

# Dignity Hospice Saves More Than \$53,000 Streamlining Communication with Serenity Engage



## SETTING THE STAGE

Dignity Hospice is a Louisville, Colorado-based organization dedicated to providing end of life care to patients and their families for over a decade.

In March of 2017, Jenna Girton, who was then the Dignity marketing director, knew she wanted to take a stronger role in the hospice world and bought the company with her husband Roy. Under Jenna's stewardship, Dignity has experienced tremendous growth – up to an average of about 100 patients at a time – as a community-based provider of hospice services in skilled nursing, assisted living, independent living communities and private homes.

The Dignity team consists of people with a wide variety of skill sets: nurses, case managers, directors of nursing, social workers, chaplains, CNAs and even massage therapists and volunteer pet therapists, each dedicated to ensuring that patients receive exceptional care (the kind they would want for their own loved ones). This commitment is what drives them to be the best hospice provider in Colorado.

## FAST FACTS

- \$53,000+ in time savings
- 3-5 hours saved each week per key staff

“To have a HIPAA-compliant, easy, intuitive messaging platform is a game-changer.”

**Jenna Girton, Owner,  
Dignity Hospice**



## THE DETAILS

- Louisville, CO HQ
- 6-8 team members per care team
- 100+ patients

# 15

Number of calls each member of the Dignity team made per day prior to using Serenity

## THE COMMUNICATION CHALLENGES

As the owner of Dignity, Jenna's exposure to the senior care world grew, and she was struck by the fact that the healthcare space lags behind many industries in its use of tools and technology.

"Coming from a financial service background, I was stunned, for instance, to see that fax machines were still a major source of information sharing," she said. "However, there needs to be careful adoption of any new tech, especially since healthcare is such a highly regulated industry, with HIPAA and related requirements all adding complexity."

As Dignity expanded, she sought efficiency, but worked to retain a personal feel. "I never want a patient to feel like they are a number in Dignity's system. The bigger a hospice provider grows, the harder that is to do," according to Jenna.

Time is also a precious commodity to the Dignity teams. Regular nurses' visits, patient admissions, Medicare paperwork and countless other tasks all add up to jam-packed days. The hours necessary to reach out and give an update to each of the family can be nearly impossible. Often, they were faced with making more than 15 separate phone calls on a Friday afternoon in order to update the designated contacts. Even the dedicated and professional Dignity staff were hard-pressed to share the depth of information they wanted to.

Families were also faced with challenges as they navigated hospice care, often an emotionally sensitive time, with adult children in different geographic locations and with differing levels of involvement in care decisions. The Dignity team often found them frustrated by the way communication occurred.



serenity

## INTRODUCING SERENITY ENGAGE

- Secure messaging for family and care team communication
- Help family rest easy with photos of their loved one as appropriate
- Share news, education, and helpful articles with family
- Communicate across organizations to ensure care team alignment
- Anyone can pin messages to quickly filter important content

# SERENITY ENGAGE IN ACTION

When Jenna was introduced to CEO Katherine Wells and the Serenity Engage platform, she realized it was the answer to a number of communication challenges she faced on a daily basis. This included streamlining the communication between cross-disciplinary teams, as the more tightly information is shared and integrated by those teams, the better the overall experience for all involved.

Serenity Engage was exactly what the Dignity Hospice team needed. Now, families get the updates they need, all at once, in one place. The care team can seamlessly coordinate and communicate with each other, connect with families to share updates on their loved ones, answer questions in real time, and more.

The scenario has played out over and over again: in one example, a family had members spread across the country, with a daughter in Denver with the parent in hospice, a son in California and another on the East Coast.

Prior to adopting the Serenity platform, one of the sons felt isolated and not well-informed on the parent's condition and the care they were receiving. When the family began using the Serenity Engage app, that all changed.

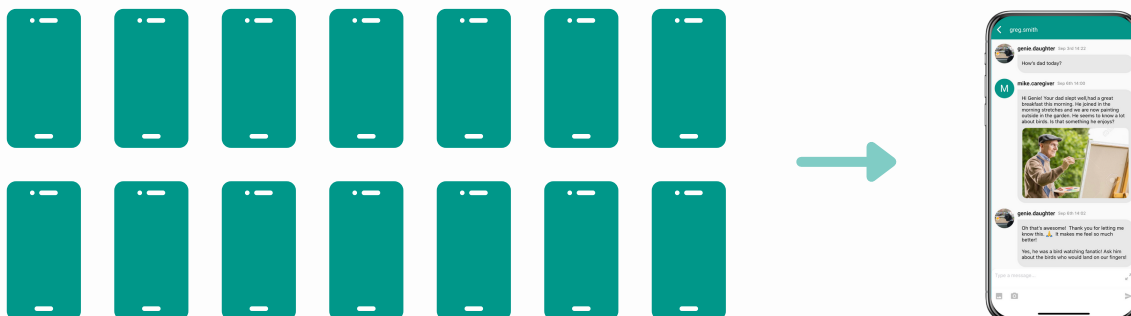
12 Nurses on Staff  
**X**  
 3 Hours Spent Per Week on Calls

---

\$75,000 Saved Each Year

With one source of information, delivered at the same time, the whole group felt included. Questions could be asked and answered more easily. The family's attitude shifted from frustrated and adversarial to satisfied, connected and, indeed, engaged.

