

## Case Study

# One Platform, Two Campuses, 90% Adoption: How Wellzesta is Working for Presbyterian Homes of Georgia

For more: [wellzesta.com/case-study](https://wellzesta.com/case-study)

### About the Organization

#### Organization Name:

Presbyterian Homes  
of Georgia,  
Quitman, GA

#### Main Contributor:

Alex Patterson,  
Chief Executive Officer

#### Organization Type:

Christian ministry operating  
Life Plan Communities and  
income-based housing

#### Organization Description:

Presbyterian Homes of Georgia is a Christian ministry serving senior adults since 1949. The nonprofit operates six communities across the state — two Life Plan Communities (Athens and Quitman) and two income-based residences with a full continuum of care including independent living, assisted living, memory support, rehabilitation, and skilled nursing.

## When Presbyterian Homes knew they needed something to change

In 2015 Presbyterian Homes of Georgia broke ground on Presbyterian Village Athens — its first true Greenfield project since 1987. The pain was the math of a new life plan community. As Alex Patterson, CEO, put it:

*"Most lenders require you to pre-sell 70% of your units before they close on the financing, that can take some time to accomplish. Then once you get the financing, large projects like this will take years to construct, in our case two full years of construction. So years go by, and you've got to have some way for people to be engaged. We needed a system through which we could connect with those future residents, one they could also easily use"*  
- **Alex Patterson, CEO**

Their existing tool was a single-blast phone system. It carried announcements one direction. It would not carry a relationship.

Presbyterian Homes also saw the next decade clearly: a continuum of care, a late 80's campus in Cobb due for modernization, and a new expansion campus six minutes from Athens that would need to be marketed and built the same way. The phone tree did not scale.

#### Top Drivers:

- Resident Well-Being
- Improve Communication
- Scale Across the Continuum of Care

## Choosing a partner that matched the mission

Presbyterian Homes approached the change as a long-term operating-model decision, not a software purchase. The platform had to carry a two-year pre-sale window, work across multiple campuses, and serve residents at every level of care (from independent living through skilled nursing).

What they needed Wellzesta to replace:

- A single-blast phone system with no two-way path
- Paper calendars and notices that couldn't sustain a two-year pre-sale cycle
- Disconnected tools across a multi-campus, multi-acuity organization
- No way for future residents to feel part of the community before move-in

## Why Wellzesta over other engagement platforms?

Presbyterian Homes did not pick Wellzesta on a sales pitch. They handed it to a resident advisory committee, including IT-oriented professors from the University of Georgia, and asked them to evaluate it against competing systems.

What broke the decision was fit, not a feature checklist:



### Built for adoption.

Residents could navigate it without staff intervention. The committee picked it themselves.



### Worked across the continuum of care.

One platform for independent living, assisted living, and skilled nursing — across multiple campuses.



### A partner, not just a vendor.

A client success team that stayed available through onboarding and rollout, and a product that matured with the organization.



*It's a tool that works well in spite of your unique circumstances. If you had a choice between using a screwdriver that only works when you stand on one foot, or one that works well no matter how you stand. You're going to use the one that works well no matter how you stand.*



**Alex Patterson,**  
Chief Executive  
Officer

## Making the switch

Presbyterian Homes framed the rollout as a long-horizon decision, with software as the connective layer across campuses.

- **Resident-led selection:** A resident advisory committee evaluated four platforms and chose Wellzesta meaning the people who'd actually use it picked it.
- **Onboarding and Training:** iPads were distributed to incoming residents with Wellzesta pre-installed. Small-group Zoom sessions ran in spring 2021, during the pandemic, before the building opened. Sessions were recorded for replay.
- **Repeatable playbook:** The same rollout pattern carried into Presbyterian Village Cobb, a community that opened in 1987 and had layered in technology piecemeal for decades. "Same story over there," Alex said.

The transition was smoother than expected. "I think it made their life easier," Alex said. "I didn't hear anybody complaining about that part."



## Measuring the outcome

### Resident engagement and adoption (Presbyterian Village Athens)

Five years after launch, Athens runs at 90% weekly active users — well above typical industry benchmarks. 70% use the app every day. **At Presbyterian Village Cobb**, they maintain a 68% daily app use. 62% of residents log a wellbeing check-in every day, giving staff a near-real-time view of who needs attention. Cobb schedules 13 events per day and actively serves 25 assisted living residents on the platform alongside 122 in independent living.

90%

of Residents are Active Weekly

70%

of Residents are Active Daily

### Event quality and wellbeing impact

Across both campuses, residents rate events 4.5 to 5.0 stars across every wellness dimension — emotional, environmental, intellectual, physical, social, spiritual, and at Cobb also cultural, financial, and vocational programming.

### Pre-sales effect

At Presbyterian Village Athens, Wellzesta cut expected pre-sales attrition by 30% during construction — saving Presbyterian Homes significant cost in re-acquiring depositors. Alex puts the qualitative side this way:

*"It made us seem cooler. We had some forward technology. This was not some Humpty Dumpty old school thing."*

The same playbook is now in motion at the new Oconee campus, with 30 of 50 deposits secured toward financing.

## Challenges & lessons learned

- **Let residents pick the platform.** A resident advisory committee will choose the tool they'll actually use. Wellzesta rose to the top of theirs.
- **Paper-to-digital is easier than electronic-to-electronic.** Residents and staff don't have to unlearn click patterns from an old system. They just have a better tool than the one they had.
- **One platform across the lifecycle is the real ROI.** A system that works at a 2021 Greenfield and a community from 1987 is a system that scales across a portfolio and into the next pre-sale.

## Conclusion

Presbyterian Homes built one platform that runs across a Greenfield community, a 1987 campus modernized into the present, and the new Oconee campus in pre-sales. The same system that carried 400 depositors through two years of construction — cutting expected attrition by 30% — now drives 90% weekly engagement at Athens and 70% daily use at Cobb.

## What's next?

### Are you a client or partner?

If you know someone who is facing slow staff support or low resident engagement, share this case study with them and send their information to [info@wellzesta.com](mailto:info@wellzesta.com).

### Are you a community looking to upgrade?

If you resonated with some of the points made in this story, reach out to [demo@wellzesta.com](mailto:demo@wellzesta.com) or book a meeting here:



**Albert,**  
Resident of PHG  
(Cobb)

"I've been trying to teach my first cousin to send an email for 20 years. He refuses. When I asked him about Wellzesta, he said, 'I **can't live without it.**' If he can use it, anybody in the world can."



**Glen Lewis,**  
CEO of RoseVilla  
(Oregon)

"Wellzesta strengthens our commitment to **fostering wellbeing and longevity**, while offering personalized engagement opportunities for our Residents."



**Frances Salinas,**  
President/CEO of Wesley Willows  
(Illinois)

"Wellzesta **sharpens the way we support residents** and elevates the everyday experience. It's a meaningful leap toward the future we're building."