pluss communities

Information Pack

Seniors living is the last industry to be digitised

Perception

Older people don't embrace technology

Fear

If we invest in a digital communications solution our residents may not use it

Inaction

We better keep on doing what we have always done

The current generation of retirees are tech savvy

They are comfortable communicating and transacting online

They demand the speed of service that they have grown accustomed to

The need to feel connected to their community

They understand that a community that communicates together, flourishes
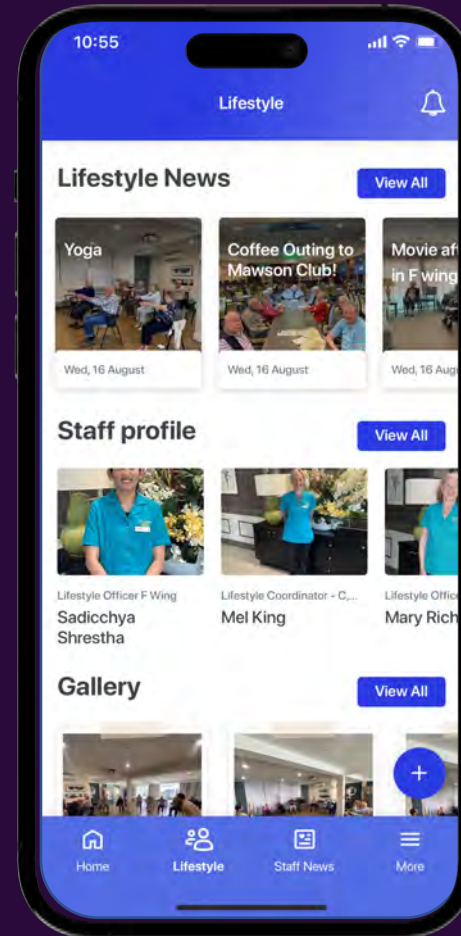
Welcome to

pluss + communities

Pluss builds fully customisable, branded apps for seniors living organisations looking to centralise communication between staff, residents and their families.
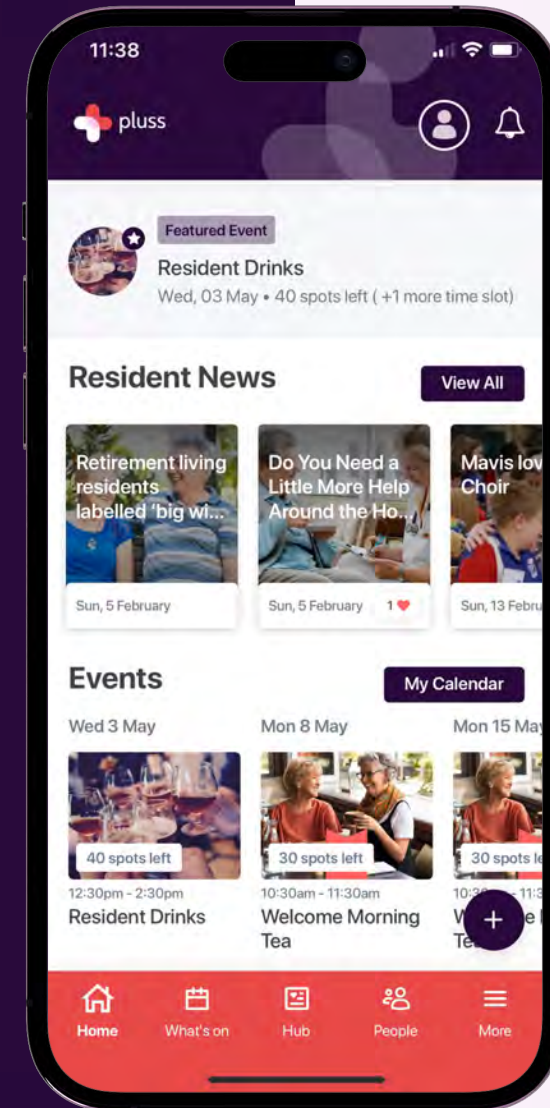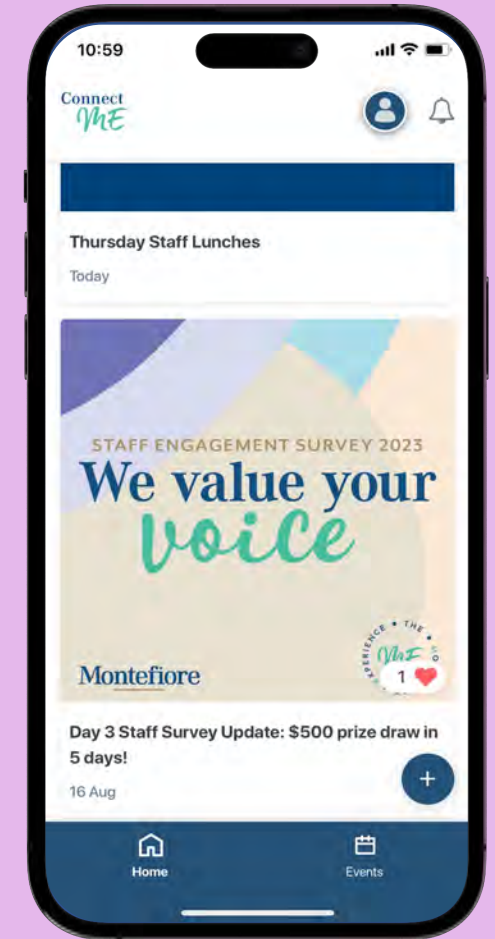
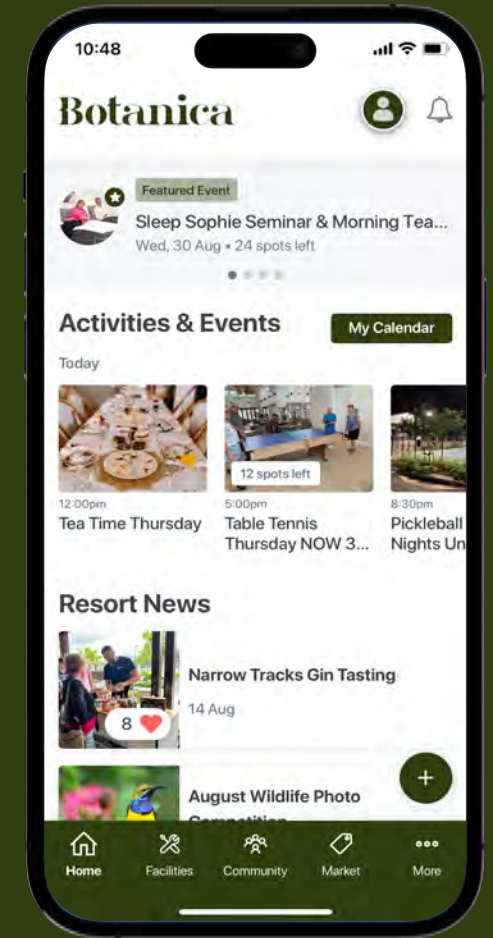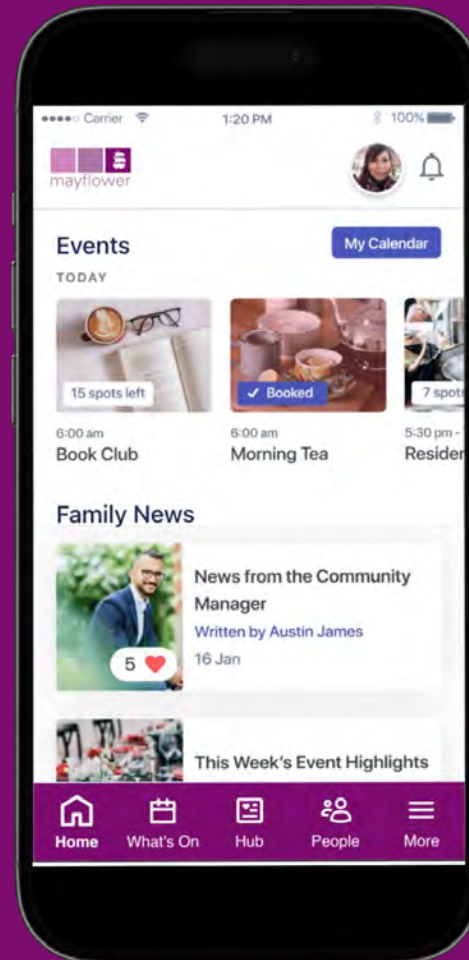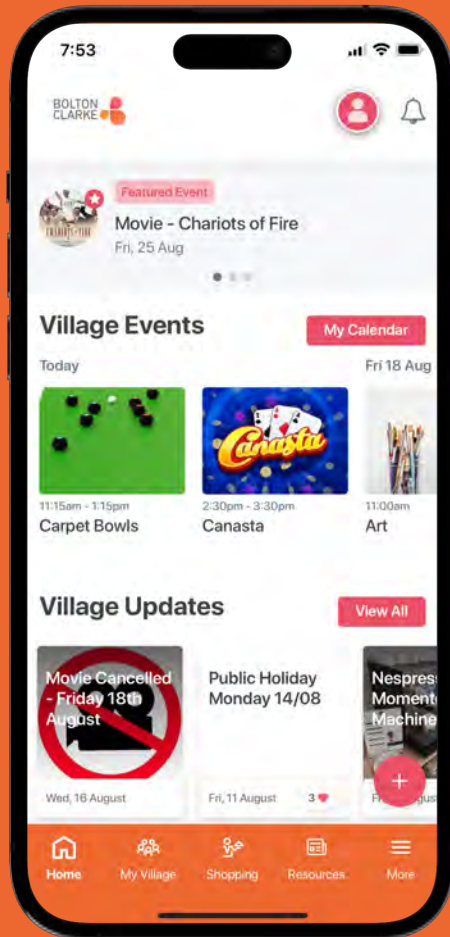# Designed with the needs of the key users in mind
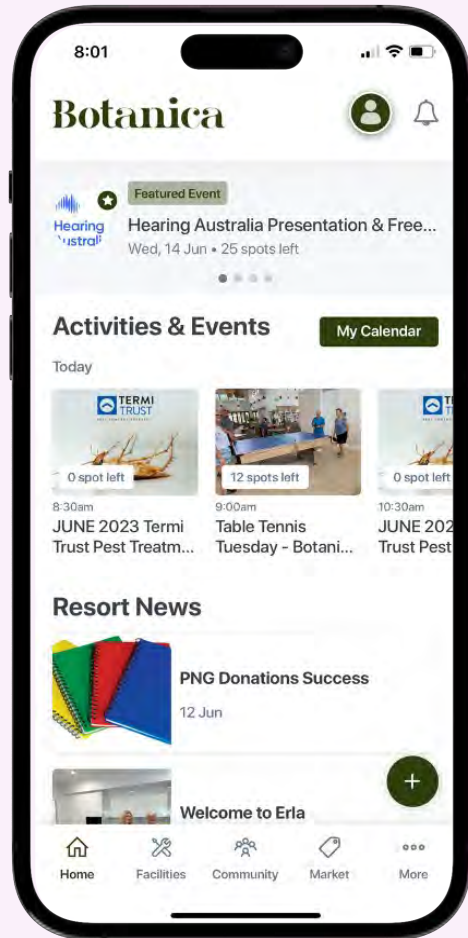
Residents

