



Press Release

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FOR IMMEDIATE RELEASE

June 29, 2017

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**Peconic Landing's "Community Life App" named Innovation of the Year
by LeadingAge New York**

Greenport, NY – For a retirement community serving seniors and their families, it's novel to be able to answer questions with the phrase, "there's an app for that" – and it's precisely what tech-savvy members at Peconic Landing are saying thanks to a new Smartphone application designed specifically for them.

Launched in November 2016, Peconic Landing's "Community Life Smartphone App" was named LeadingAge New York's 2017 Innovation of the Year during a state-wide conference held at the Greenport community.

The award distinguishes organizations that use creative problem solving to improve the quality and access of services for seniors, according to the advocacy group website. It was presented to Peconic Landing on June 21 by LeadingAge New York EVP Dan Heim.

"Senior care organizations have the ability to directly touch the lives of many people, their residents or patients, their employees, family members and the broader community through their efforts," Mr. Heim said. "The creation and deployment of this Community Life application is the type of innovation that will ensure Peconic Landing and other like-minded innovative communities will survive and thrive."

Embracing technology and exploring novel ways of communicating with Peconic Landing members has been a priority for the community, said Patricia Lutzky, Vice President of Resident Services.

"We wanted to create a "go-to" guide for everything our community has to offer and inspire our members to become more active participants in their community," said Ms. Lutzky. "What we created is a custom tool that allows members to plan their day – providing information on everything from wellness classes and meal menus, to a messaging system for contacting different departments."

Updated daily, the app keeps information in the palms of members' hands 24/7, while streamlining communication efforts and department operations. The application was designed in-house and spearheaded by Communications Specialist Mia Carroll, allowing the community to keep costs down by maintaining full control of the app.

"With the influx of baby boomers, we had to adapt to the changing needs of our members who wanted to have access to information at any time," said Ms. Carroll. "Our members took to the app immediately. They are engaged and use many of its unique features daily."

Peconic Landing members say they use the app to stay connected to community happenings and events.

"I live in a cottage and do not come to the main clubhouse on a daily basis, so the app allows me to submit a request to a variety of departments online rather than filing a paper at a physical location. Having the calendar of events on the App gives me the flexibility to check on what's happening each day by simply looking at my phone or Ipad," said Dr. Jan Harting-McChesney. "I rely on technology to make my life easier. I live in a technological world and am extremely pleased that Peconic Landing provides me with modern technology access to all aspects of the community."

Robert J. Syron, President and CEO of Peconic Landing said that after feeling its many benefits over the past nine months, he believes custom smartphone applications could one day become a standard across the senior living industry.

"It is only a matter of time before communities across the country begin to embrace mobile technology to better connect with their members," Mr. Syron said. "This concept keeps members connected, but also adds to quality of life. Its streamlined effect on operations is a wonderful plus that we will continue to explore."

Since launching the app November 2016, analytics show upwards of 350 people have downloaded the app, accounting for more than half of the community. During this time, more than 500 Work Orders have been submitted, 35 Transportation Requests met and 70 Member Leave requests filed, among other options.

"These numbers translate to hours of human resources that would otherwise be spent on the phone or head down at a computer," Mr. Syron said. "That leaves more time for face-to-face interaction with members, a quicker turn around on each member's request, and a serious jump in efficiency community-wide."

To experience the Community Life app, visit your Apple or Android application store and search for Peconic Landing. For more information about Peconic Landing visit www.peconiclanding.org.

LeadingAge New York is a not-for-profit advocacy group representing more than 600 retirement communities throughout the state. It also represents an estimated 150,000 professionals serving more than 500,000 New Yorkers annually.

Peconic Landing is a nationally recognized, not-for-profit Lifecare retirement community overlooking the breathtaking Long Island Sound. Located on the North Fork of Long Island, our

144-acre campus is bordered by grapevines and golfing greens, situated on a half-mile of private Sound beach. The community is home to the North Fork's only Sculpture Garden, and serves as a cultural arts hub for the East End Community presenting ample opportunity for individuals to pursue their interests and passions to the fullest. For information about Peconic Landing visit www.PeconicLanding.org.

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