According to Jenna, "You also have to remember that this is hospice. There's grief there that can morph into anger because people are just so upset that a loved one is sick."



"I could finally put my shoulders down and not worry about Mom throughout the day. With Serenity, I could have something to hold to show that Mom was okay on any given day."

**Erin Minahan,**  
Serenity Engage User



One family was having a particularly hard time. Before they used Serenity, it seemed like every incident was treated as a "worst case scenario" and blame was heaped on every member of the team. Once the team and family members started to use Serenity, that completely turned around.

"Having the consistent touchpoint and the ability to communicate, ask questions and get updates so smoothly made all the difference.

The capability to share a picture, to say 'Mom had a good dinner and is happy today' - that's a win for everybody. The family sees that their parents are in good hands and it makes the care team's job easier and better," said Jenna.

## MEET ERIN: A FAMILY MEMBER AND SERENITY ENGAGE ADVOCATE

For Erin Minahan, having access to Serenity Engage when her mom was in hospice gave her unprecedented visibility into her mom's care. Prior to using Serenity, Erin describes a binder that was left in her mom's room that merely included daily doses of medication and it left her and her sister to worry about daily health changes.

Communication was completely altered once Serenity was introduced to Erin and her mom's care team. Serenity gave Erin and her family more support than ever before, including immediate information on her mom's health. Serenity was the tangible thread she could hold on to throughout the day during even the most difficult and stressful of times.

The Serenity app was the missing connection Erin was looking for. When a family member is in hospice, there can be upwards of 10+ individuals involved in care, with little to no communication between silos. With Serenity, Erin knew when her mom was able to sing hymns with the Chaplain, when she received her meals, when she was having a good day. Instead of having to wait until an in-person visit to review the binder, Serenity instilled confidence in Erin that her mom was receiving the best care possible.

Erin also knows that the Serenity app can change the future of the senior care industry.

"For those that may be disheartened by the fact that they feel like they need to have a person in a facility, Serenity provides the peace of mind that they are being cared for, even if their person is somewhere they don't want them to have to be," said Erin.

## COMMUNICATION AS A DIFFERENTIATOR

The Serenity team has been a real partner to the Dignity staff as the platform has rolled out.

"The efficiency of the app is the key. You don't have staff and family literally playing telephone. The communication is very clear about what's going on with mom or dad and the options for their care. The time and effort savings for the staff are substantial and quantifiable," noted Jenna.

For a typical nursing staff of 12, the three hours saved each week through using the Serenity Engage app add up quickly. It can mean up to \$75,000-worth of annual savings. That is time and budget that can be used more effectively on patient care.

"As Dignity grows, the positive results of using Serenity are even more apparent. At our Interdisciplinary Team meetings, it's really common to hear, 'Did you see that message on Serenity?' and 'Oh, yes, everything's fine.' So it's been adopted and embraced. It did not take very long to get our whole team on board," said Jenna.

She continued, "Even tech challenged folks can easily use the app. There have been no complaints at all about the way it works."

"Serenity is a differentiator for us and I'm sure it is for others. It's simple and effective and solves so many problems."

"It is such an honor to care for people in hospice. Serenity has been HUGE for our team and for the family members. One family is spread out across the country and every day they send their loved one a message in Serenity. So I had the patient record a little message for them. It is these little moments that change lives."

Mandy Hall, Chaplain,  
Dignity Hospice



## SERENITY ENGAGE SUPPORTS HOSPICE CARE

Hospice is often misunderstood and overwhelming for families, leaving providers with the task of educating families while building a trusted partnership quickly. In today's world, 78% of families want a hospice that enables instant communication.

Download our eBook [Family & Hospice Communication In The First 2 Weeks](#) to learn how to enable this type of instantaneous communication. This research-based roadmap helps to build trusted relationships that create better care, increase census, and reduce family anxiety.

This eBook will show you how to:

- Increase your CAHPS scores
- Save to 3 hours/week per staff
- Establish trusted relationships with family quickly
- Improve the quality of care

This researched-based eBook was collaboratively created by people all across hospice care, including family members and older adults.



### ABOUT SERENITY ENGAGE

Founded in 2020, Serenity Engage brings the family and care team together on a single, secure messaging platform. Serenity has bridged the gap between care teams and family members to establish a foundation of trust from day one. Through a fully secure, HIPAA-compliant platform, Serenity fosters enhanced communication and collaboration between everyone involved in a senior's care, keeping everyone on the same page. Senior care facilities, families, and providers use Serenity to strengthen relationships between care teams and families, increase provider productivity, improve patient quality, and offer families greater peace of mind regarding their loved ones.

**Visit our website | Contact us | Get started today**