

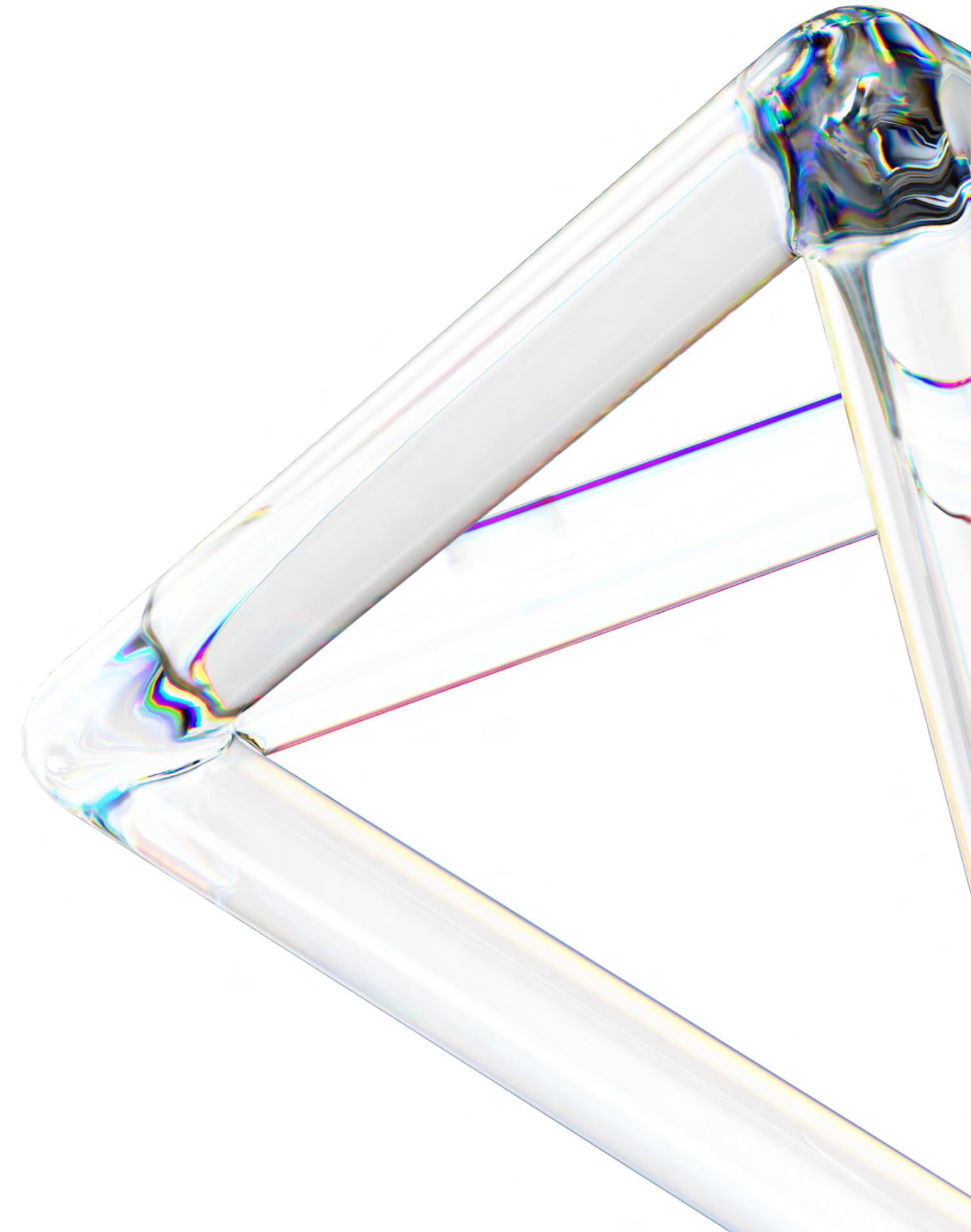
PICTURE THIS: PRACTICAL AI TOOLS EVERY LONG-TERM CARE LEADER CAN USE



PRESENTED BY:

Sara Bayer

Sr. Director, AI Healthcare Solutions





TODAY'S ROADMAP

**Introduction to AI
for Healthcare**

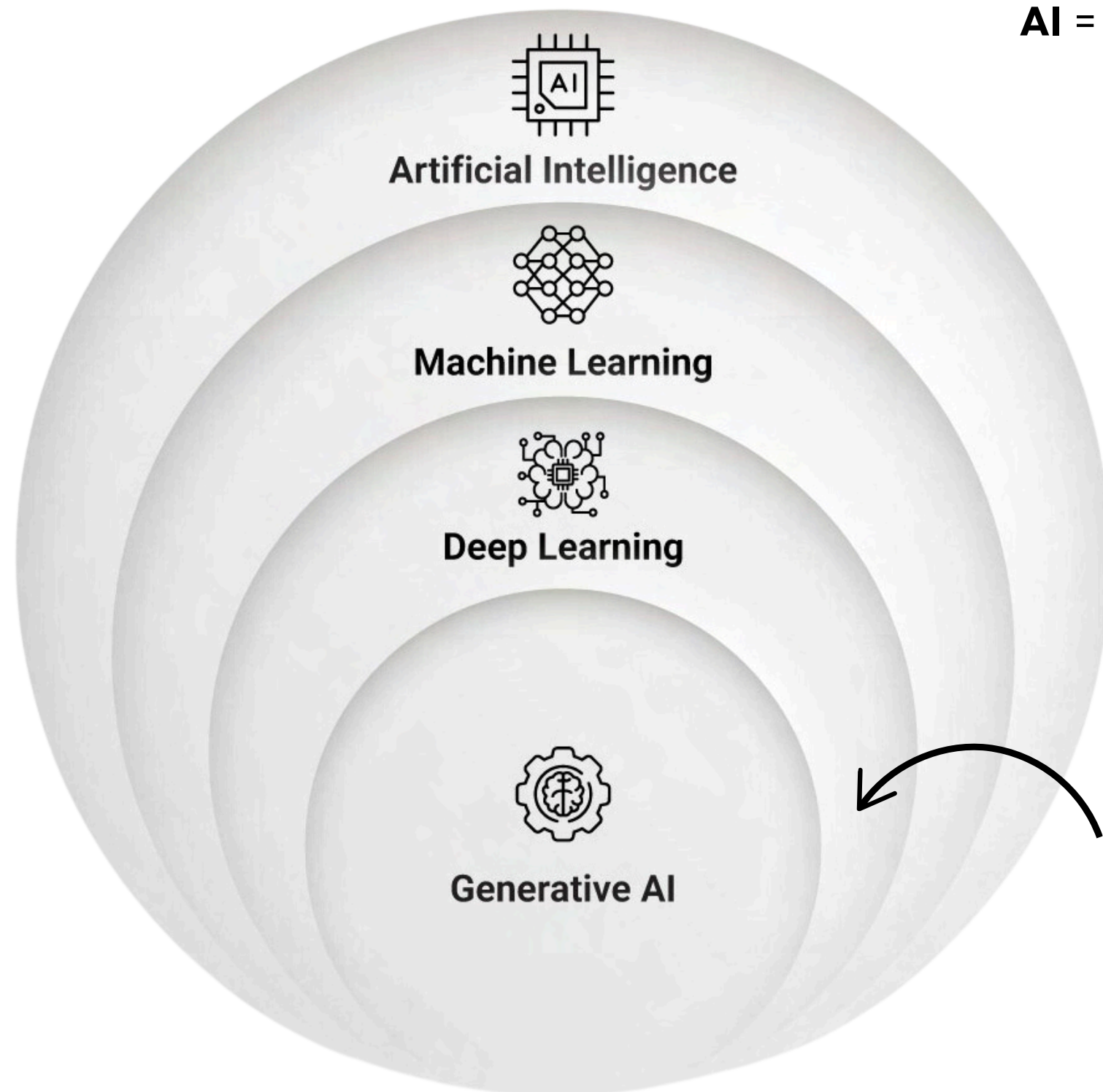
**Marketing &
Communications**

**HR/Payroll + Staff
Automation**

**CRM/Engagement
Platforms**

**Clinical Tools &
Risk Management**

WHAT IS IT? DEFINITIONS



AI = algorithms that analyze data with a logical structure similar to how a human would draw conclusions

ML = algorithms perform specific tasks by recognizing patterns in the data and making predictions once new data arrives

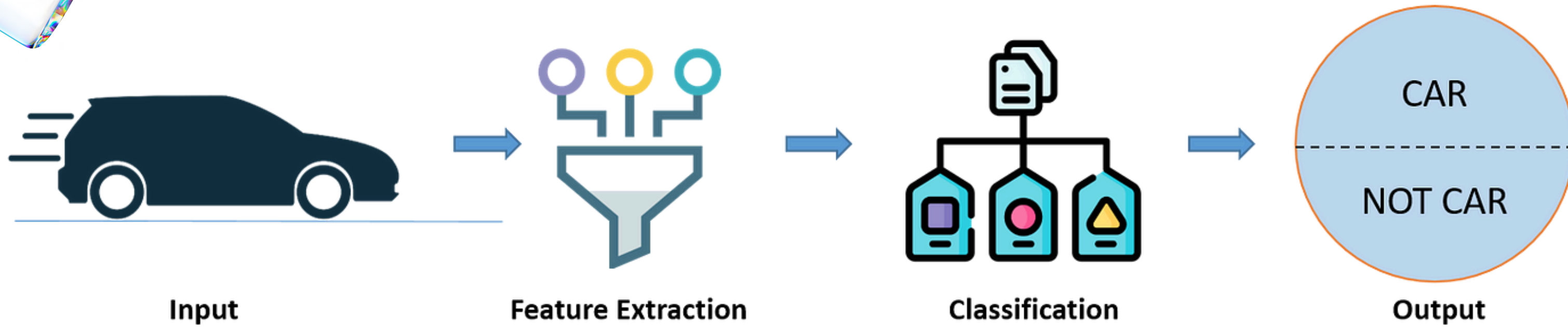
DL = algorithms analyze data with a logical structure similar to how a human would draw conclusions using neural networks

Generative AI = use neural networks to identify the patterns within existing data to generate new and original content

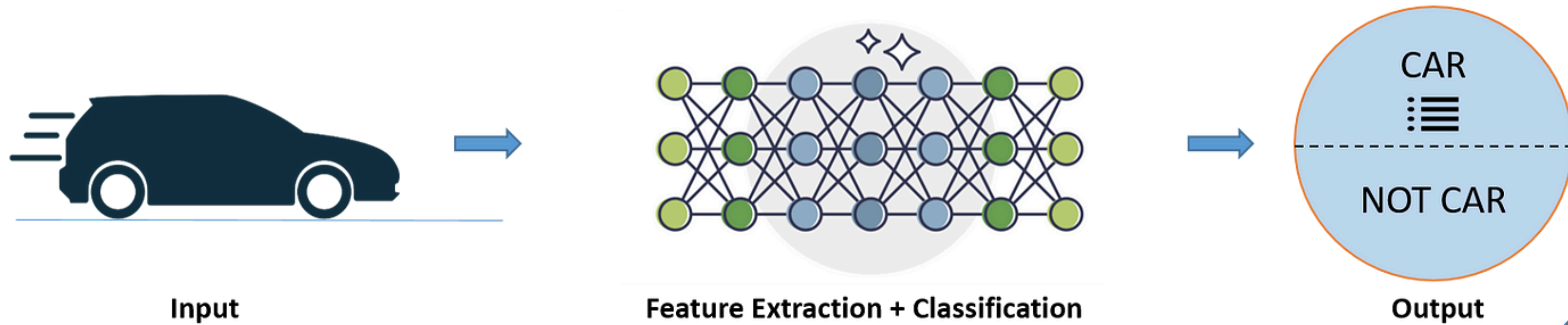
Agentic AI* = actively makes decisions and takes initiative to achieve goals without needing constant user input.

