

# KinSnap in Action

## An Innovative Approach to Communication

Meaningful Ageing Australia (the leading national peak body supporting service providers with relationship-centred care) partnered with KinSnap with the shared goal of helping families to build stronger bonds across generations.

Towards the end of 2020, a pilot program was conducted to explore KinSnap's use in aged care homes and identify benefits to residents, families/loved ones and staff. Five locations in Victoria were selected, with KinSnap provided for a two month period.



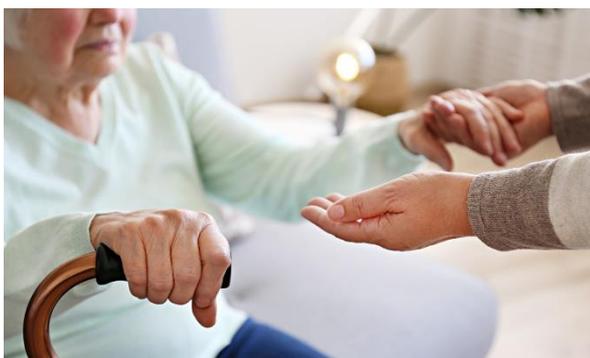
5 aged care partners

20 participating families

117 KinSnap users

### Background

People living in aged care, their loved ones, and service providers have been massively impacted during the COVID-19 pandemic. While disruption to operations generally differed by region and services provided, common challenges and objectives were consistent within the Pilot group.



### Challenges

- The use of video conferencing (e.g. family Skype/Zoom calls) to maintain family communication is positive, however it (a) requires stable internet, planning and rescheduling with family/aged care residents, and (b) the interaction is short lived and can be quickly forgotten.
- Time-poor staff are even more pressured in lockdown environments to provide meaningful connections.
- Service providers have limited resources, and become easily stretched when catering to implement new, costly, digital communication means.



## Objectives

- ✓ **Bring joy to residents, especially those who are isolated from their loved ones**
- ✓ **Keep residents and their loved ones connected**
- ✓ **Deploy an innovative solution that does not require staff effort or training**
- ✓ **Give loved ones an easy way to collaborate, and offer something of profound value to the older person in their life**

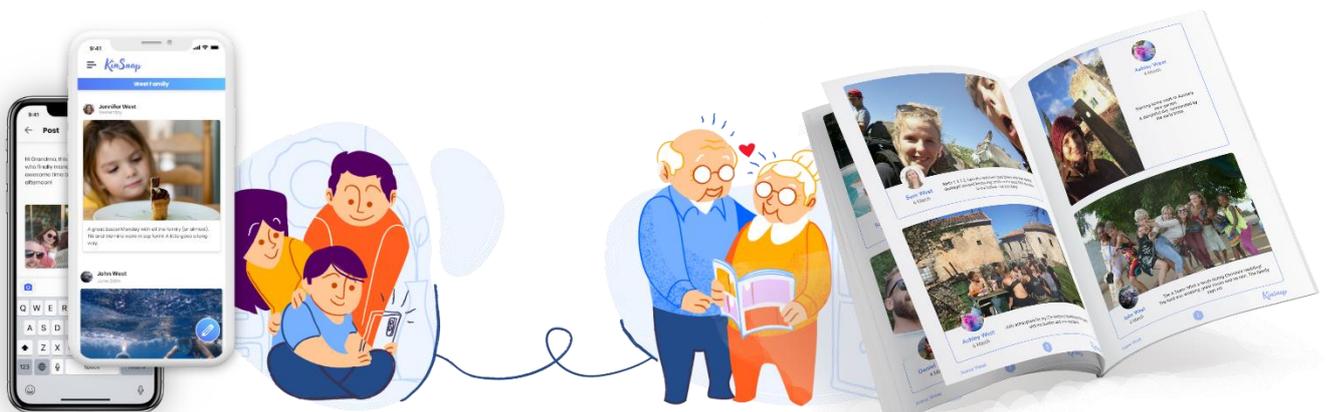
## About KinSnap

KinSnap is a private social media application that aims to make it easy for families to share news and life events with their older loved ones. It does not require the older person to use digital technology.

Users share photos and comments into a private group for all to see in real time. KinSnap takes the content and automatically formats it into a personalised journal, prints and posts it to older loved ones each month or fortnight.

Upon receipt, the older person can browse through the large photos and comments left by their KinSnap family. Upcoming birthday reminders are printed in the journal so the recipient feels up to date and part of the close unit.

The journal can be stored nearby, shared with others (fantastic in aged care homes), reread over and over, proudly presented to friends and staff and kept in a catalogue for future viewing.



*"KinSnap has been very positively received and is a fantastic way for families to keep in touch. The reaction from our Residents when opening their newsletters was very touching, many were very moved by how professional and how much trouble their families had gone to make such a beautiful newsletter."*

**Shanna Love, Lifestyle coordinator, Mercy Place Ballarat**

*"I think this app is a wonderful tool, particularly for elderly people living with dementia. It has also been a really nice way for the rest of the family, not just the person receiving the gazette, to keep in touch and share images and stories with each other."*

**Vicky Shackley, Lifestyle coordinator, Mercy Place Fernhill**

## A unique value proposition

- Innovative approach to communication.
- No inputs required from the staff.
- No financial requirement for the service provider.
- Bring joy to residents with a medium they truly appreciate.



## How KinSnap was implemented

- 1** KinSnap provided an email template which was sent by the pilot partner to the families.
- 2** User signed up on portal hosted and set up by KinSnap.
- 3** All support handled via the KinSnap app by the KinSnap team.
- 4** Journals printed & posted by KinSnap to the service providers every 4 weeks



# Results

- ✓ KinSnap users rated their experience at 8.4/10.
- ✓ Increased positive interactions between staff and residents.
- ✓ Successfully brightened the day of several residents.



## How KinSnap provided a solution to the problem

- A number of residents shed tears of joy when looking at their first personal journal.
- Participating providers were unanimous on KinSnap's benefits.
- KinSnap's original approach offers a very easy and inexpensive way to bring joy to residents and can help achieve the Aged Care Quality Standards 1 & 4.
- Families have appreciated the initiative.

*"Thank you. Just want to say that I love this! What a fabulous idea! My Mum can't wait to receive her next issue."*

**Penny M, KinSnap user**

*"I think this is a great idea. Looking forward to getting the kids involved."*

**Jacqueline G, KinSnap user**

*"Excellent product that is simple to use and great assistance to signup. I find it lovely, well done."*

**Lynn E. KinSnap user**



"We have partnered with KinSnap because we are acutely aware of the existential challenge residential aged care poses to a person's identity, and how stretched the system is. This elegant solution makes it easy to give every older person a powerful, tangible reminder that they are loved and not forgotten. Seeing the tears of joy and utter amazement when some residents saw their first journal cemented our support for this innovative product."

**Ilsa Hampton, CEO Meaningful Ageing Australia**