Families

Staff

Customised to your brand

With features that suit your community

Communications

News Posts
Share the latest community news with residents and family

Group Chat
Contact other users through direct messaging and calls

Care Circles
Secure communication between staff, resident and families

Photo Galleries
Record the memorable moments from community life

Operations

Polls & Surveys
Gain insight into the needs and wants of your residents

Urgent Alerts
Send out instant lock-screen alerts for urgent attention

Document Storage
Store all of the important community documents in the app

Maintenance Requests
Log and manage maintenance requests and defect reporting

Transactions

Event Bookings
Enable residents and families to book and pay for events

Local Offers
Enable local businesses to offer resident discounts

Facility Bookings
Enable residents and families to book community facilities

Service Bookings
Open up the app to in-house and approved 3rd party services

# Create and distribute engaging content in seconds

Save hours of time on content creation, formatting and distribution.

The Pluss app allows you to instantly post news stories, upcoming events and even resident surveys directly from your phone or from the back end **Community Manager** system.
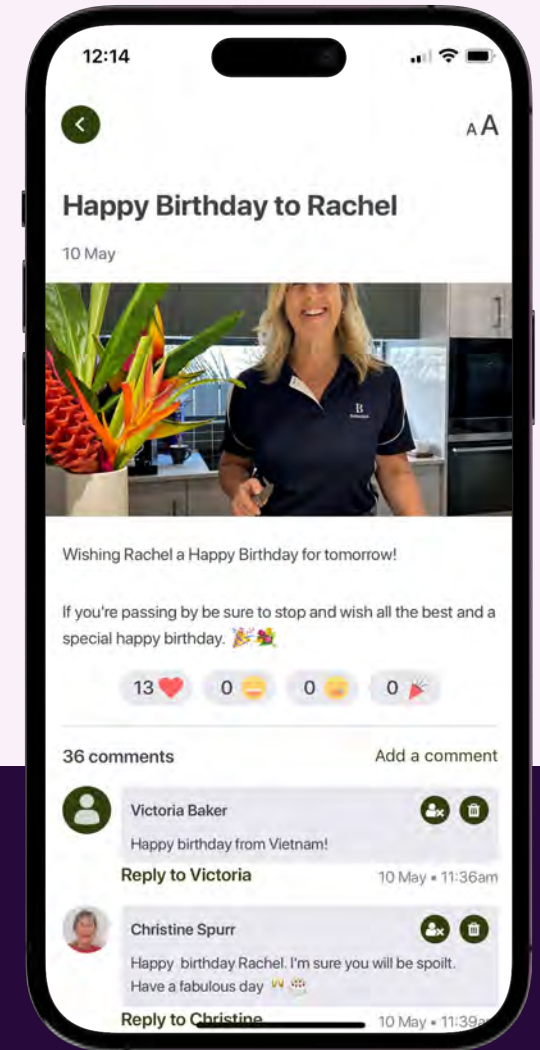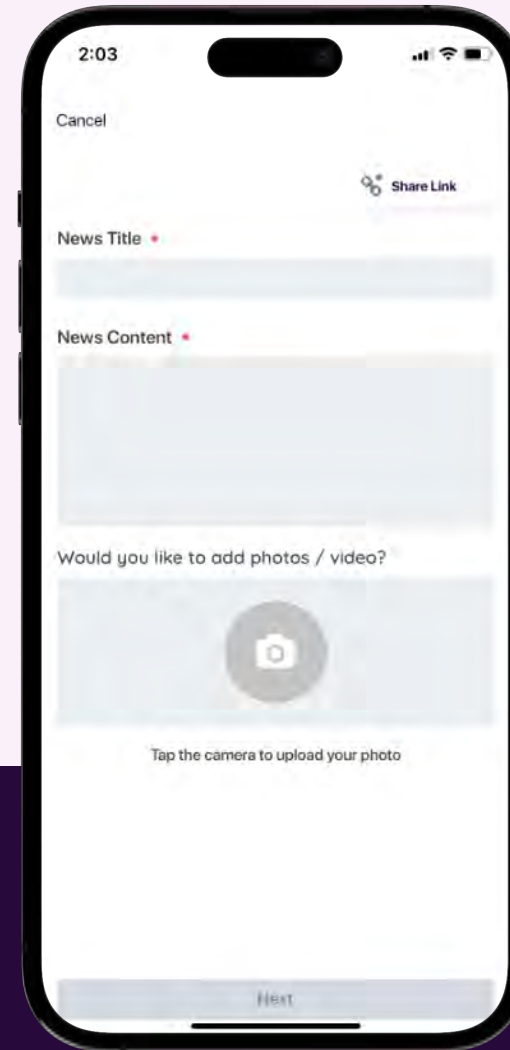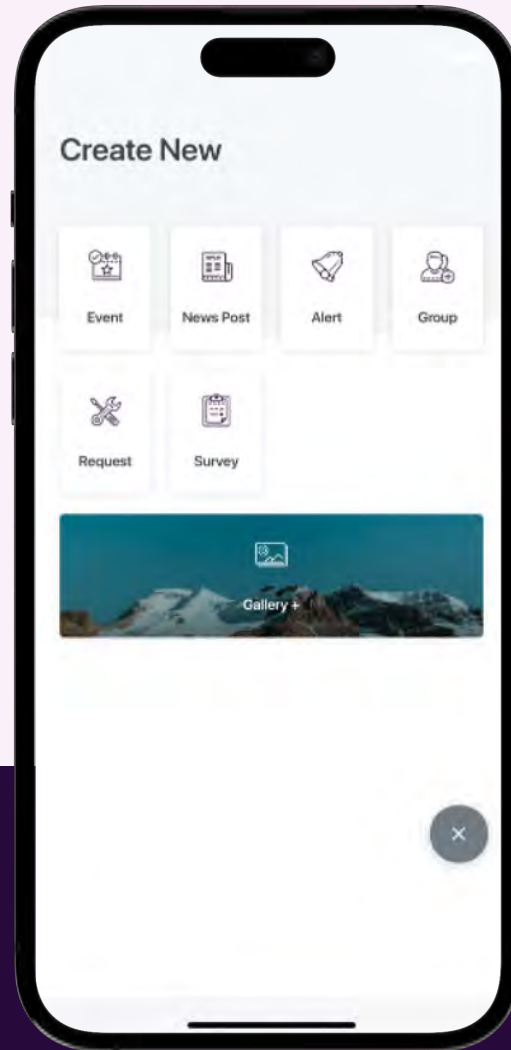
Send out instant, trackable alerts

Urgent community alerts can be instantly broadcast out to residents and staff. Acknowledgement of receipt is recorded to the individual user, ensuring that you know exactly who has and hasn't seen the message.
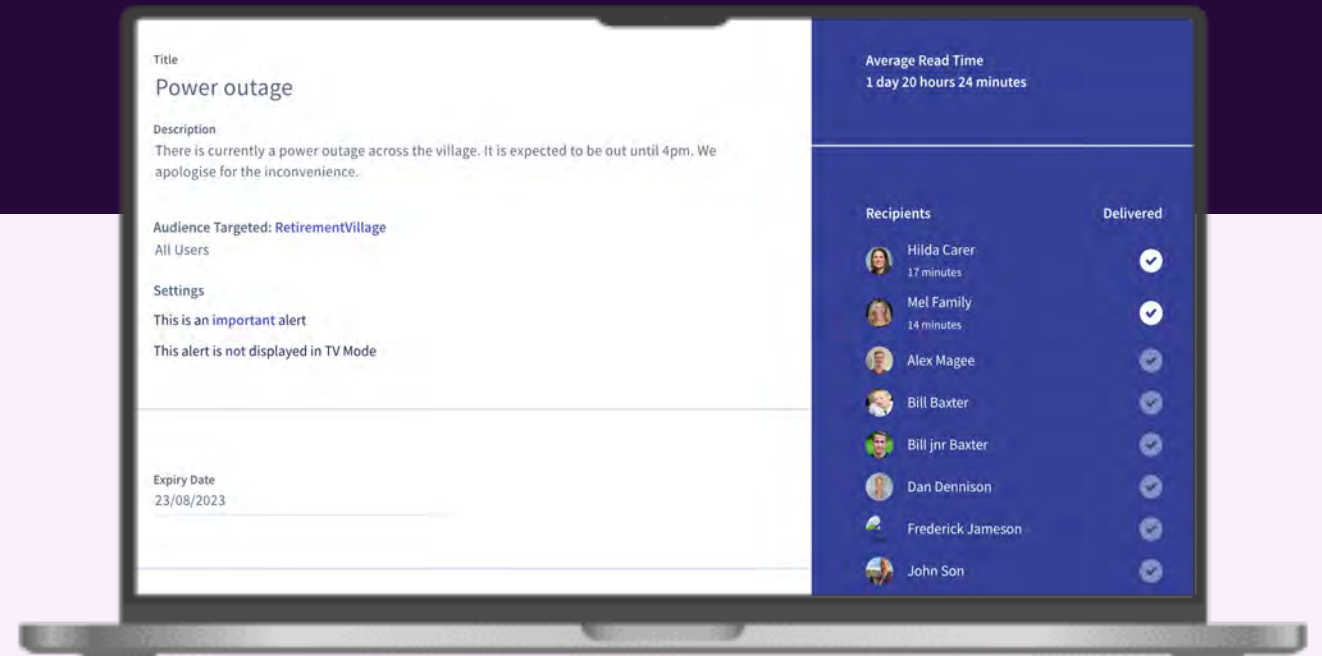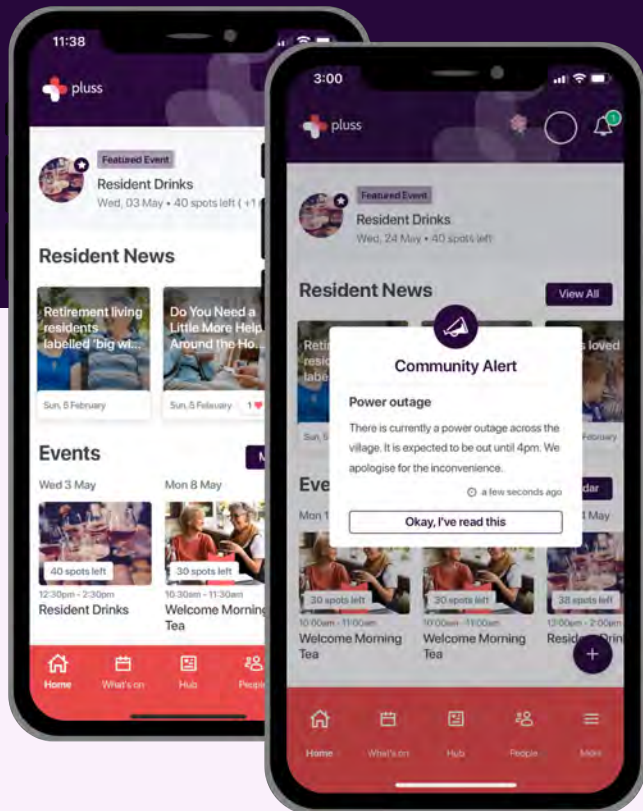
End to end maintenance request management