**Unlike traditional AI, which only responds to commands, agentic AI plans, adapts, and acts autonomously to complete complex tasks.*

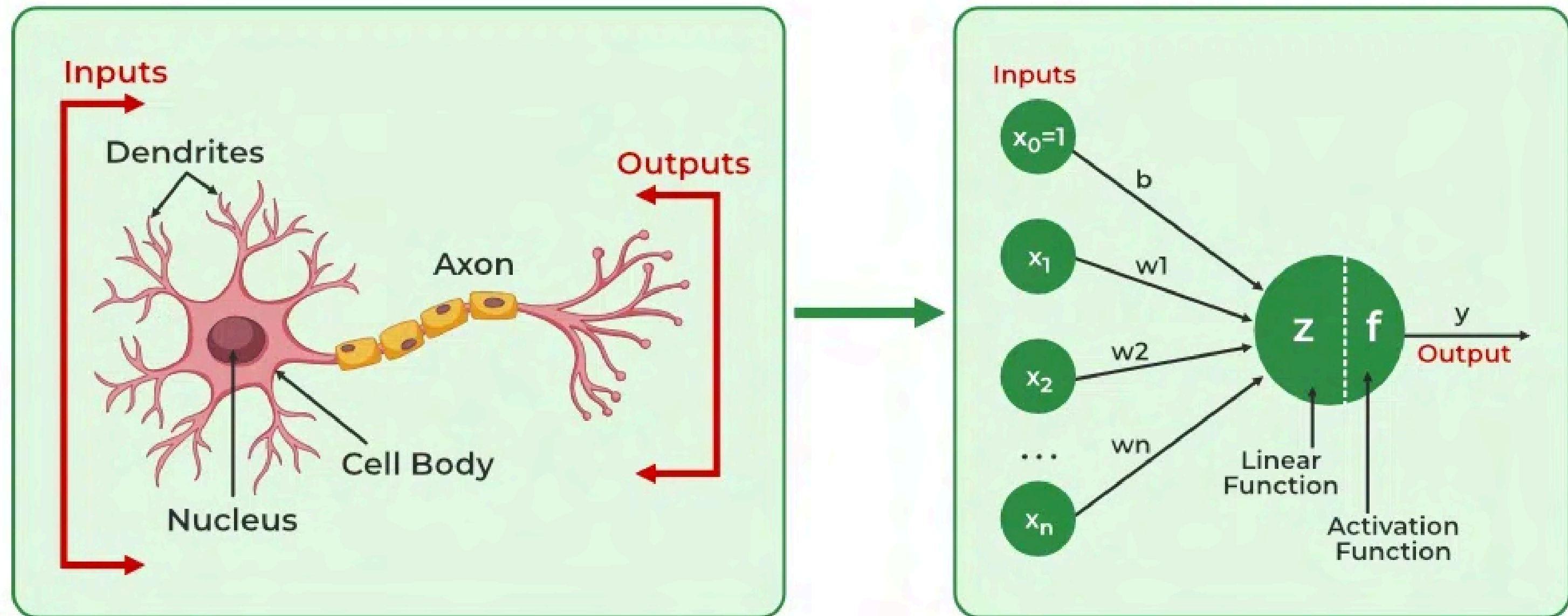
Machine Learning



Deep Learning



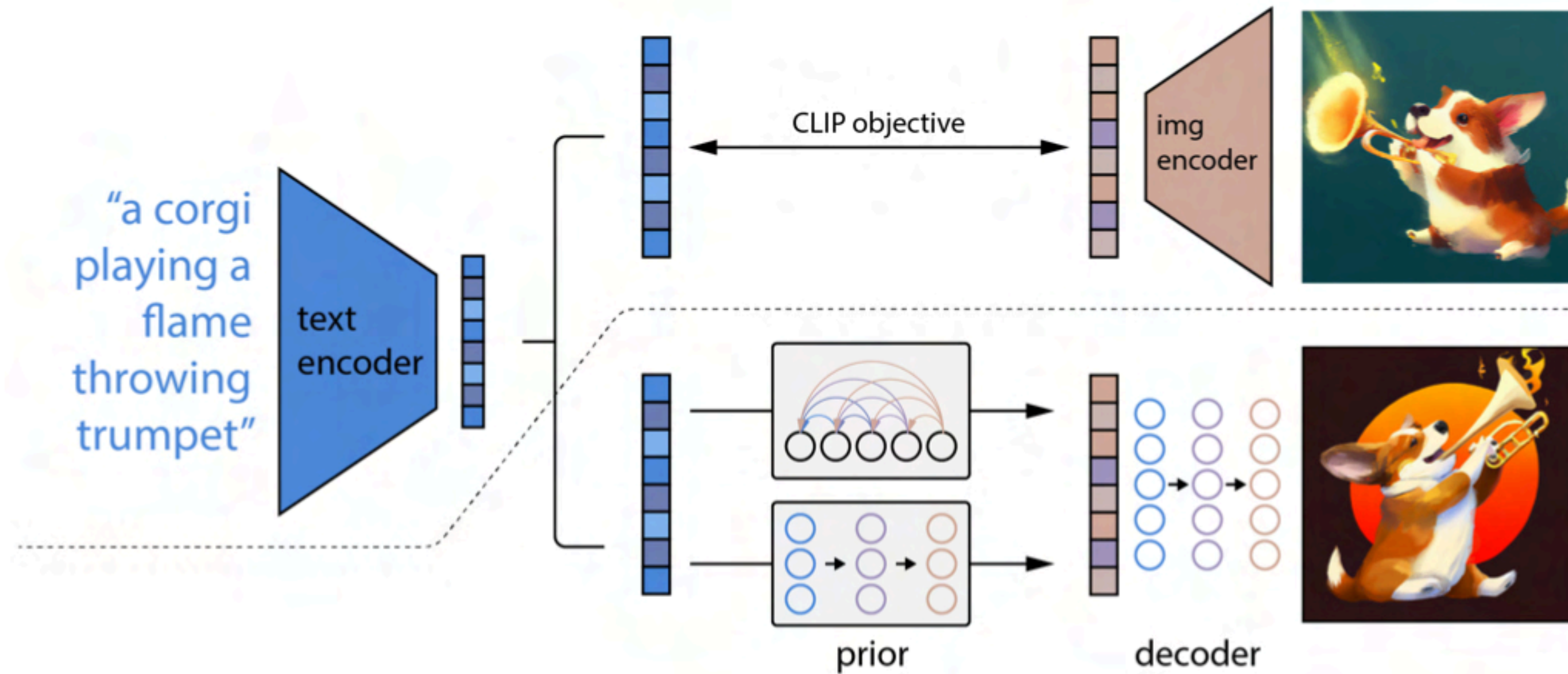
DEEP LEARNING: AI NEURAL NETWORKS



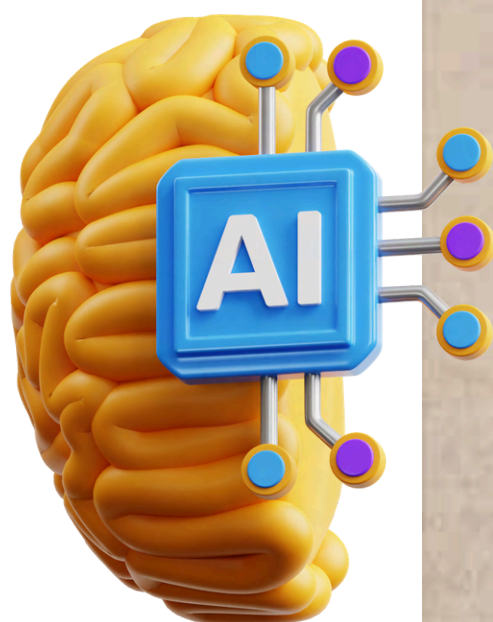
Neural Network = is a machine learning program that makes decisions using processes that mimic the way biological neurons work together to identify phenomena, weigh options and arrive at conclusions.

