



SUCCESS STORY: Integracare streamlines communication with rubi.works integration

INTEGRACare

Home Care and Home Health provider Integracare has provided reputable, compassionate services in the Greater Toronto Area for 30 years, a portfolio of services that includes dementia care, in-home palliative care, personal support services, wound care, physiotherapy and massage therapy.

In the last four years, the company has more than doubled in size, and through their exclusive partnership with the Alzheimer's Society of Toronto, is now recognized as the dementia care provider of choice in the region.

Integracare places utmost importance on ensuring its Registered Practical Nurses, Personal Support Workers and other caregiving professionals are equipped with the experience, knowledge, training and resources necessary to provide the highest quality care to those who need them. The agency has long been committed to providing not only continuous education to support their knowledge and career growth, but also in ensuring they have the latest technology to ensure they have the resources necessary to excel.

This level of experience and professionalism then translates into the high quality, on-time service on which Integracare's reputation is built.



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THE CHALLENGE



As the agency grew, Integracare leaders knew they needed to streamline communications and automate schedule reminders to remain as efficient as possible.

Despite its current track record for on-time visits that far exceeds industry standards (97 percent of Integracare's caregivers are early or on-time for their shifts), with another projected doubling in size in a few years, the agency wanted to ensure that its track record of punctuality remained on top. At the same time, it wanted lasting solutions for the handful of times that follow-ups are necessary — for example, if a caregiver forgets to clock-in.

The agency also wanted a way to further its **"Caring for our Caregiver"** culture — understanding that happy and engaged caregivers provide the best client care. In an industry with exceptionally high turnover and top talent at a premium, attracting and retaining staff must always be top of mind. Integracare has industry leading retention rates even amidst a global pandemic. Integracare has also won multiple awards for engaged employees, delighted clients and its culture of innovation from Canadian Business. Additionally, Integracare was recently named one of Canada's Great Places to Work in Healthcare.



"We wanted to find a way to not only make it easier for our caregivers to remember their shift times, but streamline messages for them — including personal notes to make them feel valued and appreciated."

— Lee Grunberg, President and CEO, Integracare



"In a growing agency, this isn't always easy to do efficiently but it's an absolute necessity in order to maintain our commitment to our caregivers. That, of course, translates into high-quality care that our clients receive."

— Lee Grunberg, President and CEO, Integracare

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THE SOLUTION



Integracare knew the power of innovative technology, having operated with AlayaCare's platform since the tail end of 2016. AlayaCare was instrumental in helping the agency find the efficiencies it needed to achieve such rapid growth.

Now, to refine its communications and maintain its precision client visit schedules, Integracare turned once again to AlayaCare to implement multiple modules from its integrated partner, "rubi.works". This boutique company helps solve business technology challenges around workflow, software integration, knowledge solutions and business intelligence.

In particular, rubi.works offers a suite of products that are seamlessly integrated with the AlayaCare platform and centre around improving the caregiver experience and fostering better client outcomes.

While the implementation is recent, rubi.works is already helping to set Integracare apart. Here, a look at the specific rubi.works products that are helping Integracare continue to pursue and provide the highest quality of care possible:



Rubi.Candles

The ability to send automated messages to a staff member on important dates like a birthday or work anniversary, as well as notifications sent to colleagues about those important events so they may send personal congratulatory messages.

"This has been a fun initiative for us to keep morale high, especially during a tough year, with personalized messages to our team – both caregivers on the front lines, and our hard-working office staff," says Grunberg.

So far, there has been great feedback from staff, and this tool has supported Integracare's efforts to retain high-quality staff and prevent turnover in a high-demand labour market. This extra step helps ensure that caregivers in particular, most often on the road, feel a part of the fabric of the agency.

"This is an amazing way to recognize our caregivers and emphasize our Integracare family culture," wrote Yasmeen Hasan, Manager of Human Resources. "It's a perfect example of the efforts that we need to go to 'find, win, keep and lift' our amazing caregivers."