Residents can log maintenance requests directly from the app, instantly connecting them to your maintenance team. Once the job is assigned, staff can communicate directly with the resident on the progress of the request.
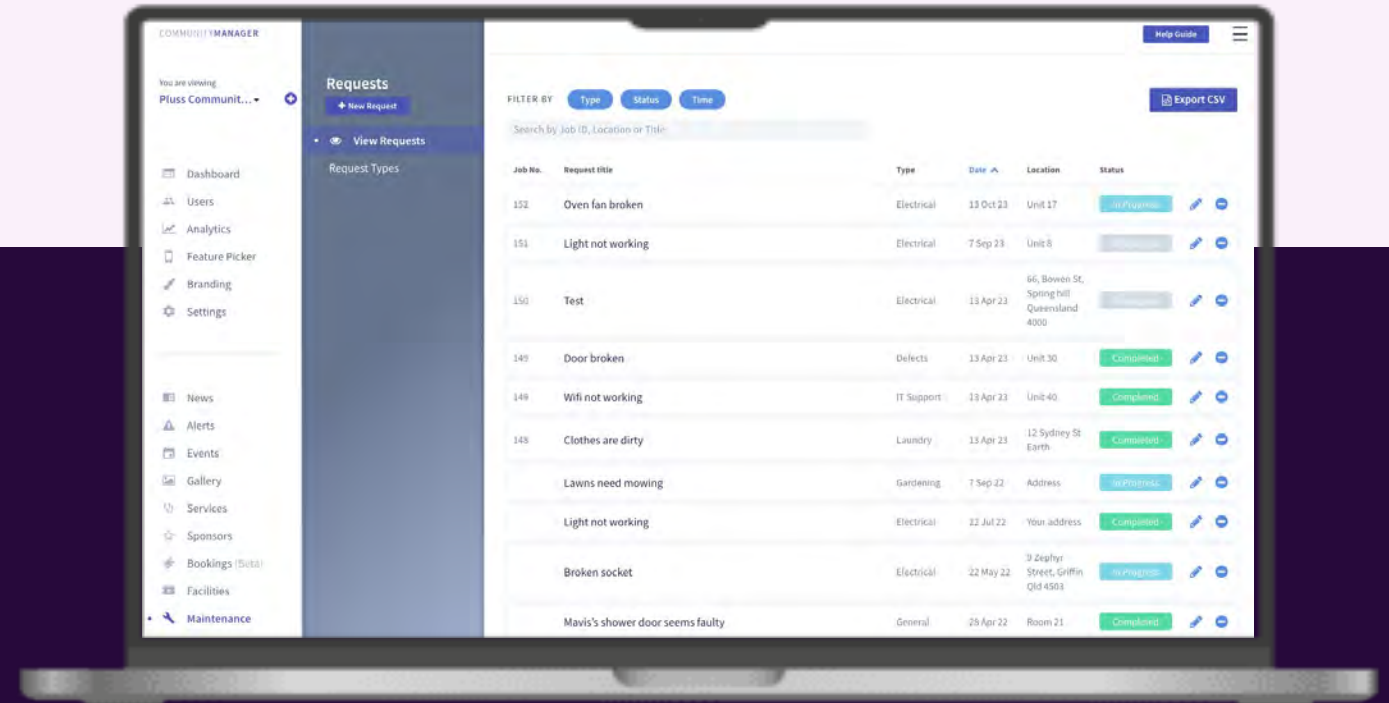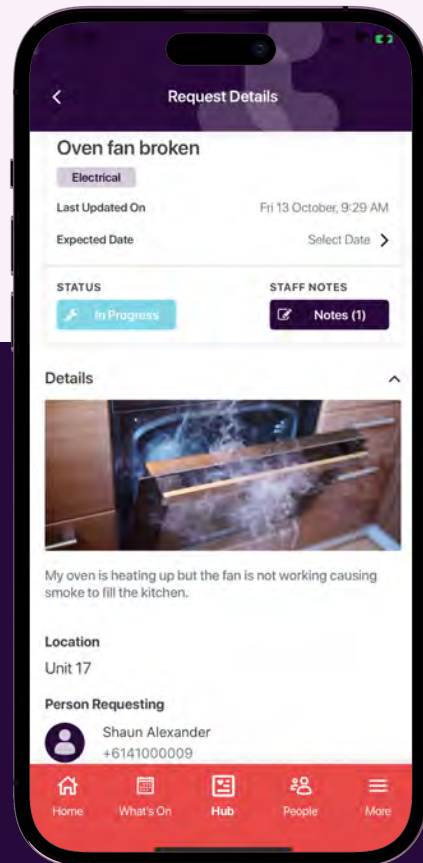
Event bookings and payments

The Pluss app allows seamless bookings and payments for residents, as well as families looking to organise events for their loved ones.