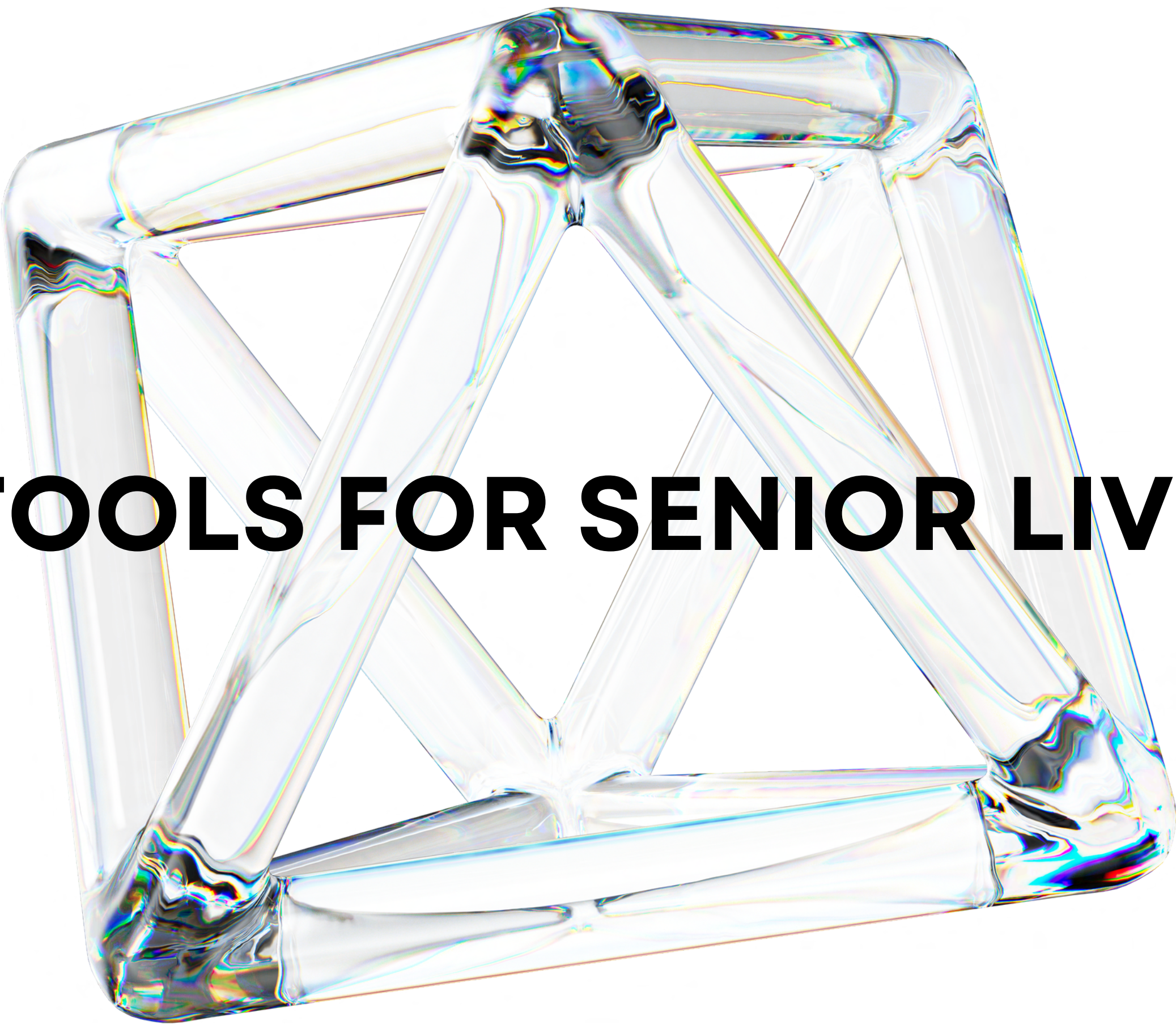
GENERATIVE AI: MAKES THINGS

Generative AI & Large Language Model (LLM) = Use Transformer ML to generate original text or images.



Gemini
Google





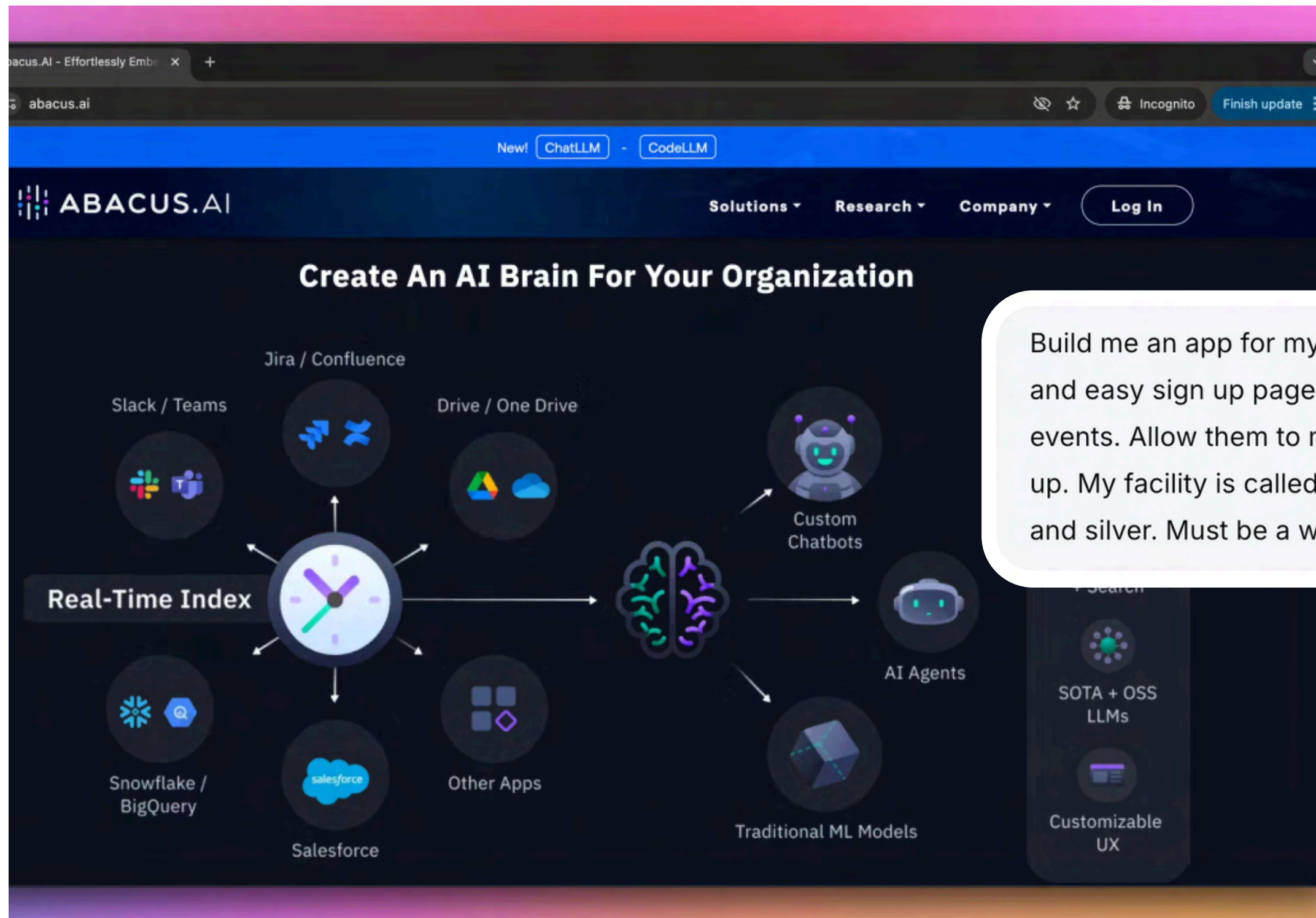
AI TOOLS FOR SENIOR LIVING

CRITERIA FOR “SARA’S STAMP OF APPROVAL”

1. Easy to use
2. Cost effective
3. Integrates/does more than one thing



TOOL: “ABICUS AI AGENT”



Build me an app for my senior living community with an interactive calendar and easy sign up page that seniors can quickly reference and RSVP for events. Allow them to make their own events to highlight their clubs or meet up. My facility is called "Hummingbird House" and the colors are blue, green, and silver. Must be a web app usable on any phone type from a QR code.

SB

TOOL: “CHAT GPT”

- Brainstorm ideas
- Plan a trip
- Research...anything...
- Write policy manuals or staff handbooks
- Summarize compliance documents
- Stay up-to-date on OSHA
- Scan documents and make spreadsheets
- Automate tasks
- Event planning
- ...and more!



ChatGPT 5 ▾

↑ Share ...

Can you map out a community engagement strategy for a senior living facility that includes memory care patients. We want to engage both residents and patients. Include a visual calendar.

Here's a full community engagement strategy for a senior living facility that includes memory care patients. I'll break it into **strategic pillars**, **engagement activities**, and then give you a **visual monthly calendar example**.

🌟 Strategic Pillars

1. Belonging & Inclusion

- Activities that engage both memory care patients and independent residents together, so no one feels left out.
- Family participation events to bridge generations.

2. Cognitive Stimulation

- Gentle activities that support memory, recognition, and orientation.
- Structured repetition (e.g., weekly "Music Memories" or "Story Circles") for predictability and comfort.

3. Physical Wellness

- Safe, low-impact movement (chair yoga, guided walks, balloon volleyball).
- Encourage cross-unit participation for social bonding.

4. Creative & Emotional Expression

- Art therapy, music, gardening, and storytelling.

