



Success Story

Jones Memorial Homes

Situation:

Language barrier between staff and resident population

Application:

Used Magnolia Prime as event reminder in residents' primary language; e.g., Korean

Benefits:

- Bridged the communications gap between staff and residents
- Provided a supportive and inclusive environment for all residents
- Helped comply with operating regulations



Description:

This 184-unit independent living senior retirement community opened in 1960, in San Francisco, California's Fillmore District. Since 2011, residents whose first language is Korean make up about 85% of the property's residents.

Challenges:

This community's Service Coordinator serves as the residents' primary contact person for social service issues and concerns. She is conversant in English only. Over the past years, the Home's resident makeup has transitioned from predominantly English-speaking African Americans

to almost 9 out of 10 residents whose primary language is Korean. A Korean resident translates paper flyers for distribution and live presentations at events on an "as needed" basis.

Jones Memorial Homes' Service Coordinator organized an informal session about the California Department of Aging's Health Insurance Counseling and Advocacy Program (HICAP) in English and Korean. It was to educate the residents about HICAP's personalized counseling, community education and outreach events for Medicare beneficiaries, like many of Jones Memorial's residents.

Solution:

Historically, residents receive a printed flier under their door. In addition, the fliers are posted around the building in well-traveled and visible areas. The Service Coordinator also used a “phone tree” as a backup to the fliers. This involved contacting four residents who were then responsible for contacting others in the building.

The Service Coordinator used Magnolia Prime to send residents a recorded phone notification in their first language, informing them of the HICAP information session.

Approximately 50 people attended the HICAP session; the Service Coordinator had expected 10–15. Within a week of the multilingual information session, the Service Coordinator knew of two residents who had contacted HICAP regarding benefit eligibility, and one was already already receiving HICAP benefits.

Use of Magnolia Prime allows Jones Memorial Homes to:

- Fill the gap created when residents were not contacted through the “phone tree.”
- Provide a supportive and inclusive environment for all residents.
- Help comply with operating regulations that require management to ensure all residents receive materials in their primary language.

Testimonials:

“Our Korean residents are quite engaged in our community, but I’m always looking for ways to involve them more. Magnolia Prime’s multi-language feature was attractive to me when I first saw the demonstration. Putting it into action for our Korean speakers was as straightforward as preparing notifications for our English speakers. It will save me time and help me do a better job. I feel good about using it in the future for many other reasons.

– Michelle Thompson
Service Coordinator
Jones Memorial Homes

“So it’s really nice that you all think of me and call me. I love to hear your voice. Thanks so much.”

– Helen V. Smith
Resident
Jones Memorial Homes