Separate payment accounts can be set up via Stripe Connect, for staff and resident committee-run events.
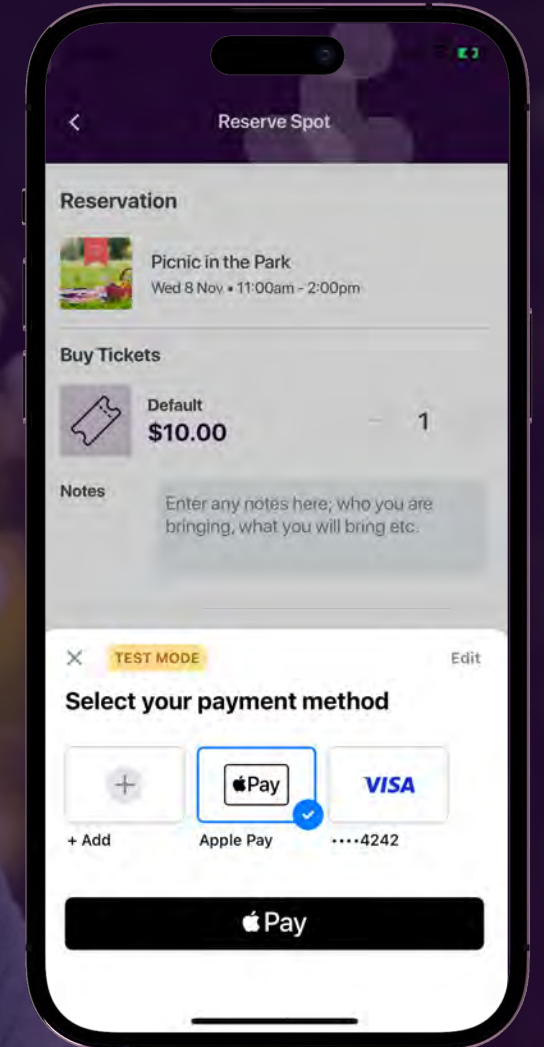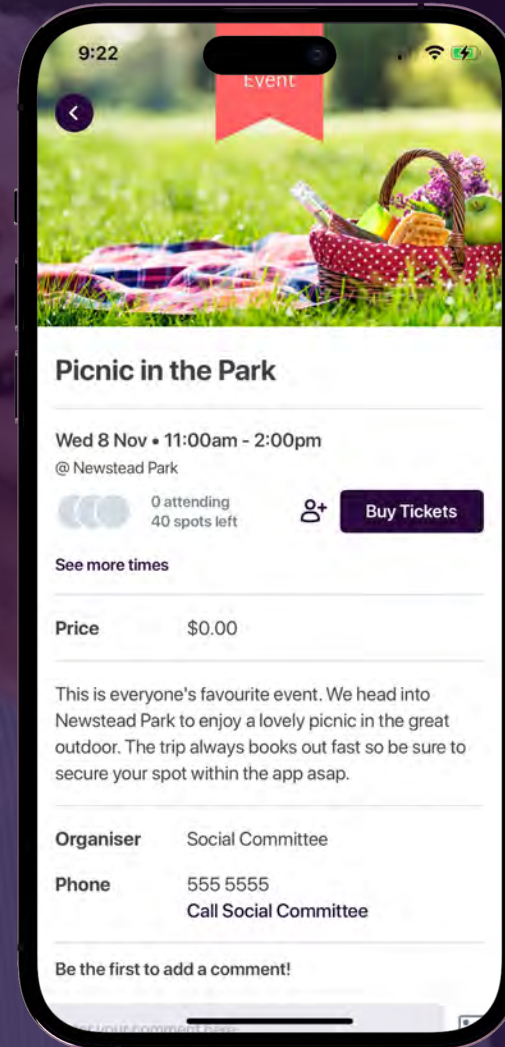
Community facility bookings

Communal facilities can also be booked by residents, staff, families or even members of the public.

Payments can be added to each facility where applicable.
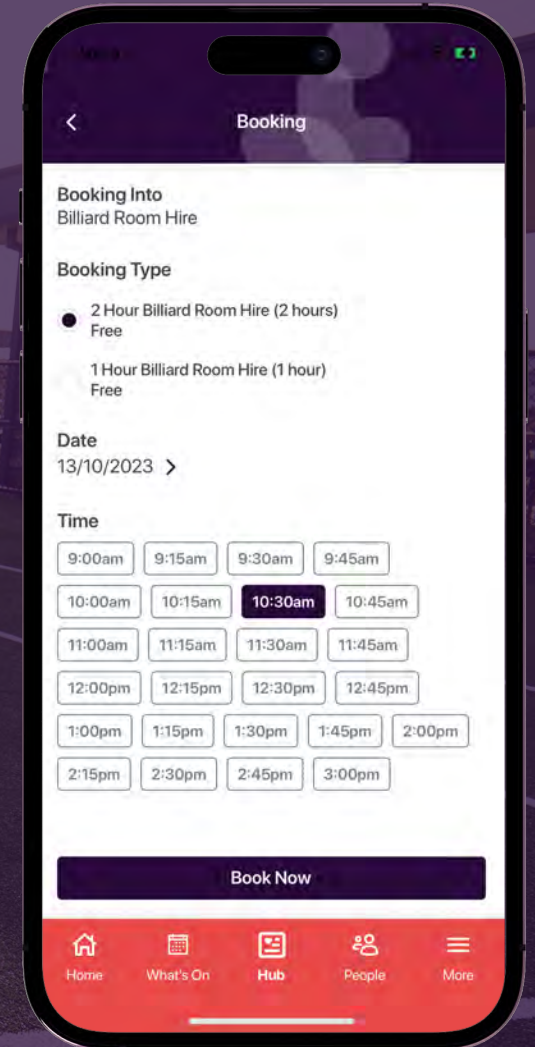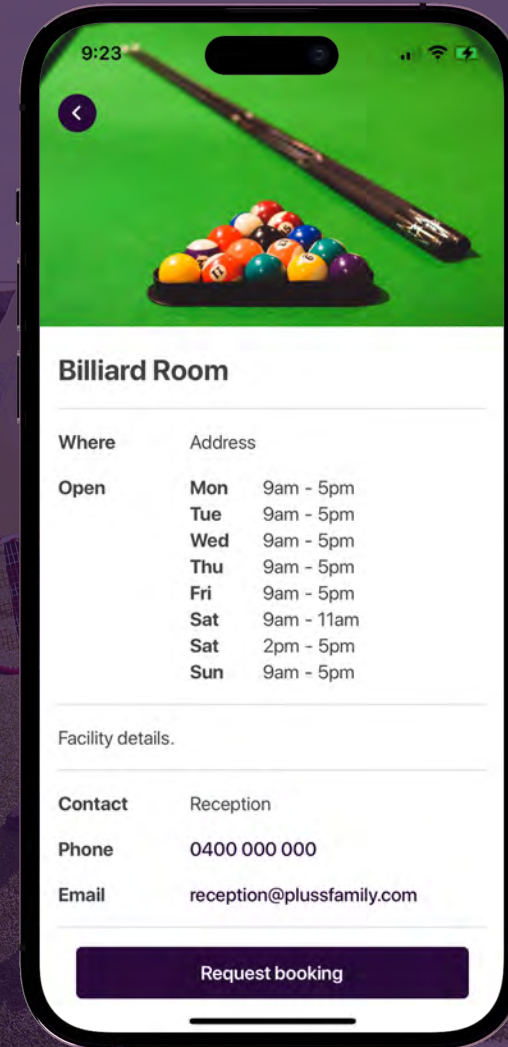
For the families of aged care residents

The Pluss app is also designed specifically for family members of RAC residents. It enables instant communication from staff or the residents themselves. It also allows family members to book and pay for events, community facilities and 3rd party services on behalf of their loved ones.