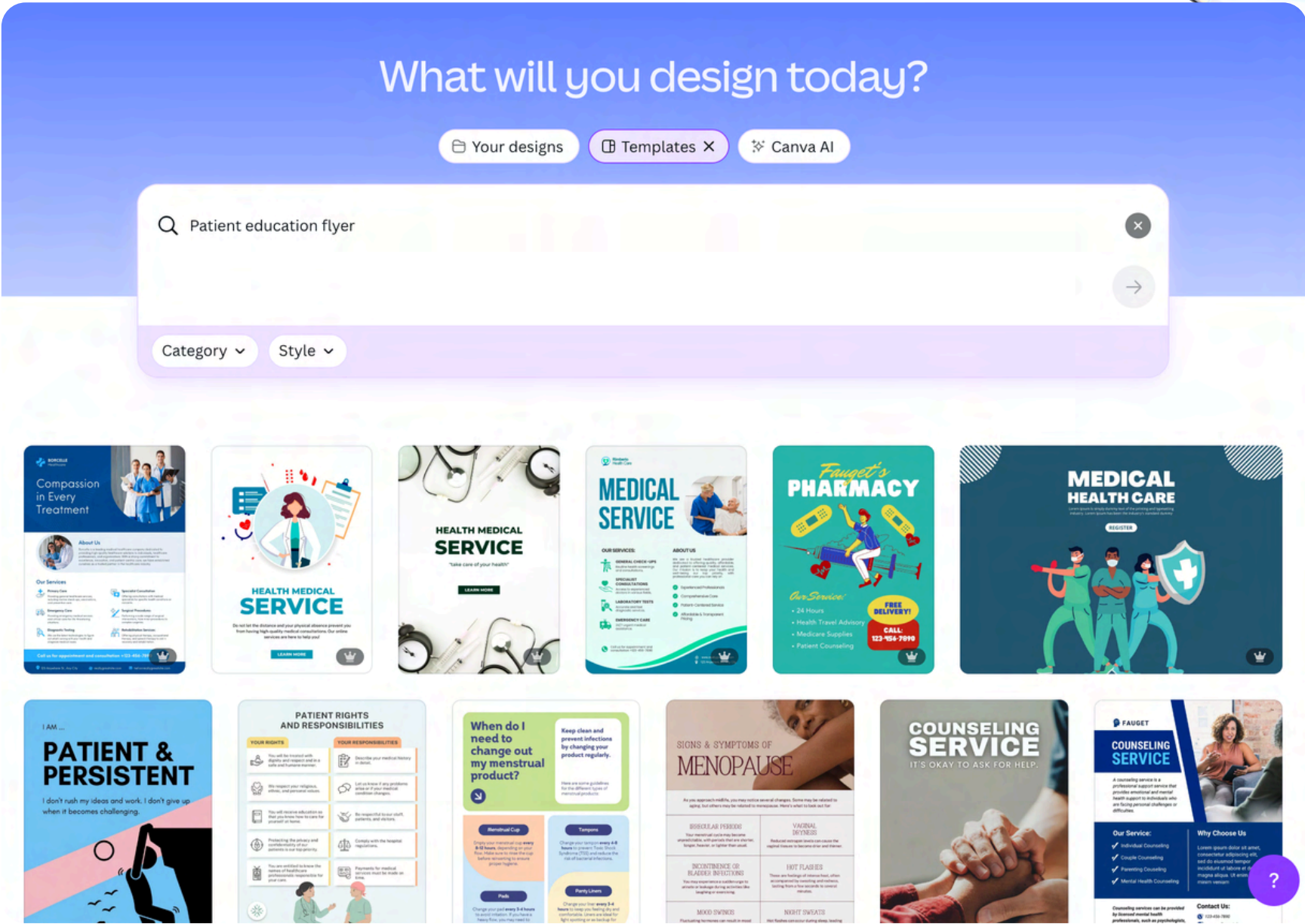
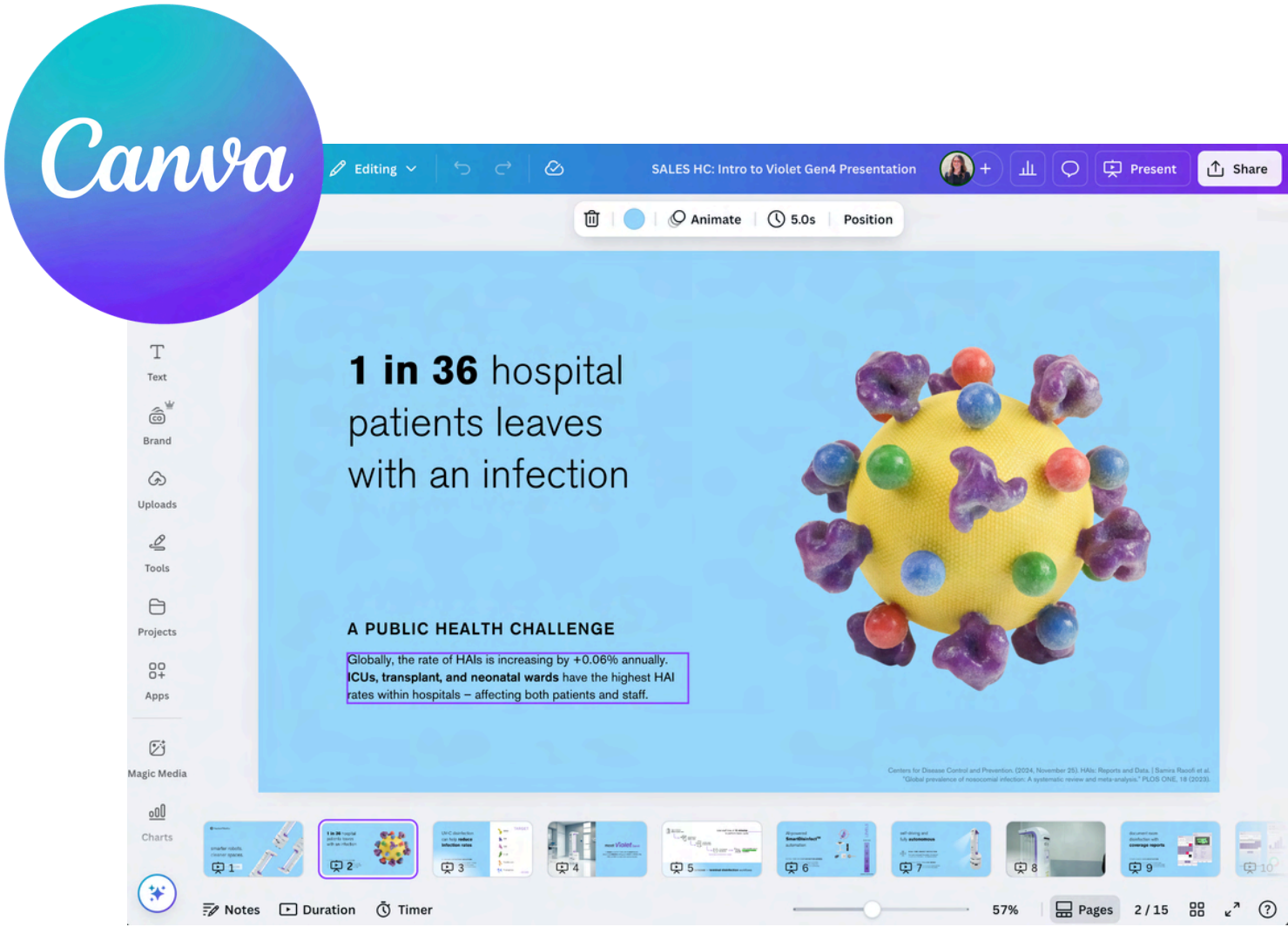
Ask anything

+ 🛠 Tools

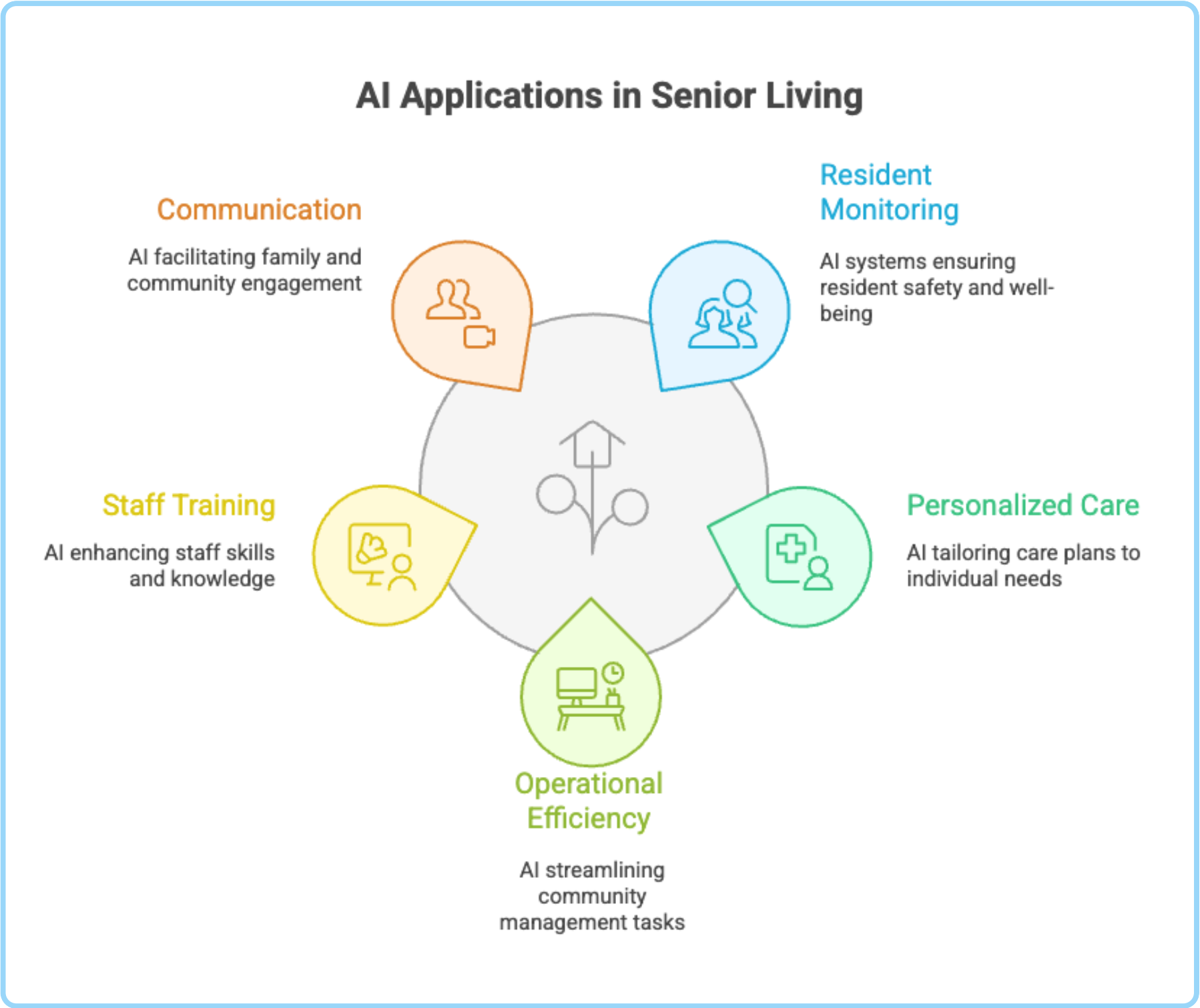
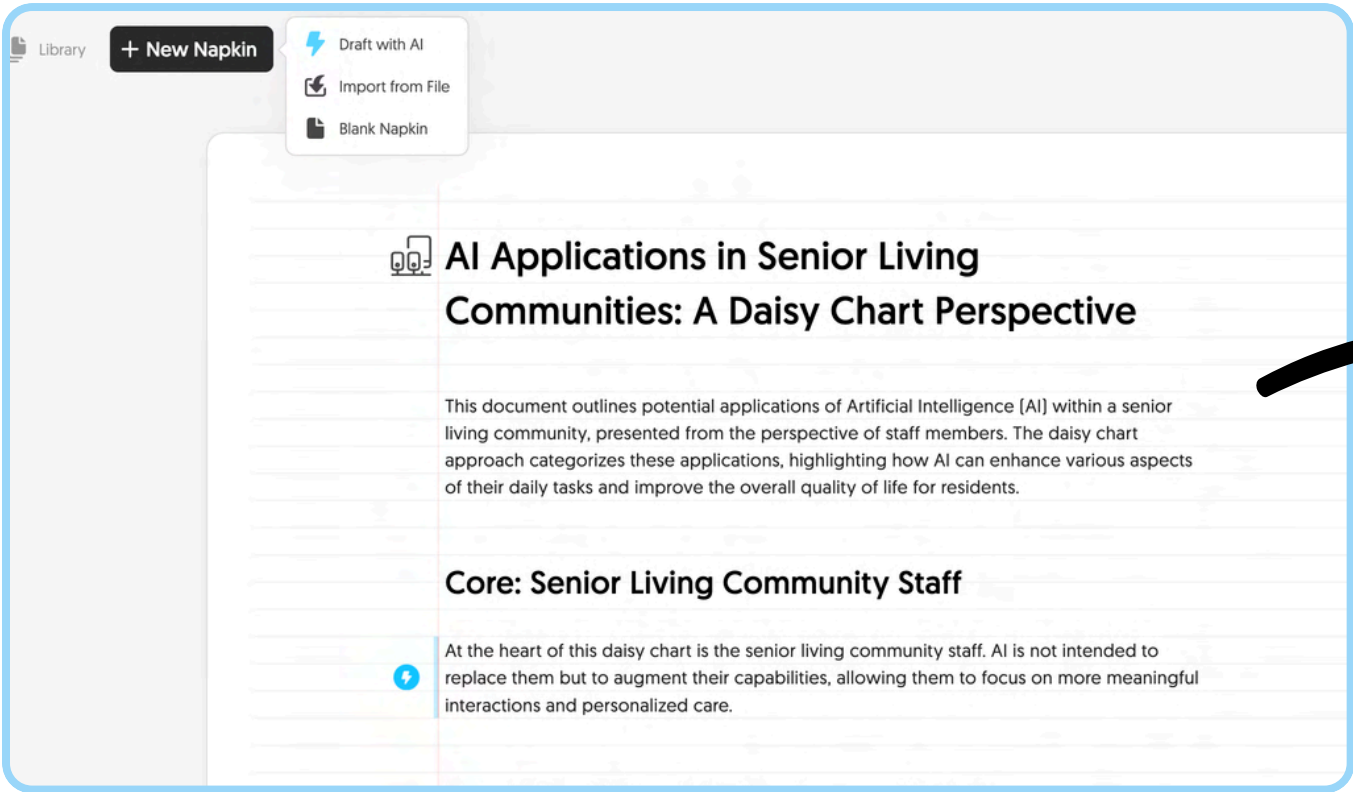


