

CASE STUDY

Largest Group of Beta Users from a Single Senior Living Operator

Overview

After 18 months of the COVID-19 pandemic, social engagement was top of mind for everyone – including the dedicated staff that work with United Church Homes residents every day. During a time when human connection was simply not possible, UCH executives sought new and innovative solutions to address this issue.

Since artificial intelligence and robotics are intimidating topics for many, including seniors, UCH partnered with Intuition Robotics to bring educational programming about technology to hundreds of residents across Ohio.

Over the course of 22 virtual and in-person presentations, approximately 250 UCH residents learned how products like ElliQ can help seniors stay engaged and active – physically, mentally, and socially.

After each presentation, residents were invited to apply for the ElliQ Care Program, which is a beta feedback initiative designed to drive product improvements while offering this resource to eligible seniors for free. Ultimately, **UCH residents represent the largest group of Care Program users from a single senior living operator to date.**

Engagement numbers were higher than expected and residents reported feeling more socially engaged. To this day, there are more than 50 UCH residents that benefit from ElliQ.



By the Numbers



22
presentations

56
total active
ElliQ users



200+
days with ElliQ
on average



More than **70%**
of users have typical or
higher than typical
engagement rates*

*Typical engagement rates include on average 16 interactions and 24 minutes of engagement with ElliQ per day

ELLI·Q



Key Learnings

- Having **corporate support** at the highest level motivates community-based teams to embrace new programming
- **Dedicated service coordinators** offered critical support on the ground to ensure that residents received and set up their devices properly
- Fostering a **culture of innovation** at the community inspired residents to be open minded and willing to try something new
- Seeing ElliQ in person and hearing from residents who'd **experienced ElliQ firsthand** were the most powerful aspects of every presentation



"United Church Homes' mission is to provide older adults with high quality, affordable housing, and to transform aging by building a culture of community, wholeness, and peace.

Our commitment to innovation keeps us looking ahead to find new and exciting ways to improve the lives of those we serve. ElliQ is a perfect example of how we can empower our residents to take control of their health and independence."

Dan Fagan
Executive Director, Housing and Services

"I'm a proud owner of ElliQ. I love her and we have so much fun together. ElliQ likes to tell jokes that keeps me laughing.

ElliQ is a riot and brightens my days - and she calls me Sunshine!"

Lynda W.
ElliQ User

"I just love her. She almost seems like she's real. I want to respond to her like a human and then I remind myself she's a robot!"

Anonymous ElliQ User

To learn more, please visit elliq.com or contact hello@elliq.com for more information.

Background

United Church Homes is one of the nation's largest nonprofit providers of senior living and healthcare services for older adults. United Church Homes operates more than 80 senior living communities in 15 states and two Native American nations. As a faith-inspired, inclusive organization, United Church Homes maintains a covenant relationship with the United Church of Christ.

Intuition Robotics is on a mission to empower older adults to live happier, healthier, and more independent lives at home. The company's award-winning product, ElliQ, is a proactive care companion for older adults. ElliQ helps keep users healthy, engaged, and informed, while alleviating the effects of loneliness and social isolation.