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THREE PILLARS TAKES GOLD IN NATIONAL SENIOR LIVING TECHNOLOGY AWARDS
McKnight's Senior Living Honors Three Pillars for Digital Display Communication Screens

Dousman, Wis. October 22, 2019 — *McKnight's Senior Living*, a national media brand for the senior living industry, has selected Three Pillars as the Gold Award winner for the "Keep it Super Simple" category of their national 2019 *Excellence in Technology Awards*. This annual competition recognizes providers that convey how technology — simple or advanced — has improved care and operations in their organizations.

McKnight's stated in their nomination that Three Pillars' initiative to replace paper flyers with wall-mounted, 48-inch digital display screens powered by Mvix Xhibit digital signage software has enhanced communication with staff and residents. They continued by explaining the benefits of the screens: "Attractive, attention-grabbing screens and content; information that is readily available in a clear, consistent format across the campus; and less money spent on creating paper flyers."

According to Josh Van Den Berg, Chief Marketing & Communications Officer at Three Pillars, "We are honored to receive this award. We're proud of how we've implemented an attractive, yet efficient communication tool that not only enhances our residents' lives, but also is a benefit to our staff, while helping us save resources."



Residents and staff at Compass Point Catered Assisted Living on the Three Pillars campus enjoy viewing the digital display screen in their lobby to check the day's activities, weather, and more.



Village on the Square independent living residents Barb Jennings and Kay Zimmer find the activity listings and communications on their lobby display screen a helpful, integrated part of their daily lifestyle.

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Kelsey Pangborn, Three Pillars' Director of Customer Experience added, "When we look at the experience people have at Three Pillars, whether that's residents, staff, family members, or someone stepping into one of our doors for the first time, we put a great deal of thought into ensuring that experience is an exceptional one. These display screens contribute to that positive experience."

The award will be presented at the LeadingAge Annual Meeting and Expo in San Diego, CA later this month. You can learn more about Three Pillars at threepillars.org or read the full award write up at mcknights.com/events/mcknights-technology-awards

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Three Pillars Senior Living Communities is a not-for-profit organization located in Dousman, WI and is sponsored by the Masonic Fraternity. Three Pillars Senior Living Communities takes pride in meeting the social, physical, and spiritual needs of older adults by providing high quality senior housing and services.

For more information about this story or Three Pillars Senior Living Communities please contact Josh Van Den Berg, Chief Marketing & Communications Officer at 262.965.7391 or jvandenbergh@threepillars.org

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