ChatGPT can make mistakes. Check important info.

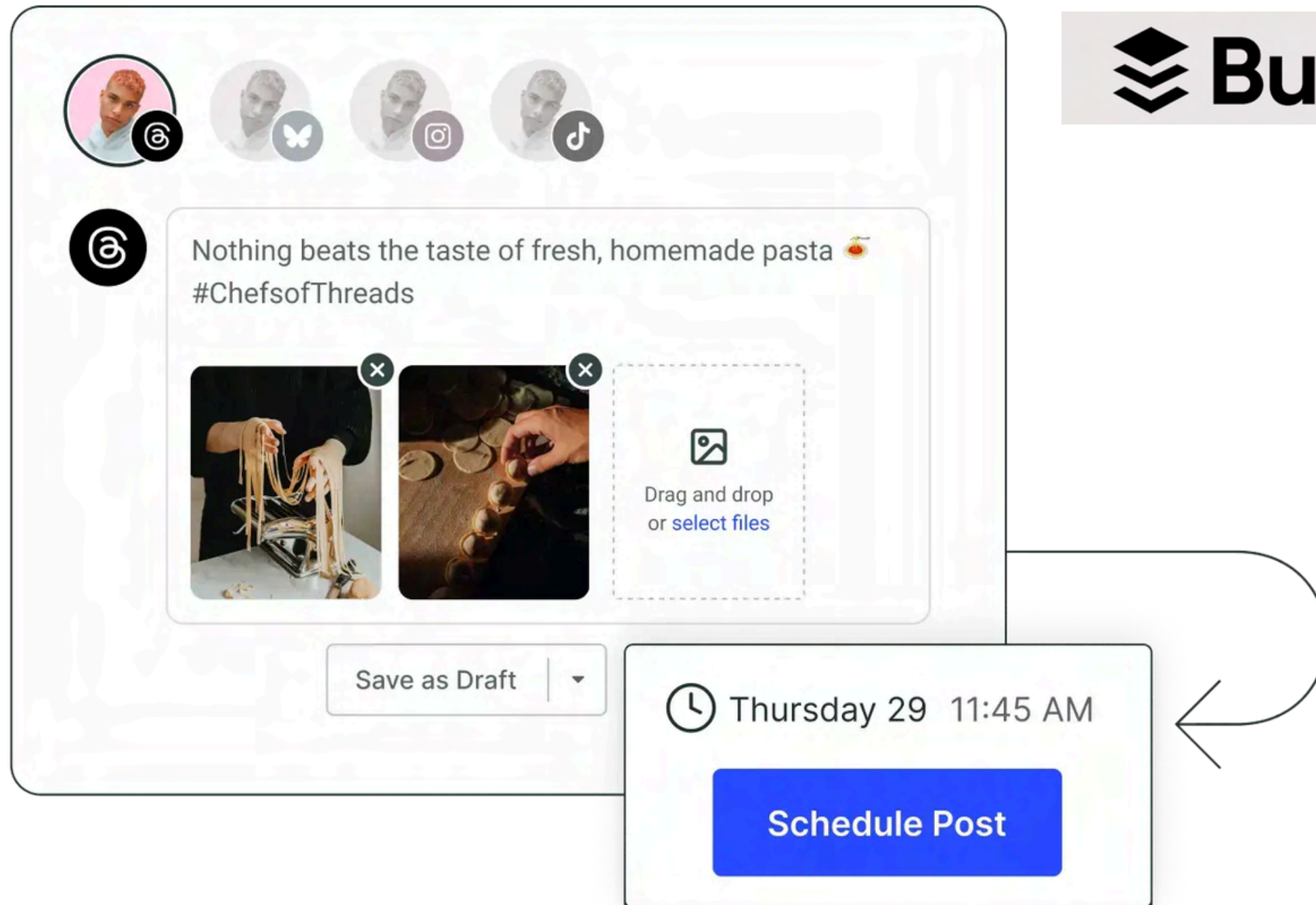
TOOL: AI CREATIVE TOOLS



TOOL: INFOGRAPHICS IN 3S OR LESS



TOOL: AUTOMATE SOCIAL MEDIA & REVIEWS



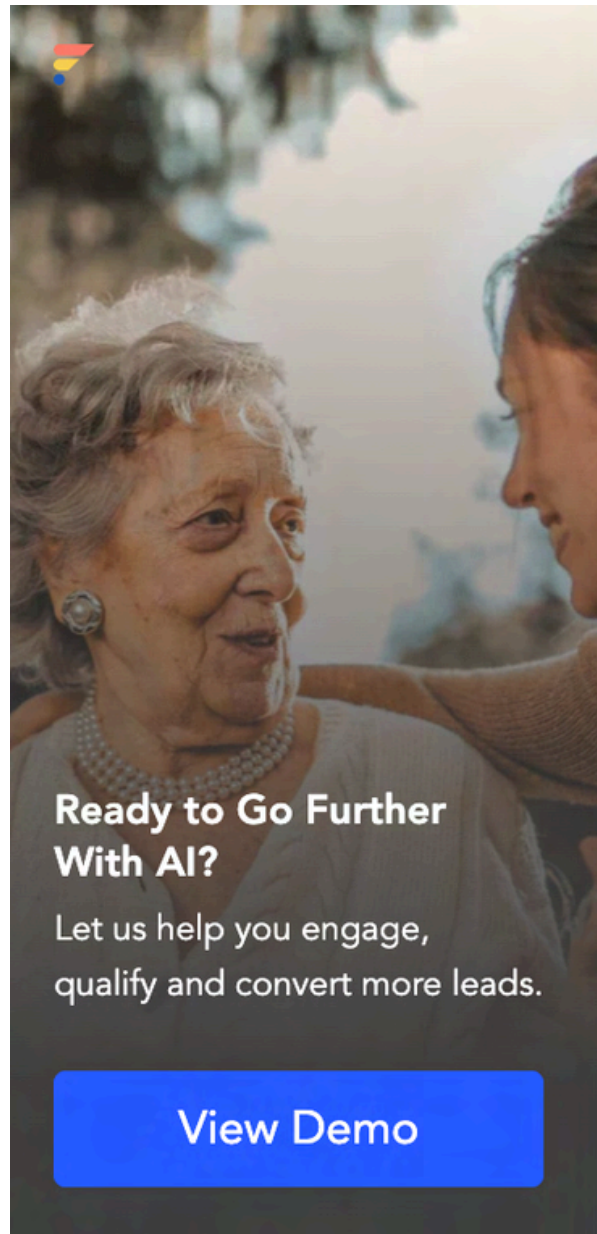
 **Buffer**

CHECK OUT:

 **Ocoya[®]**

 **Birdeye**

TOOL: MARKETING/COMMS. AUTOMATION



Ready to Go Further With AI?

Let us help you engage, qualify and convert more leads.