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Rubi.Shout

An AlayaCare-connected module that allows agencies to deliver specific, timely messages to employees and clients, via targeted SMS notifications

“This has been another valuable form of communication to have particularly during the pandemic, to send specific messages to our caregivers about things like pandemic pay, reminders about workplace policies, and more,” says Lisa Sundarsingh, VP of Care Operations. “It’s really helped us reach a large group of staff in a user-friendly, fast and efficient medium.”



Rubi.Sparkles

A tool that can be used to deliver automated reminders for upcoming visits (to caregivers and clients), for late visits (to caregivers and office staff), and for clocking in and out from a visit (caregivers) and more.

While Integracare already had an industry-leading rate of on-schedule visits, Grunberg says this has fixed the issue of having to call to remind caregivers to clock-in, and that is has successfully moved the needle in terms of cementing their reputation for high-quality care.

Through this integrated module, Integracare caregivers receive shift reminders via text message one day out, with the times of client visits. Caregivers also receive real-time notifications if they have forgotten to clock-in five minutes after a shift was scheduled to begin. The same goes for late clock-outs.

Writes one Integracare caregiver: “The new features are very helpful! Prior to visiting a client, I have to double or sometimes triple check my email the day before my shift as well as that week’s schedule. Now that we have reminders, I don’t have to anymore.”

Through this system, automated messages keep visits on schedule. It works by analyzing all in-home client visits set to occur, filters them to particular services, then sends SMS reminders to assigned caregivers regarding a shift. With this in place, the same concept can be modified for communicating with family members of clients, if they elect to subscribe.

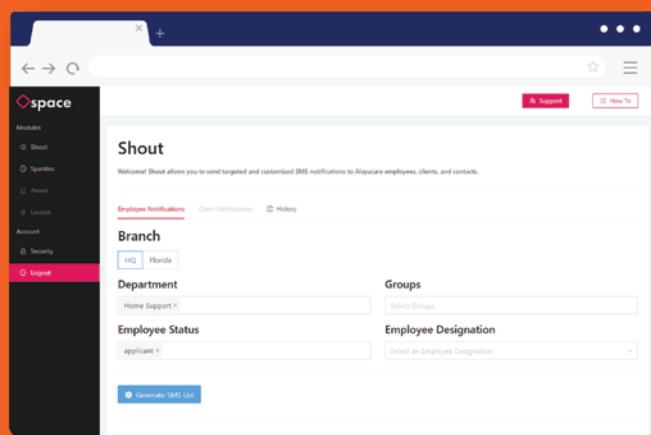
"It's very unique to find a technology solution that is managed by people as emotionally as invested in your clients' outcomes as you are. Our relationship with rubi.works is about a partnership, not just a product. That's how we achieve success." – Lee Grunberg, on rubi.works and AlayaCare implementation."

THE ALAYASPHERE DIFFERENCE



It isn't necessary for any single piece of software, or any one company, to give a home care agency the complete freedom, **flexibility** and speed to change with the times. In 2015 AlayaCare launched its AlayaSphere, which has grown into a diverse ecosystem of third-party software vendors, application providers, and start-up companies which can seamlessly fit into the AlayaCare platform – and, as a result, an agency's day to day operations.

In the AlayaSphere, agencies can access and integrate all the resources they need. End users can focus on their needs, with AlayaCare's core functionality in the middle, and myriad partners at arm's reach. Through the AlayaSphere, our home care software company links clients with our tech partners who have best-in-class systems to explore – so that they can deliver best-quality care to their clients.



"Having the ability to supercharge the AlayaCare platform by using partner integrations is incredibly beneficial for our caregivers, care managers, administrative staff and management," says Lee Grunberg, who adds that, beyond rubi.works, Integracare has also leveraged AIRDOCS for billing and Newvon for caregiver training initiatives.



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