Companion services

Room Hire

Paid events

Allied health services

Respite services

Life services
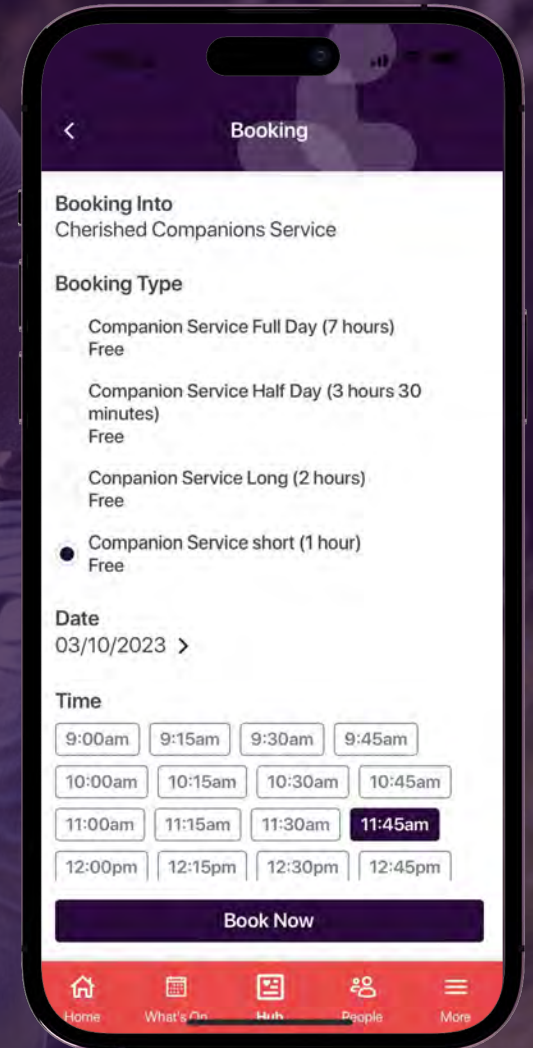
TV mode for common areas

News, events alerts, menus and other content can be pushed to TVs around the community ensuring that everyone stays completely up to date, even without their phones.
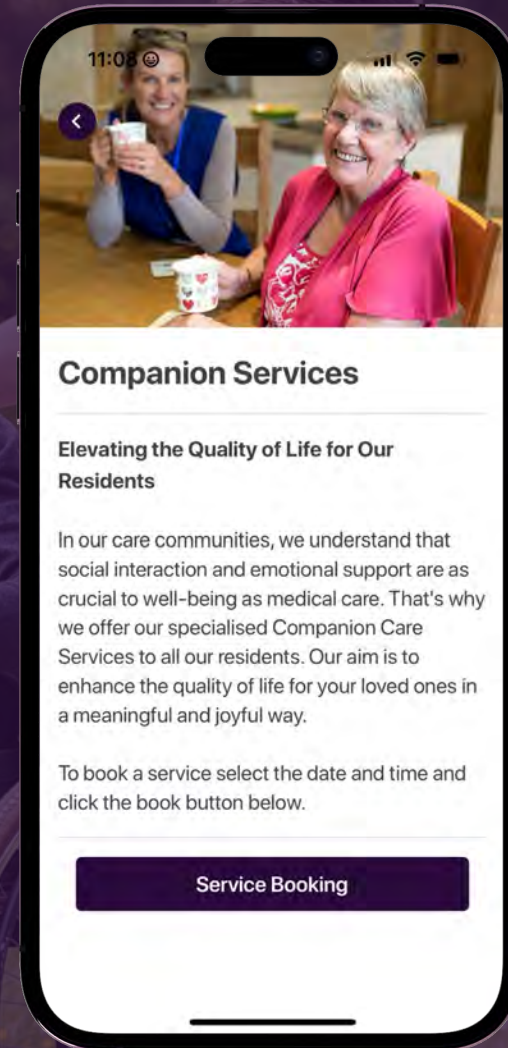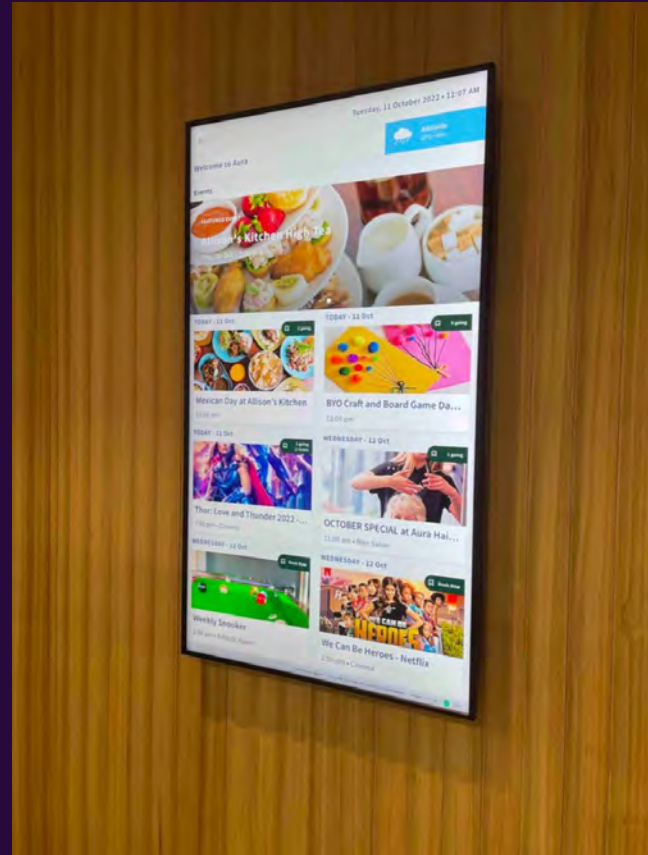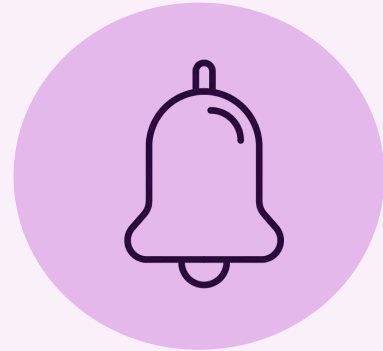
Achieve ROI through significant operational efficiencies

3rd Party Services Concierge

Providing direct transactions between local service providers, residents & their families takes the community manager out of the booking process, saving over **8 hours per month.**

Event & Facility Management

Allowing residents and their families to book and pay for events and village facilities streamlines the process and reduces the need to chase up bookings, saving up to **8 hours per month.**

Maintenance Requests

Seamless end to end system allows staff and residents to request maintenance work and defect reporting around the community saving up to **9 hours per month.**

Content Creation

Instant news post creation eliminates the need for time consuming newsletter formatting, printing and distribution, saving over **10 hours per month.**

Urgent Resident Communication

Instant resident notifications eliminate the need to create, print, distribute and follow up on urgent village communications, saving up to **6 hours per month.**
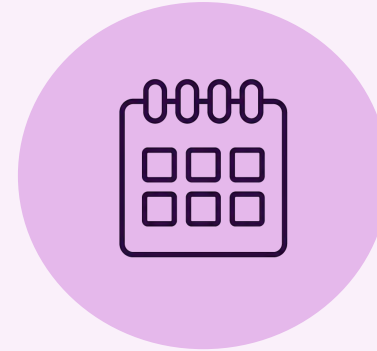
Over 40 hours or $2,000 per month in staff efficiencies*