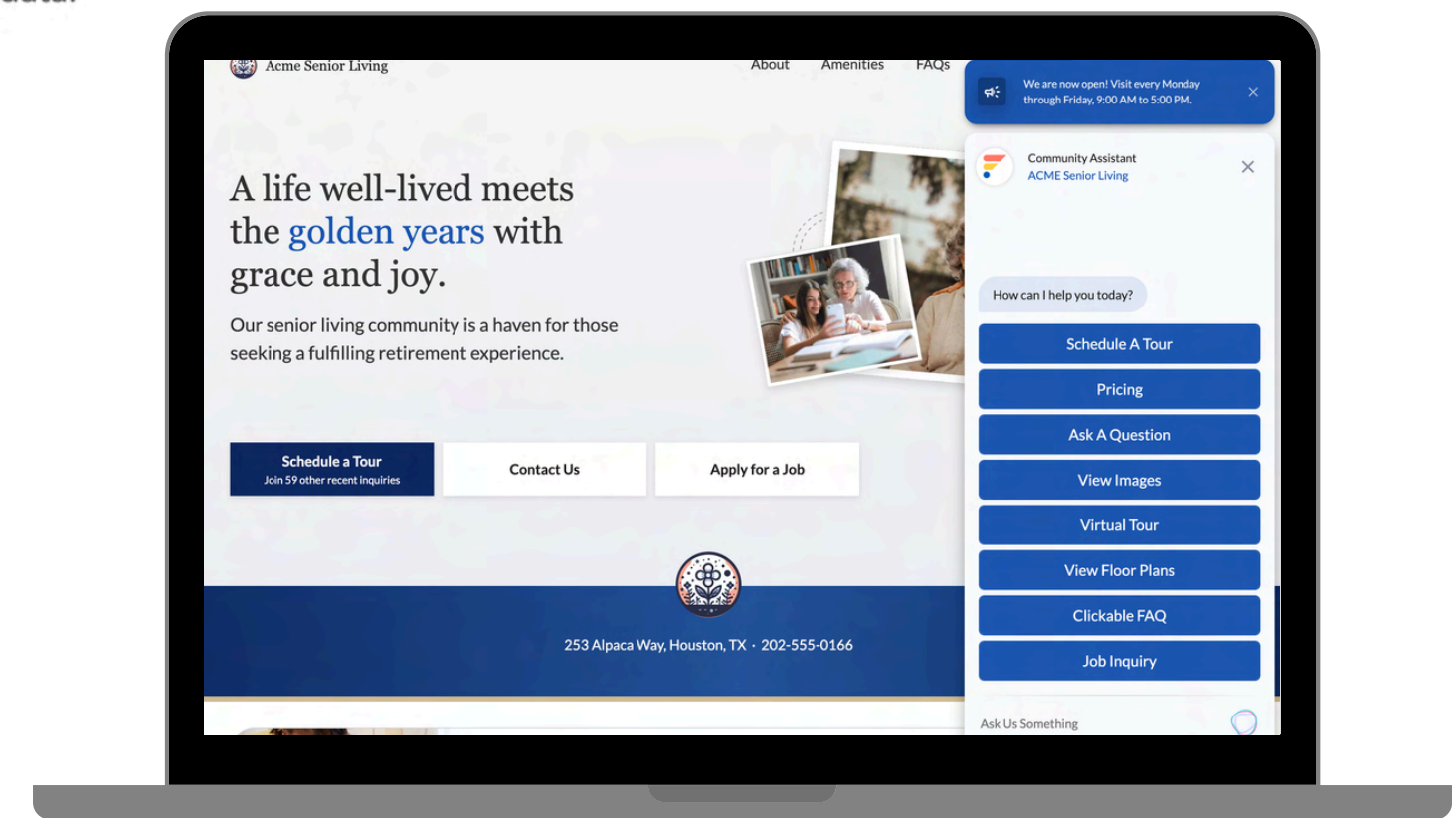
[View Demo](#)

PRODUCTS

-  **AI Web Conversations**
Turn web visitors into tours.
-  **AI SMS**
Respond to prospects in real time.
-  **AI Email** NEW
Provide answers via email 24/7.
-  **AI Phone** NEW
Never miss a call again.
-  **Tour Scheduling**
Seamlessly schedule tours.

FOR TEAMS

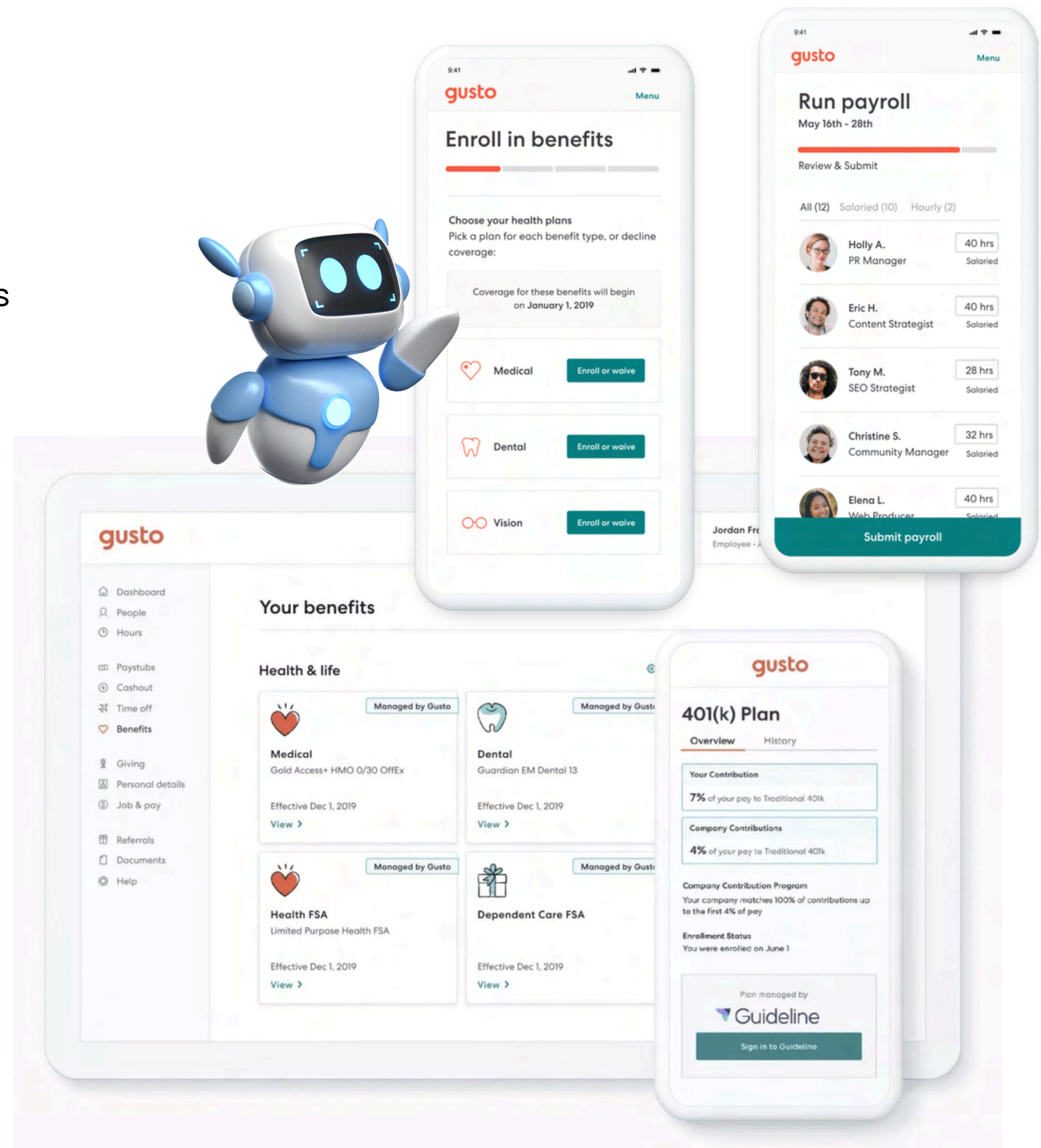
-  **Analytics**
Get actionable insights.
-  **Pricing Assistant**
Streamline pricing management.
-  **Integrations**
Effortlessly sync customer data.



TOOL: HR & PAYROLL

- Automate hiring with job tracking and integrations
- Paperless onboarding
- New hire training/roadmaps
- Performance reviews
- Goal tracking
- Employee retention
- Benefits
- Payroll
- Full-service HR/compliance (outsource)

gusto



TOOL: EMPLOYEE OPERATIONS

connecteam

- AI Scheduling
- Task Management
- Time Clock
- Compliance
- Forms

...AND MORE!



