



Implementing person-centered technology in skilled nursing

TOPICS: Cognitive health | Behavioral health & wellbeing | Social connection & engagement | Senior living & long-term care | Usability & inclusive design | Caregiver & family engagement | Human support & coaching | Workflow integration & interoperability



About SimpleC

SimpleC is a technology-enabled care company helping older adults live with greater independence, connection, safety, and support through individualized digital care and wellness solutions.



In 2024, SimpleC partnered with A.G. Rhodes, a nonprofit skilled nursing and rehabilitation organization in metro Atlanta, to implement individualized digital support for more than 100 older adults receiving long-term skilled nursing care. Designed to fit naturally into existing care workflows, SimpleC combines personalized routines and support, meaningful content, family connection, behavioral and cognitive support, and therapeutic programming to help older adults feel more connected, engaged, and supported. The partnership also strengthens family involvement and provides care teams with practical tools to deliver more meaningful, person-centered interactions.



The opportunity

- Improve quality of life and meaningful daily engagement for older adults receiving long-term skilled nursing care, particularly those living with dementia, cognitive decline, behavioral health challenges, or social isolation.
- Expand access to personalized therapeutic programming and strengthen family involvement in residents' daily lives.
- Support person-centered care with a solution that is affordable, easy to implement, and does not add meaningful burden to care teams.



The challenge

- Skilled nursing organizations face staffing constraints, reimbursement pressures, high clinical complexity, and growing numbers of older adults living with cognitive impairment.
- Technology adoption depends on solutions that integrate naturally into existing care workflows, are easy for staff and older adults to use, and support human connection.
- Long-term adoption requires sustained personalization, family engagement, internal champions, and ongoing implementation support.



The approach

- Partnered with organizational leadership and frontline care teams to integrate the platform into existing caregiving and engagement workflows rather than creating new processes.
- Personalized each older adult's experience with family photos, music, routines, reminiscence activities, cognitive stimulation, and therapeutic programming tailored to individual preferences.
- Supported long-term adoption through onboarding, training, ongoing optimization, family participation, and PointClickCare integration to automate onboarding, support personalization, and reduce operational burden.
- Extended music therapy, horticulture therapy, and other therapeutic programs by making personalized experiences available beyond scheduled group sessions.



The impact

- ✓ Increased individualized daily support, meaningful connection, and cognitive and emotional wellbeing for older adults receiving long-term skilled nursing care.
- ✓ Strengthened family involvement by enabling loved ones to video call, view their loved one's status, and share meaningful content and personal history that reinforced connection and trust.
- ✓ Helped care teams deliver more personalized, person-centered interactions without adding proportional staff burden.
- ✓ Demonstrated that successful technology adoption depends on thoughtful implementation, personalization, ongoing support, and alignment with existing care workflows, not technology alone.