*Based off extensive interviews with multiple Pluss customers in 2022/23

Measure engagement with our built-in analytics suite
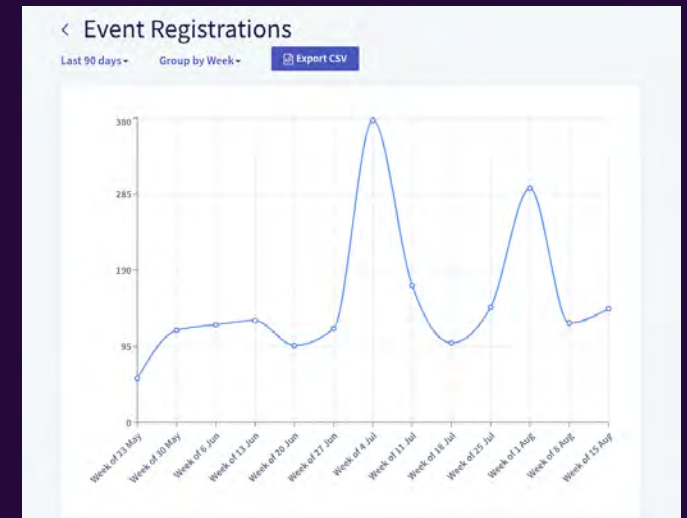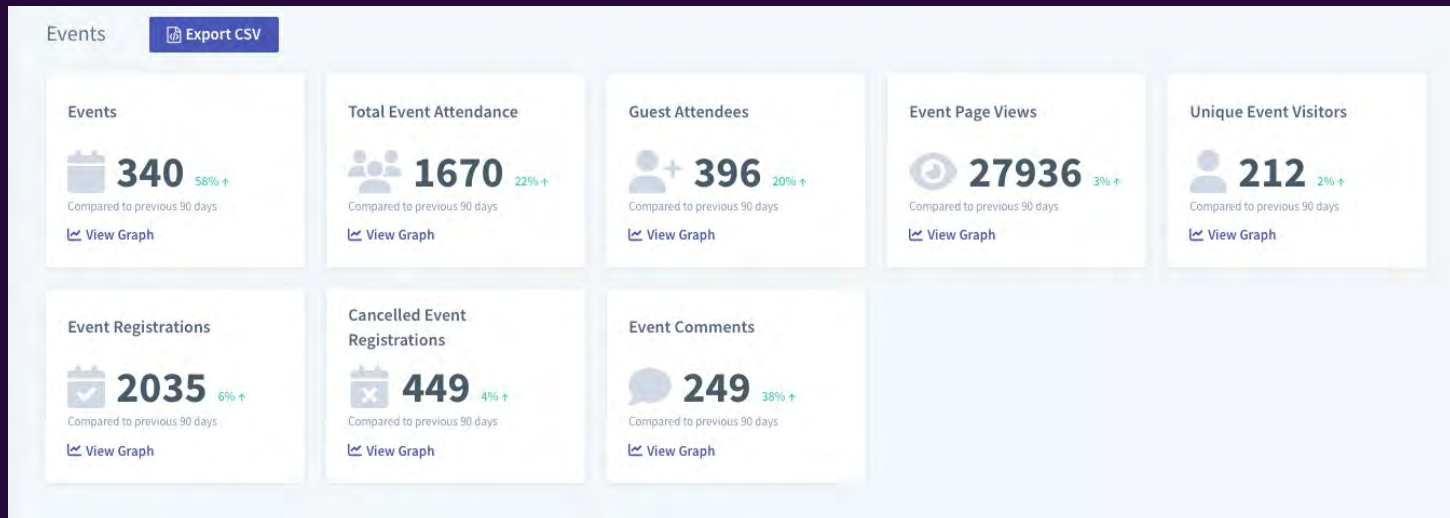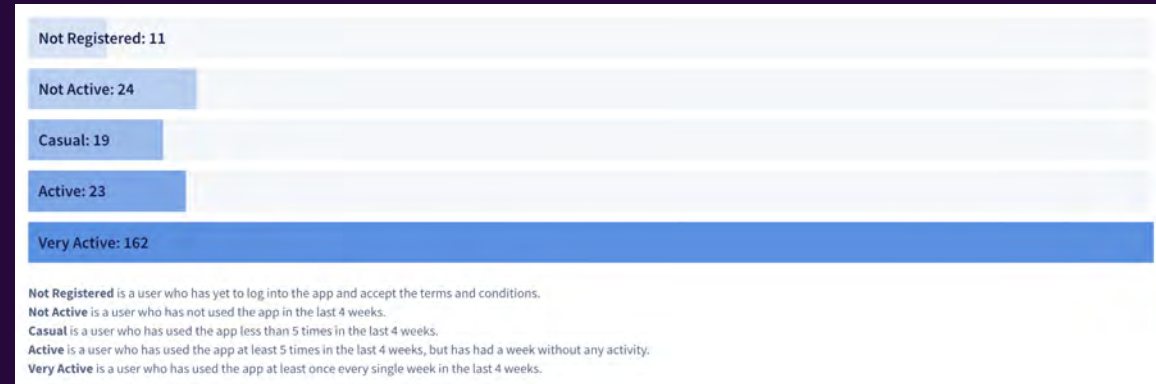
Pre-settlement marketing

The Pluss app is a powerful tool for new developments to engage residents after they have bought off the plan and are waiting to move in.

Help **build a sense of community** by enabling residents to connect with each other.

Retain deposit holders by providing a constant feed of updates that keep them engaged and excited about joining their new community.
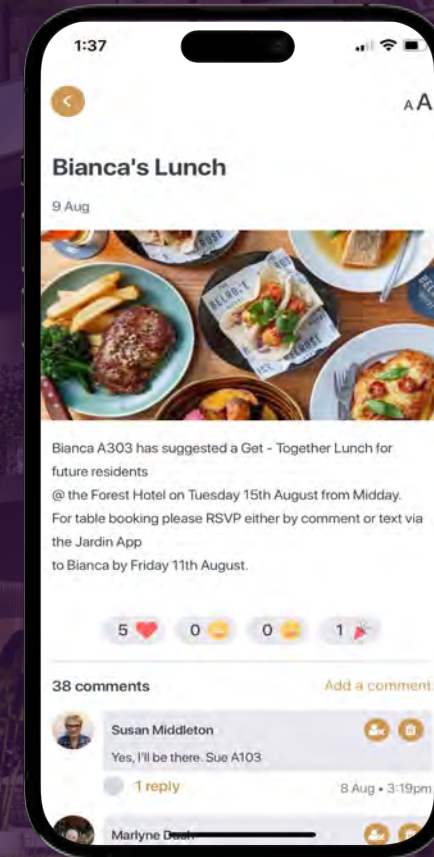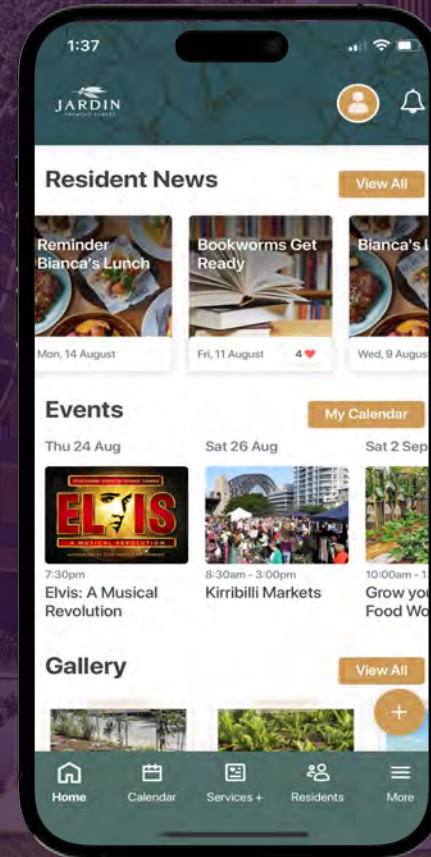
"We're thrilled to report that Jardin's residents are already loving the sense of community and capacity to access valuable information the App has delivered."