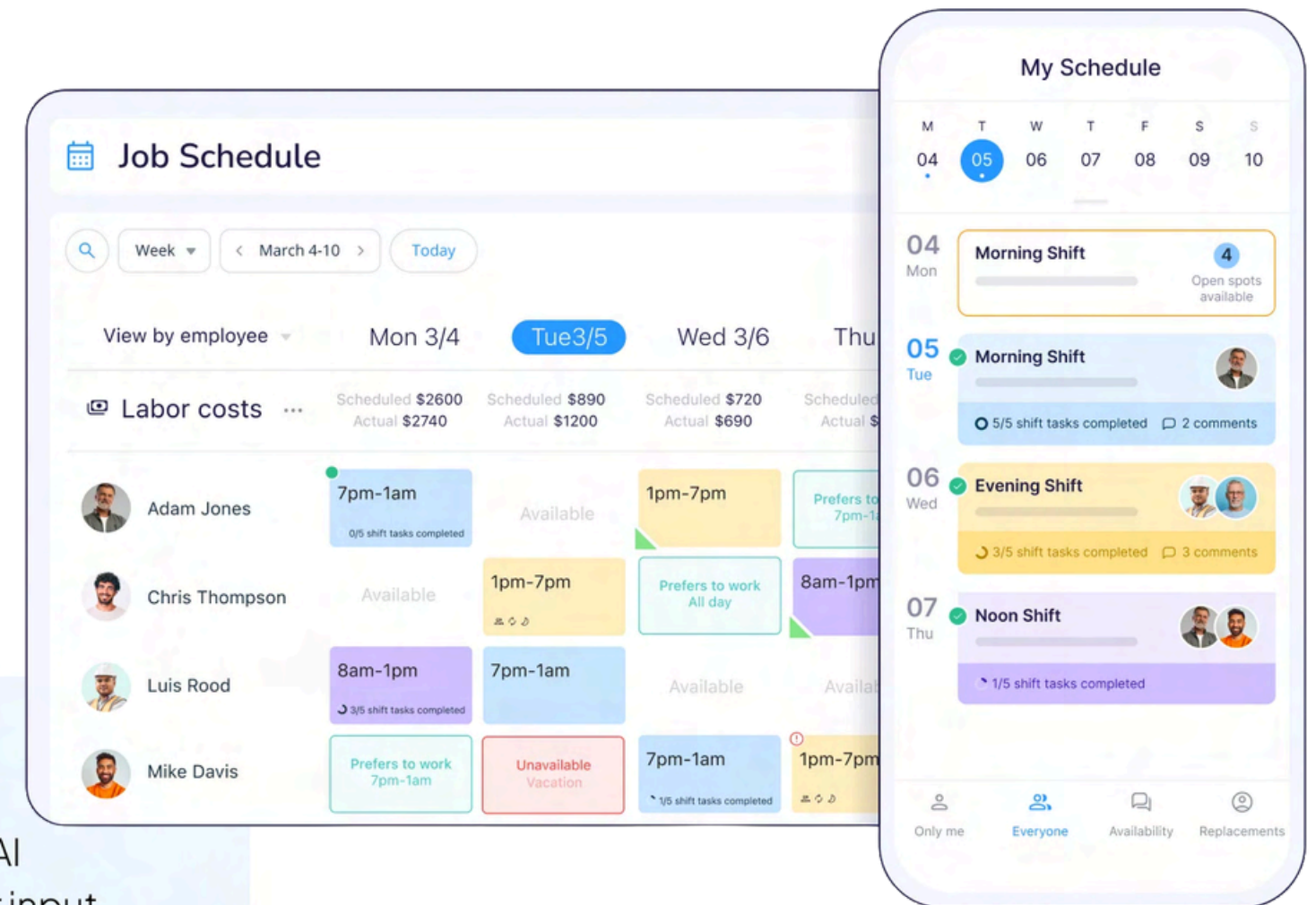
Speech to Text

Employees simply speak into forms. AI captures, summarizes, and sorts their input —accurate and hands-free.

< Incident Report

Incident description

While walking across the scaffold, Daniel slipped on a loose wooden plank and fell about three feet. He landed on his side and complained of pain in his right



TOOL: AI ANSWERING SERVICES

AVERAGE = 25%
CALLS ANSWERED



CHECK OUT:

 JustCall
smith.ai

ruby®



TOOL: ALL-IN-ONE SOFTWARE



- Charting
- Custom Forms
- Robust RCM
- Patient Portal

....AND MORE!

ecp										
Clinical CRM Billing										
Leads										
New In Progress Waitlist On Hold Moved In Archived										
Lead	Added	Added From	Next	Stage	Move-In Progress	Move-In Date	Contacted	Trend		
Laurie Anderson Nadine Bueller - Daughter Evergreen Gardens Assisted Living	01/08/2025	ECP Clinical		COMMIT	3 of 7	08/23/2024	2 days ago			
Brenda Jones Samatha Jones - Daughter Evergreen Gardens Assisted Living	02/05/2025	ECP CRM		COMMIT	12 of 13	08/23/2024	3 days ago			
Chris & Jane Wilson Tom Wilson - Son Cardinal Acres Memory Care	04/04/2025	ECP CRM		EXPLORE	6 of 10	08/23/2024	4 days ago			
Jennifer Haynes Tracy Haynes-Thompson - Daughter Evergreen Gardens Assisted Living	03/12/2025	ECP Clinical		INTEREST	3 of 7		Not Contacted			
Anil Nayar Cardinal Acres Memory Care	02/27/2025	Web Form		INTEREST	4 of 5	08/23/2024	Today			
Martha & Marcus McGuire Francine Michaels Evergreen Gardens Assisted Living	01/17/2025	ECP Clinical		COMMIT	2 of 4	04/01/2025	4 days ago			
Tom Burnitz Jennifer Cook - Daughter Cardinal Acres Memory Care	03/30/2025	ECP CRM		INTEREST	4 of 5	05/01/2025	2 days ago			

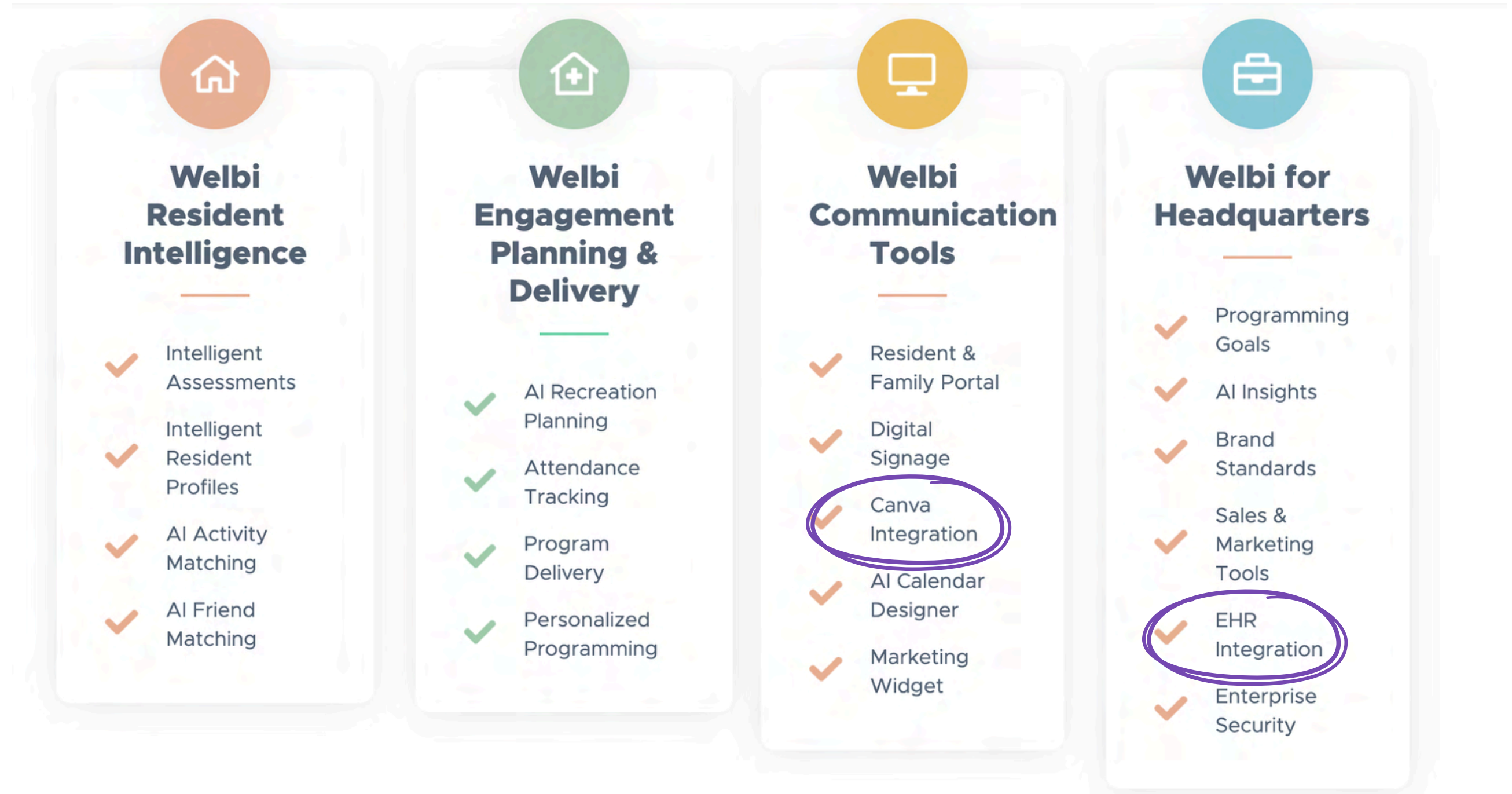


CHECK OUT:

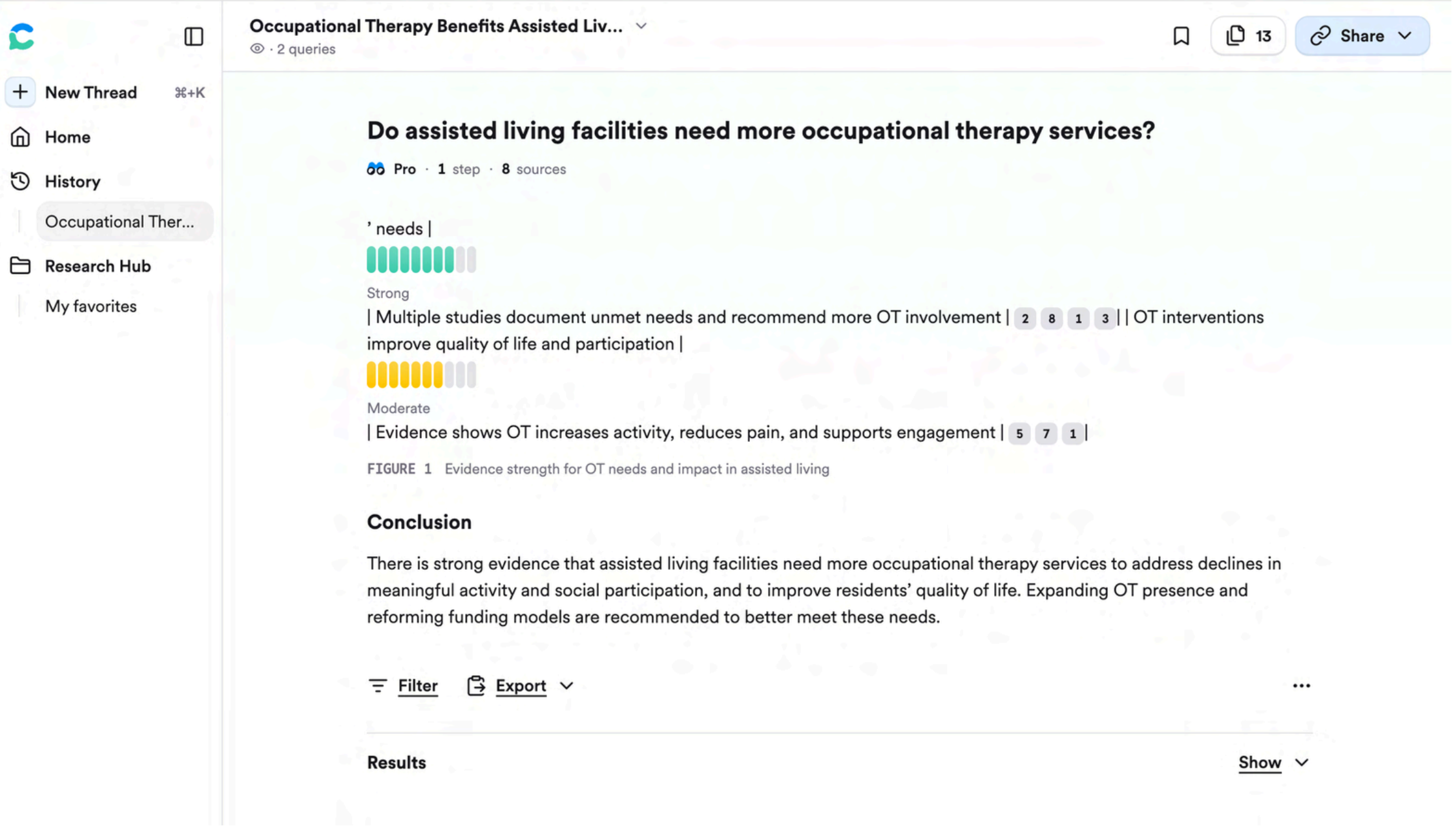
PointClickCare®



TOOL: RESIDENT ENGAGEMENT PLATFORM



TOOL: EVIDENCE-BASED RESEARCH



"If ChatGPT and Google Scholar got married, their child would be Consensus – an AI-powered search engine"

