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## **Juniper Communities Wins Excellence in Technology Award for Website Providing Virtual Connections**

**Bloomfield, NJ** – Juniper Communities, a leader in quality, value and innovation in long-term care, has won a Gold Award for Excellence in Technology from McKnight’s Senior Living. The annual contest recognizes providers that convey how technology — simple or advanced — has improved care and operations in their organizations.

“We know technology makes a difference, but this year, more than ever, as a result of the pandemic, we have seen how it can lead to significant improvements in the lives of residents and staff,” said McKnight’s Editorial Director John O’Connor. “Juniper’s commitment and eagerness to keep improving resident care is inspiring, and this honor is truly well deserved.”

Virtual Connections is a new virtual programming portal designed specifically for senior living facilities. This community activation initiative uses digital technology to provide online programming for entertainment and engagement to combat the serious health risks caused by social isolation. The portal has demonstrated a beneficial impact on resident engagement, satisfaction and happiness, while reducing social isolation and increasing staff efficiencies.

The new platform was launched in April by leaders from Juniper Communities and LTC Properties. It is an innovative hub for free activities providing unique and entertaining technology options that staff members and residents might not otherwise discover. The resource categories include: Activities,

Culture & Education, Spirituality, Sports & Entertainment, and Wellness. Each category has dozens of resources with direct links for easy navigation.

"As aging adults continue to isolate around the world and in senior housing communities due to the pandemic, we wanted to be able to provide relief for those working and living in the communities with opportunities to help make these days a little brighter," said Lynne Katzmann, President and Founder of Juniper Communities. "Virtual Connections is a way to give back to our industry and show encouragement to those working tirelessly to serve seniors while honoring social distancing policies."

"During these challenging times, we are seeking creative ways to help our partners and the industry as a whole," Wendy Simpson, CEO and President, LTC Properties, said. "Lynne Katzmann's idea of creating a virtual programming portal is a great example of people coming together for the better good and we are proud to help serve the industry in this practical way."

This year's awards program was an outstanding success, with extreme competition. Entries were judged by an independent panel of skilled care and senior living experts and industry professionals. Winners will be announced in the Fall 2020.

#### About Juniper Communities, LLC

Juniper Communities, a leader in quality, value and innovation in long-term care, operates communities in New Jersey, Pennsylvania and Colorado that emphasize residents' individualized care needs, interaction and security. Our portfolio is mixed and includes both owner-operated properties and properties managed for a select group of investment companies. Our approach to housing and care offers residents the opportunity to live a full life, regardless of age or health. Juniper's innovative Connect4Life program has been proven to improve residents' care by decreasing hospitalizations, re-hospitalizations and urgent care visits, while offering potential cost savings to public programs such as Medicare. To learn more about the many ways Juniper Communities innovates in support of our residents, please visit [junipercommunities.com](http://junipercommunities.com).

#### About McKnight's

McKnight's is a media, branding and technology company with editorial offices in Northbrook, IL. It is owned by Haymarket Media. McKnight's Senior Living serves senior living professionals, and McKnight's Long-Term Care News serves skilled care professionals, by providing the news, information, perspective and insight they need to succeed. The brands' annual Excellence in Technology Awards competition recognizes operators that are harnessing technology to better serve their residents and business interests. Additional information can be found at <https://www.mcknightsseniorliving.com/home/events/mcknights-technology-awards/>.