sense of control and fulfillment in their daily routines.

✴ Icon

Katelyn Morales
WellLife Manager, Blakeford Senior Life

"We chose Icon to address the communication gap. The old method of printing information and delivering it door to door was no longer effective. Contrary to common belief, the Senior Living industry is also embracing technological advancements. We didn't want to fall behind; we wanted to lead the way, and Icon enabled us to do just that.
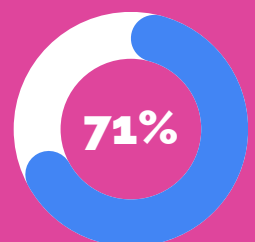
Icon has become the central hub for all information and daily activities. Residents can now sign up for wellness classes, view menus, order food, place maintenance requests, and stay connected with each other—all with the touch of a button. This has boosted our program engagement and closed the communication gap effectively."
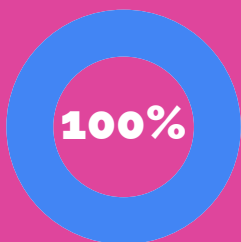
100%
Of Residents Have Icon Profiles

700+
Average Number of Events Hosted with Icon Quarterly

71%
Resident Adoption Rate