TOOL: AI 'TALK THERAPY' (STAFF + CAREGIVERS)



youper

CHECK OUT:

Abby

ChatGPT

TOOL: AI COMPANIONS FOR SENIORS

CHECK OUT:

ELLI•Q

baba™

Senior talk



TOOL: AI WAREABLES & MONITORING

CHECK OUT:



Zemplex



Cardi/o®

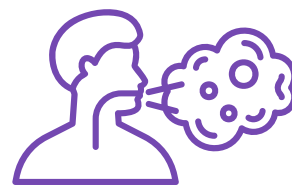


TOOL: AI UV-C ROBOT

1 in 43 nursing home residents
contracts an infection daily

WHAT ABOUT STAFF & CARE TEAMS!?!

Violet_{AI}



kills germs on
surfaces and air



works on dust
mites + pests



deodorized while
it disinfects



JOIN THE PILOT PROGRAM





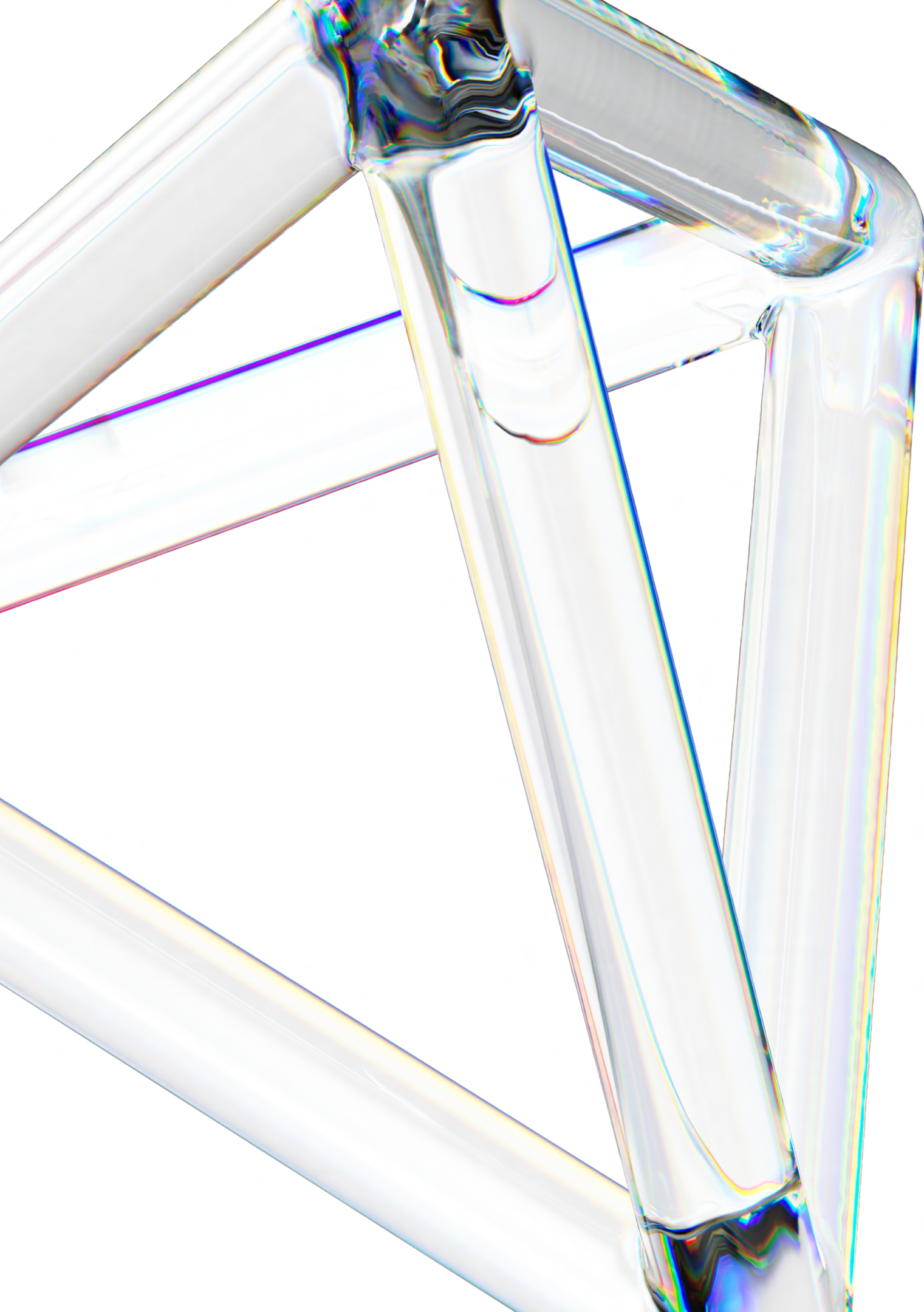
Hummingbird House Community Events

Stay connected with events and activities at Hummingbird House senior living community.

abacusai.app



**Let's check out
our new app!**

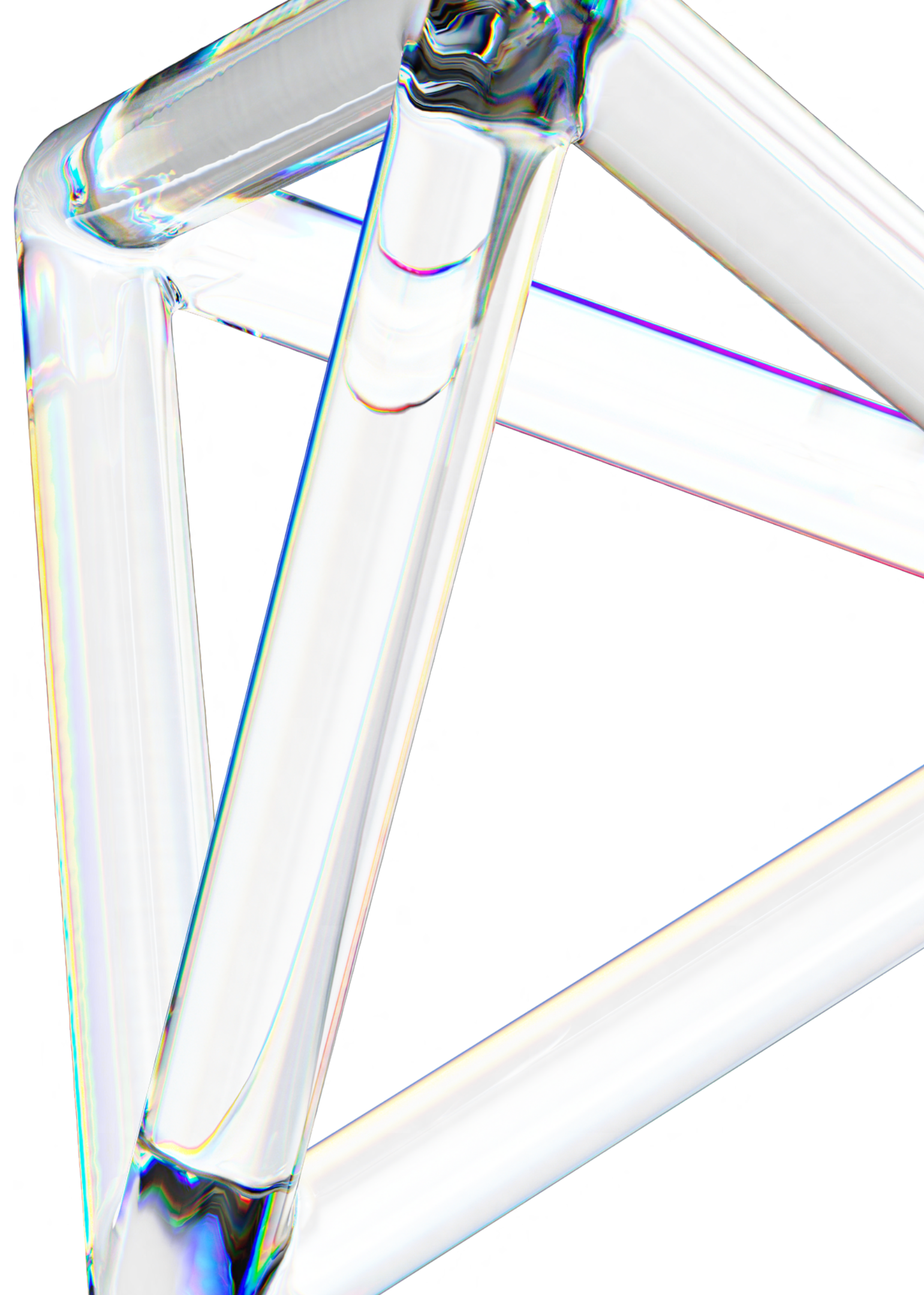


WHAT AI CAN DO

- Simplify your workflows
- Save time & money
- Keep you organized
- Eliminate busy work
- Improve long term care

WHAT AI CAN'T DO

- Get a “gut feeling”
- Build or lead teams
- Come up with new ideas
- Ethical/moral decision making
- Create an emotional connection





[LINK TO THIS SLIDESHOW](#)



*“The smarter we make the A.I., the less
it wants to do our jobs.”*



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