

A photograph of a young woman with long dark hair, wearing teal scrubs, smiling and looking towards an older woman. The older woman has short white hair, wears glasses, a gold watch, and a silver bracelet. They are both smiling and appear to be in a positive interaction.

MOOD:MEDIA

HARBORCHASE CASE STUDY

"Mood handles our On-Hold Marketing, Digital Signage, and Music solutions. It is very helpful being able to rely on one business that does it all. They are always quick to help, whether we're opening a new location or servicing an existing one. I wouldn't hesitate to recommend Mood Media."

- Stacia Rockwood
Harbor Retirement Associates

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ABOUT HARBORCHASE

HarborChase is one of the nation's leading assisted living providers, serving residents across more than 20 communities in 15 states. With resort-like amenities such as a pool, world-class dining and acres of green space, HarborChase strives to provide an exceptional and luxurious living experience at each location. It's backed with attentive, personal and friendly care for every resident.

THE CHALLENGE

The existing signage solution at HarborChase simply wasn't meeting their needs. According to Stacia Rockwood, Director of IT for HRA, their approach wasn't practical or efficient, and it didn't achieve a consistent branded look at each location. "We recognize that Digital Signage is a necessary part of the culture in our communities," said Stacia. "However, the old system used PowerPoint, making it difficult to manage content across our network. It also had limited capabilities in content design. We needed something that offered robust design capabilities, centralized user-friendly controls and full creative and technical support."

THE SOLUTION

To gain these essential digital signage functionalities, HarborChase turned to Mood Media - their trusted provider of Music and On-Hold Messaging, which also gave them the opportunity to consolidate vendors and save on bundled solutions.

With the robust, yet user-friendly capabilities of Mood Digital Signage, HarborChase can display resident spotlights and birthdays, information on activities, social media feeds, weather, news and much more. Additionally, most content is displayed within branded templates with the Harbor Chase logo, offering a more branded look.

Mood Digital Signage is supported by a comprehensive software and hardware platform known as MVision. This web-based software allows authorized users at HarborChase to manage digital signage content using a computer or other web-enabled device. Updating content is quick and easy, and no advanced tech skills are required.

Additionally, varying permission levels can be set for different users, giving location managers access over content at their location, while corporate users can instantly manage content for any location. Such flexibility is invaluable to HarborChase, as Rockwood explained.

"Remote viewing of our Digital Signage programming is important to me, since I'm ultimately responsible for our Digital Signage content. With the Mood system I can allow local staff flexibility to manage content and still maintain brand standards across our network. Best of all - updating content on the fly is really easy across all of my locations."



THE RESULTS

"The solution provided by Mood gives us everything we need in digital signage," said Rockwood. "It was extremely easy to switch from the old system to theirs, and we're able to push and control national and local content from a centralized point. Mood's unrivaled support team is fabulous and they always have their product ready for every new opening."

After implementation, Rockwood also noticed an uptick in restaurant sales, greater awareness for community events and improved attendance at meal time. However, the biggest result of them all is a more consistent and branded experience across all HarborChase locations.

When asked if she would recommend Mood Media, Stacia shared these final words:

"Mood handles our On-Hold Marketing, Digital Signage, and Music solutions. It is very helpful being able to rely on one business that does it all. They are always quick to help, whether we're opening a new location or servicing an existing one. I wouldn't hesitate to recommend Mood Media."

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FINAL CONSIDERATIONS

When it comes to assisted living, quality of life is everything. Using digital signage can be a highly effective way to further enhance the living experience. You'll get the attention of residents and their guests with captivating imagery and text that is easy to read.

When visitors tour an assisted living facility, they generally make up their mind about the facility within minutes of entering. As the old adage goes, "first impressions mean everything," and Mood Digital Signage will help you make great first impressions on every visit - so you can assure prospective residents and their families that your facility is the right choice.