

**TERWILLIGER PLAZA: BUILDING
CONNECTIONS AND ENHANCING
LIVES WITH GO ICON**





TERWILLIGER PLAZA

LIVE FORWARD

Terwilliger Plaza is a vibrant, member-owned CCRC located in the heart of Portland, Oregon with a mission to empower residents to lead active, engaged, and fulfilling lives. Terwilliger Plaza offers an array of living options, amenities, and services designed to foster independence, connection, and well-being. Dedicated to embracing innovation and sustainability, the community creates an enriching environment where residents thrive while enjoying the cultural and natural beauty of the Pacific Northwest.

A COLLABORATIVE JOURNEY TO SUCCESS

At Terwilliger Plaza, innovation meets community spirit. With the help of Icon's Community Engagement tools, this senior living community has redefined how technology can enhance connections, foster engagement, and simplify everyday operations.

When Terwilliger Plaza implemented Go Icon in 2020, it wasn't just about adopting a platform—it was about creating a partnership. Through regular meetings with Go Icon's product and support teams, the Plaza's resident Tech Users Group worked collaboratively to personalize and optimize the platform. This partnership transformed Community Engagement into an essential tool tailored to the needs of residents and staff alike.



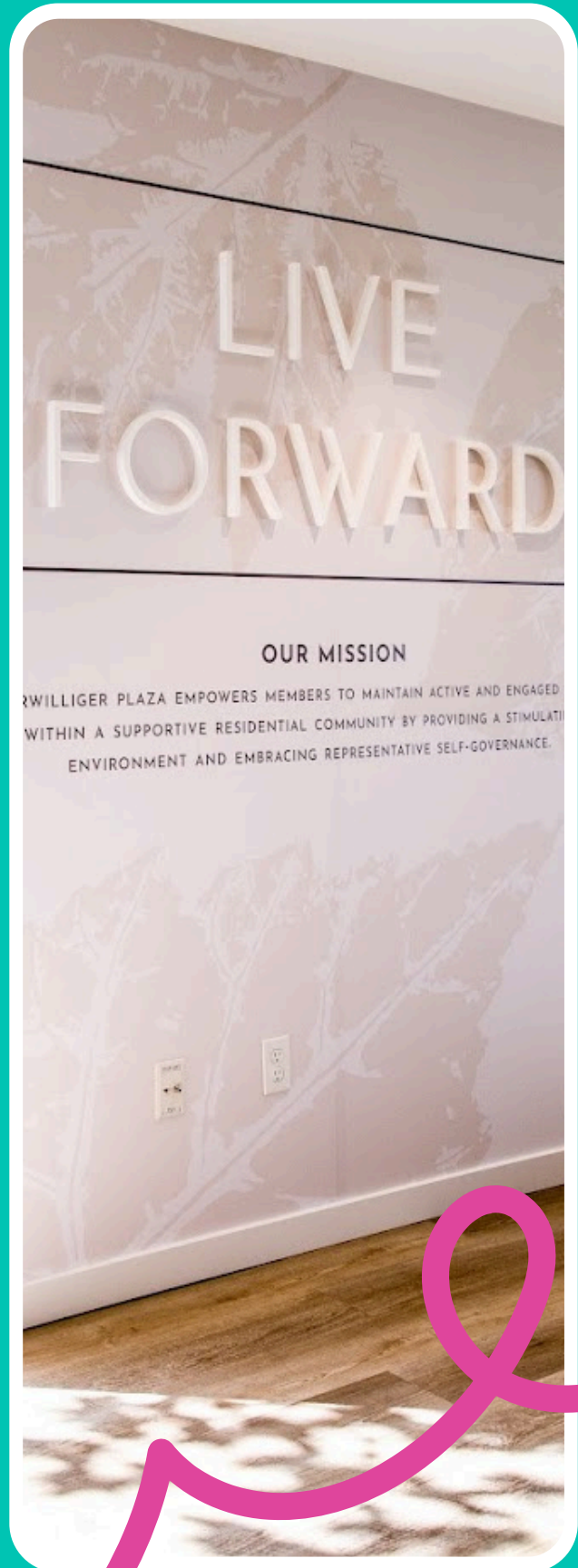
SEAMLESSLY NAVIGATING GROWTH AND CHALLENGES

Welcoming New Residents with Ease

In the winter of 2023, Terwilliger Plaza opened its newest building, Parkview, welcoming nearly 100 new members in the first month. Go Icon's tools streamlined the onboarding process, enabling new residents to integrate quickly into the vibrant campus life. The platform's photo directory became an invaluable resource, helping both new and existing residents build connections while fostering a sense of belonging.

Overcoming Challenges with Technology

Construction delays pushed early move-ins back by several months, leaving future residents temporarily displaced in hotels. Icon's Community Engagement tools bridged the gap, providing real-time construction updates, sharing upcoming events, and keeping everyone connected during a challenging time.





Go Icon has played a pivotal role in helping us achieve our mission and propel us into a new era of tech partnerships. Thank you, Go Icon, for everything you do for us!

-
Lydia Bard
Community Life Coordinator

DRIVING INNOVATION AND SUSTAINABILITY

Terwilliger Plaza's mission is to empower residents to lead active, engaged lives within a supportive community. Icon has been a key partner in achieving this mission, helping the Plaza:

REDUCE MEMO PAPER CONSUMPTION BY 82%

Digital bulletin boards, announcements, and online forms have streamlined operations and minimized waste.



ENHANCE TECHNOLOGICAL LITERACY

Small group tutorials empower residents to navigate the platform, fostering confidence and engagement.

STREAMLINE PROCESSES WITH INTEGRATIONS

Tools like embedded forms simplify management and increase efficiency.



COLLABORATING FOR TODAY AND TOMORROW

A Partner That Listens

Go Icon's support team has been instrumental in Terwilliger Plaza's success. From resources and staff training to quick response times - often within 24 hours - Go Icon consistently delivers on its commitment to customer satisfaction.

Shaping the Future Together

As the tech landscape evolves, Terwilliger Plaza continues to collaborate with Go Icon to enhance offerings and adapt to changing needs. This partnership ensures that the Plaza remains a leader in senior living innovation, creating an environment where residents and staff thrive.



Get to Know
Go Icon



Get to Know
Terwilliger
Plaza

