

Would You Rather...

Face ongoing communication challenges that frustrate staff, residents, and families—leading to:

- Low satisfaction scores
- Complaints from residents and families
- A weakened reputation in your community
- A trail of negative online reviews

These issues often stem from gaps in communication—and they can directly impact your referrals and financial performance.

Or Would You Rather...

Implement a purpose-built communications management solution that:

- Resolves communication breakdowns across departments and shifts
- Keeps families informed and confident with consistent updates
- Delivers real-time insights that support staff and leadership
- Strengthens your reputation and helps drive referrals

How's Mom, powered by SafeKeeping, is a communications management platform designed for Senior Living—Assisted Living, Skilled Nursing, and Independent Living. We help providers modernize how they engage families, share care updates, and manage communication—ensuring a better experience for everyone involved.

"How's Mom has improved how we communicate with families and manage day-to-day operations. It keeps loved ones connected and informed while helping our team stay organized and efficient. It's made a real difference in the way we deliver care."

— Brady Johnsrud, Executive Director, Vivie Nelson Care Center