



Connect our World

**McKnight's**

TECHNOLOGY AWARDS

Sponsored by American HealthTech

The First Annual McKnight's

**EXCELLENCE IN  
TECHNOLOGY  
AWARDS**

Connect  
Our World



**Entry kit**



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Entry deadline is Friday, June 15, 2012

# Introduction

It wasn't long ago that we would hear that eldercare is high touch, but not high tech. Clearly, this field has become both.

CCRC, skilled care and assisted living operators are harnessing technology in new and innovative ways that improve care delivery to our nation's oldest and frailest members. To celebrate the exceptional feats being accomplished, *McKnight's* and American HealthTech have partnered to establish the first annual *McKnight's* Excellence In Technology Awards – Connect Our World.

We invite you to submit your best work for this prestigious competition. An independent panel will ensure that your submissions are judged fairly and independently, and with the authority and respect they deserve. But the only way to get your hands on an award is to impress the judges with the quality of your organization's work.

Good luck! We look forward to celebrating the ways you and your colleagues are using technology to bring excellence to this field. Best of all, it costs nothing to enter!

Sincerely,

John O'Connor  
Editorial Director  
*McKnight's*

**McKnight's**  
LONG-TERM CARE NEWS



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# Entry rules and information

## Who can enter?

Any skilled care, CCRC or assisted living community operator using technology to make life better for residents may apply.

## What categories are available?

Five awards have been established.

- **Quality Through Technology Award**  
Recognizes a facility/community that harnessed technology to improve the level of care its residents receive.
- **Dignity Through Technology Award**  
Recognizes a facility/community that harnessed technology to improve the level of dignity its residents enjoy.
- **High Tech/High Touch Award**  
Recognizes how technology was used to improve staff-resident interaction.
- **Innovator of the Year Award**  
This award will recognize a notably innovative use of technology to improve both care and the bottom line.
- **Transitions Award**  
This award will recognize an organization that harnessed technology to improve and/or reduce transitions between long-term care facilities and other care settings.

An Excellence in Technology Award will be given to the highest-scoring entry in each category.

## Entry form

All entries must be submitted online. Entry form requirements will vary for each category. Please refer to each form for specific information required. The general information will be:

- Category entered
- Title of entry
- Operator submitting the entry

You can start an entry and save it as a “draft” to return at a later date to submit the entry. Your entry must be marked as “final” and submitted by the deadline in order to be considered.

## Multiple entries

A single entry can be entered into multiple categories, provided it meets the specific criteria stated within each category. However, you must submit a separate entry form for each category entered.

## Confidentiality

McKnight's reserves the right to publish details of the award entries in post-event media coverage. However, if certain details must be kept confidential, please indicate this clearly on the entry, including exactly what information is not to be publicly disclosed. Please be specific about what information cannot be disclosed; do not simply mark the entire entry confidential.

## Support materials

For each submission, you will have the option to upload relevant backup materials for the judges to view. The written portion of the submission is required, but support materials are optional.

For each submission, you will have the option to upload up to 3 images or PDFs in the following formats: jpg, gif, jpeg, pdf.

You also have the option to upload 1 video clip in wmv format no longer than 3 minutes in length.

All files **MUST** be submitted in the appropriate format and the maximum file size for each upload is 15MB. Material that does not follow these requirements risks the possibility of not being viewed by the judges.





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## How will submissions be judged?

A panel of judges will select the winners.

### ■ Quality Through Technology Award

Winning entries will: **a)** describe the technology involved and how it was applied; **b)** both describe and document how care quality improved; and **c)** address the overall impact of the change.

### ■ Dignity Through Technology Award

Winning entries will: **a)** describe the technology involved and how it was applied; **b)** both describe and document how resident dignity improved; and **c)** address the overall impact of the change.

### ■ High Tech/High Touch Award

Winning entries will: **a)** describe the kind of technology that was used, and how; **b)** both describe and document how this change improved human interaction between caregivers and those cared for; and **c)** address the overall impact that this change has made.

### ■ Innovator of the Year Award

Winning entries will describe and document how innovation was key, and how it made a major difference.

### ■ Transitions Award

Winning entries will describe and document how transitional care was improved/minimized. Among the issues to consider: reduced/improved rehospitalization rates, better communication between the provider and other settings, outcomes-related information — and how technology played a key role.

## Key info

### Eligibility period

All entries must be submitted by  
11:59 p.m. Eastern Time on June 15, 2012

### Judging

Will be conducted during the summer

### And the winners are ...

The winners will be announced in  
September

### Entry questions?

Contact John O'Connor at:  
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