Jen Berryman
Co-Founder, Zinnia

Bolton Clarke co-design partnership

Bolton Clarke partnered with Pluss Communities as they wanted an app partner who would create a unique solution, customised to their specific needs.

Pluss has worked with Bolton Clarke on a product roadmap that has ensured they have the best solution possible for their retirement living, residential aged care and community care segments.

Analytics
Food ordering
Customer identity
OKTA integration
Custom newsletter creator
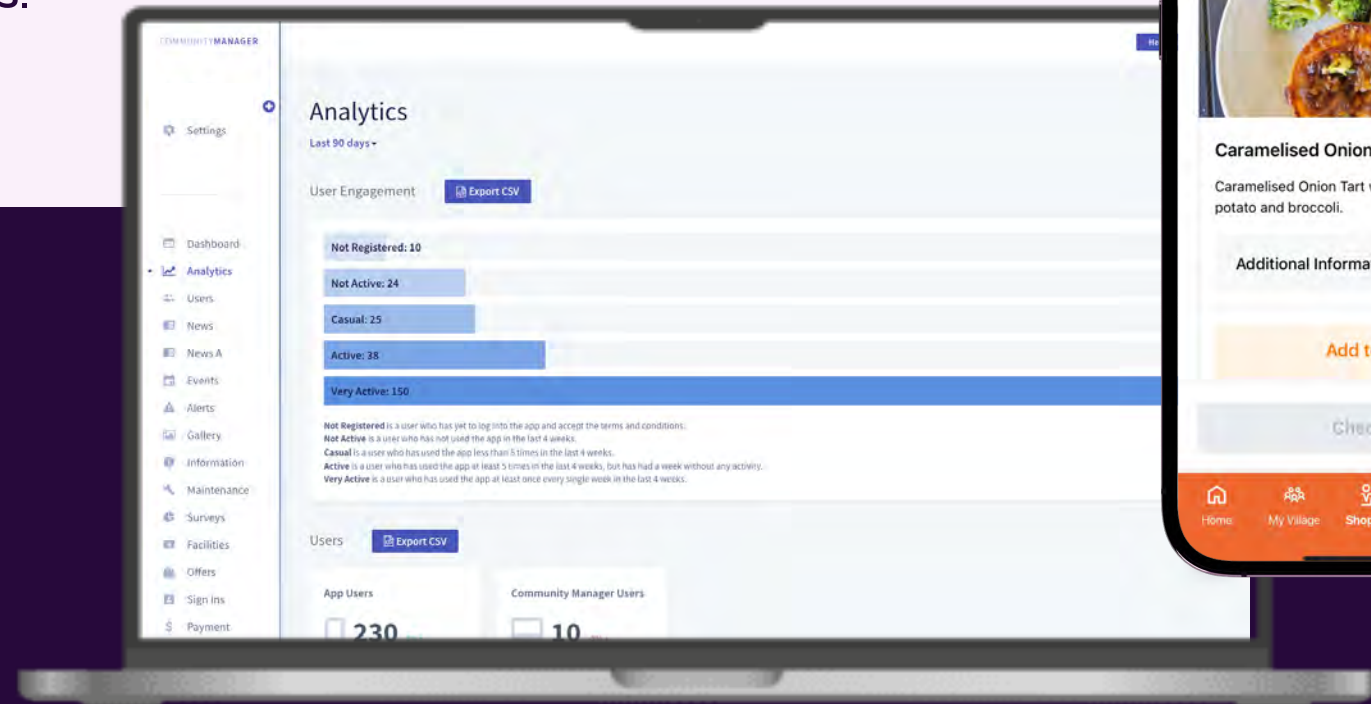
Success tips from our customers

"It doesn't matter they are 74 or 94, if you can get your staff engaged in the app then your residents will follow."

Andrew George
Operations Manager, Tricare

"Our residents like to know what's going on. It's like a little Facebook for the village. It helps keep everyone connected."

Sharon McKinnon
Innovation Manager, Bolton Clarke

"Onboarding new residents onto the app before they move in helps to make them feel part of the community."

Allison Prusina
Community Manager, Kokoda

Some of our partners

Bolton Clarke · Bethanie · TriCare · aveo · Carers QLD Australia · Montefiore · AURA LIVEWELL

Vasey. · Botanica · PLATINO PROPERTIES · Jindalee AGED CARE RESIDENCE · sencia · Ozcare · BULLS MASTERS

App setup and onboarding process

Stakeholders

Step 1

Provide overview of this roadmap to key stakeholders including:

• Management and team leads
• Marketing and Communications
• IT & Systems Manager
• Admin Staff

Step 2

Establish fortnightly project control group, involving key driving staff.

Finance & Legal

Step 3

Sign Pluss Communities contract.

Step 4

Determine the cost centre for ongoing licensing fees.

Set up Pluss Communities in Accounts Payable.

Set up Stripe accounts for event and service payments.

Marketing

Step 5

Supply brand assets to the Community Manager system.

Step 6

Upload Dummy content into Community Manager.

Step 7

Design store listing images using the Pluss Canva template

Step 8

App is submitted to the Apple and Google Play Stores for review by the Pluss team.

pluss

App setup and onboarding process (continued)

User Management

Step 9

Develop comms plan for key user groups - staff, members and sponsors

Step 10

Identify key staff users to create content, drive usage and manage ongoing processes.

Content

Step 11

Determine approval processes for content.

Step 12

Prepare app with initial content for launch.

Launch

Step 13

Send out communication introducing the app including the following:
- Key features
- Onboarding session dates
- Login instructions

Step 14

Run member information sessions.

Step 15

Upload member details into CSV file and trigger welcome emails & SMS.

Step 16

Run onboarding sessions and offer one-on-one support if required

pluss

Get in touch
mike@plusscommunities.com

pluss