CASE STUDY

Regroup

Twin Lakes Community + Regroup

Building a Culture of Safety, Connection, and Care

Twin Lakes COMMUNITY

Twin Lakes Community isn't just a retirement community — it's a thoughtfully designed environment where older adults can thrive with confidence, dignity, and a deep sense of security. Ranked **4th best retirement community in the state and 19th in the nation by Newsweek**, Twin Lakes spans more than **200 acres** and offers a full continuum of care, including **independent living, assisted living, memory care, and skilled nursing.**

With **around 670 residents** and **450 employees**, the community operates like a small town — one built on connection, proactive planning, and genuine compassion.

At the heart of that safety net is their dedicated staff and **Regroup.**

A Community Built on Engagement and Values

Life at Twin Lakes is vibrant and intentionally enriching. Dedicated life enrichment coordinators create opportunities that support **all dimensions of wellness** — physical, social, spiritual, and emotional. Residents enjoy trips, social gatherings, wellness programming, and engaging daily activities, all supported by teams across maintenance, wellness, groundskeeping, and resident services.

As the campus grows — including the construction of new independent living residences — communication has become more important than ever. "Keeping residents informed, engaged, reassured, and safe is not just an operational priority; it's a reflection of the community's values," says Patrick Harrison, Independent Living Administrator at Twin Lakes Community.

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>
> **Patrick Harrison**
> Independent Living Administrator

From Communication Gaps to Clarity and Confidence

Before Regroup, Twin Lakes relied on a legacy notification system that often failed at critical moments. “Emergency alerts were being flagged as spam, and even routine communications like newsletters had to be sent in multiple batches to avoid delivery issues,” said Patrick.

Leadership knew they needed a solution that was dependable, flexible, and designed for real-world emergencies. After a thorough vetting process, Twin Lakes selected Regroup — and quickly made it a cornerstone of their safety and communication strategy.

Today, Regroup delivers **reliable, multi-channel notifications via SMS/text message, email, and voice calls.** “Regroup ensures residents and staff receive information in the format that works best for them, which is an essential consideration in a senior living environment,” Patrick emphasized.

Smarter, More Targeted Everyday Communication

Twin Lakes uses Regroup not only for emergencies, but also to keep daily life running smoothly.

Notifications include:

- Construction updates
- Entry gate access changes
- Wi-Fi and elevator outages, both scheduled and unplanned
- Billing reminders
- Newsletters and community updates
- Weather-related advisories
- Power outages and planned water shutoffs
- Seasonal reminders, like protecting pipes from freezing

To avoid alert fatigue, the team carefully **segments communications.** With **27 courtyard areas**, messages are sent only to residents affected by a particular issue. This thoughtful targeting helps residents stay informed without feeling overwhelmed.

Life-Saving Integration with Emergency Pull Cords

One of the most powerful ways Twin Lakes uses Regroup is through its integration with its **emergency pull cord system,** a feature that Patrick and his team are particularly proud of.

Every residence is equipped with pull cords, and many residents also wear personal emergency pendants. When a cord is activated:

1. On-site EMT staff are alerted immediately
2. If additional support is needed, **Regroup automatically escalates notifications** to designated staff after 10 minutes
3. Alerts reach the right teams based on whether the resident is in independent living, assisted living, or another level of care

This seamless connection **between physical emergency systems and digital alerts** dramatically improves response coordination and ensures no call for help goes unnoticed.

After experiencing failures with a previous alerting platform, Twin Lakes moved these escalations into Regroup. Since then, alerts have been delivered consistently and as programmed, restoring confidence in their emergency communication process.

Daily Check-Ins That Bring Peace of Mind

In an especially innovative use of Regroup, Twin Lakes created a **daily wellness check-in program** for residents who opt in.

Each morning residents receive an automated voice call and must press 1 to confirm they are okay. Campus EMTs receive a report of anyone who didn't respond and personally follow up to ensure those residents are safe.

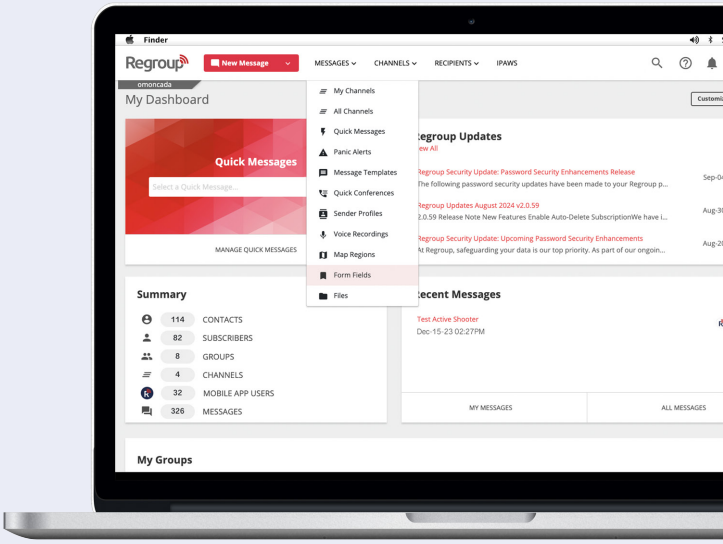
"Sometimes it's simply a missed button press, but the impact goes far beyond that," Patrick explained. "Residents and families gain comfort knowing that someone will check in. It's a simple system that delivers powerful reassurance."

A Trusted Partnership

Twin Lakes credits Regroup and its implementation team for helping its team build a communication system that truly supports the community's mission.

"The Regroup team is very attentive to our needs," Patrick shared. "They respond quickly whenever we need, and continue to be incredibly helpful, just as they were during our implementation of the system."

More than just a notification tool, Regroup has become a **vital part of the community's safety infrastructure** — supporting faster responses, better coordination, and greater peace of mind.



A Model for Readiness and Care

Twin Lakes Community exemplifies what it means to pair compassionate care with smart technology. The organization's proactive use of Regroup demonstrates how senior living communities can:

- Strengthen emergency response
- Improve day-to-day communication
- Reduce risk
- Provide reassurance to residents and families

Most importantly, it shows how much they care — not just in moments of crisis, but every single day.

Twin Lakes' story is a powerful example of readiness, innovation, and heart, which is why the community was named the winner of the **2025 Regroup Readiness Award** in the Healthcare category. "We hope our story inspires other organizations to explore the full potential of mass notification systems in creating safer, more informed communities," Patrick shared on behalf of his whole team.

The Regroup team couldn't agree more. Twin Lakes Community's use of Regroup exemplifies the spirit of readiness and innovation that the award celebrates.

Ready to see what Regroup can do for your community?
Schedule a customized demo today at **regroup.com/demo.**

Regroup