



COMMUNITY, CONNECTED

How Moravian Village Empowered Residents to Build a More Connected Community with Go Icon's **Community Engagement**

13

RESIDENT GROUPS

70%

RESIDENT ADOPTION

17

WEEKLY AVERAGE ANNOUNCEMENTS

CHALLENGE

FROM LIMITED TECHNOLOGY TO A CONNECTED COMMUNITY

Moravian Village wanted more than a digital calendar. Their previous platform was limited, difficult to manage, and lacked many of the features residents actually needed. Class capacities and waitlists required manual work, event management was cumbersome, and residents had few ways to engage with one another outside scheduled activities.

The team was looking for a modern platform that could digitize everyday community life, from activities and dining menus to resident directories and communication, while creating a more engaging experience for residents.

To accomplish this, they partnered with Go Icon to streamline operations while improving the resident experience.



“Moving to Go Icon was a whole new world. We were finally able to create a platform that was engaging, customizable, and much easier for both staff and residents to use.”

-Kara Kitchen

Community Life Manager at Moravian Village



MEET BETSY: A RESIDENT CHAMPION

Betsy is more than a Go Icon user - she's helping shape how residents across communities use the platform. As a member of Go Icon's Resident Advisory Board, she shares feedback, ideas, and best practices with Go Icon and fellow residents from communities across the country. At Moravian Village, she also helps introduce her peers to the platform, answer questions, and build confidence around using new features and tools.

"It's so rewarding when a lightbulb clicks on for residents and they realize they can use Go Icon! I've worked with residents of all ages, from the youngest in her late 60s to the oldest in their 90s! One-on-one sessions really help boost their confidence."

RESIDENT CHAMPIONS BUILD TRUST, SHARE IDEAS, AND TURN TECHNOLOGY INTO A MORE CONNECTED COMMUNITY.

SOLUTION

COMMUNITY ENGAGEMENT HELPS MORAVIAN VILLAGE TURN ACTIVITIES INTO RICH RESIDENT EXPERIENCES



Resident-Led Groups & Events

Resident-led groups and events have become a cornerstone. More opportunities to connect while building stronger connections. Staff spend less time coordinating, while residents take greater ownership of community life.



Smart Event Registration

Automated registrations, waitlists, and capacity limits reduce administrative work while making it easier for residents to discover, join, and attend activities. Staff spend less time managing events and more time with residents.



Go-To Community Hub

One platform gives residents instant access to dining menus, directories, work orders, digital forms, and announcements. Staff reduce paper processes, while residents stay informed with real-time updates.

CAPTURE THE SPIRIT OF LIFE WITHOUT LIMITS

GET TO KNOW MORAVIAN VILLAGE

Moravian Village is a continuing care retirement community serving more than 300 residents in Bethlehem, Pennsylvania. The community is committed to creating meaningful opportunities for connection, lifelong learning, and resident-led engagement through innovative programming and technology.