



WORLDVUE®

**SENIOR LIVING:
IMPROVING QUALITY OF LIFE
AND PERSONAL CONNECTIONS
THROUGH TECHNOLOGY**

According to data from the Urban Institute, by 2040, about one in five Americans will be 65 or older. Census data shows an increase in the senior population not seen in over a century. The median age continues to increase in every state due to factors such as changing birth rates and increased longevity.

As the senior population has increased, so has the demand for senior living communities. The past year has seen both record demand and record occupancy rates for senior living units. Along with that demand comes the opportunity to serve senior living residents with technology that will enhance their lives. While seniors have often been perceived as reluctant adopters of technology, they are increasingly embracing the digital age. Pew Research indicates that about two-thirds of American seniors are now online, a number that has been growing rapidly.

In line with these trends, we envision a greatly changed connected service environment over the next 3-5 years, driven by:

- Demand for more services from a growing and more knowledgeable population
- Need for greater operational efficiency to combat a shrinking labor pool
- Improved quality of daily life for residents, family, and caregivers via expanded and easier-to-use electronics and electronic services

What will this connected environment look like?



Different Types of Residents and Their Needs

Technology integration and usage in senior living properties will depend partly on the needs of the specific population being served. While some properties serve more than one type of population, typical sectors include:

- **Age-restricted communities** are centered around older adults, often 55+, who are generally independent. They're often like regular neighborhoods but with a limited age range. Such communities may offer a variety of amenities to residents but typically do not include onsite healthcare services.
- **Active adult/independent living communities** may offer more structured recreational, educational, and social opportunities but are otherwise like age-restricted communities in that they serve older populations and typically do not include onsite healthcare services. These communities aim to enable older adults who are reasonably independent to age in place.
- **Continuing care retirement communities** are similar to independent living communities but tend to offer fewer events and activities. They may also offer some onsite healthcare for an additional cost.



- **Assisted living facilities** add healthcare and other services for residents who can no longer live alone safely without assistance.
- **Skilled nursing facilities** provide 24-hour nursing care, often specialized for conditions such as Alzheimer's or dementia, for residents with special needs who are often fully dependent upon others for daily living.

Active and independent residents can make the most direct use of technology for themselves and their families for entertainment and communication. In such environments, technology for monitoring and reporting in case of emergency can also ease the concerns of residents and their families. As the degree of care required increases, the balance of use will shift to families and caregivers, who will use technology to coordinate care and communication for greater peace of mind and improved outcomes.

In any case, many of these uses are expected to center around the TV. But why?

Simplified TV for Older Adults

Particularly within communities serving adults who maintain some level of independence, TV provides a convenient medium to serve senior living residents with a variety of technology solutions for several reasons:

- **TV is the most used technology.** The average senior spends 7.5+ hours per day, on average, watching TV. It's the technology they're most comfortable using.
- **It includes a familiar interface.** The TV remote and interface tend to be more comfortable for older adults than other technology options.
- **TV is attention-grabbing.** TV is the largest screen and the loudest speaker in the home.

But TV also has much room for improvement, particularly where senior populations are concerned:

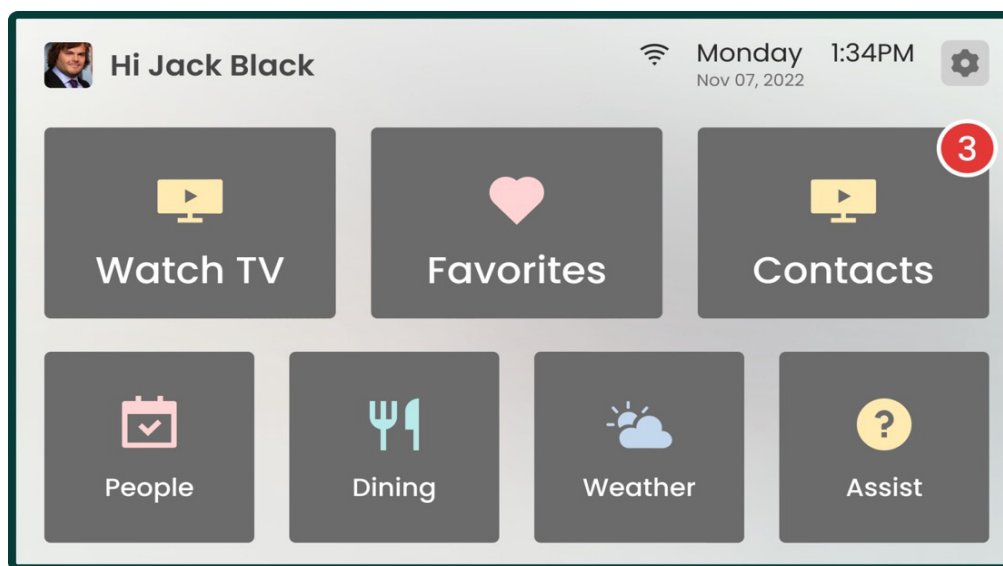
- The typical TV experience can be challenging to navigate and hard to see.
- The user interface (UI) layout is often unpredictable, leading to confusion and frustration.
- Remotes are commonly cluttered with tiny buttons that are hard to see, confusingly labeled, and difficult for seniors to use.

In contrast, the Caavo experience provided by WorldVue was designed with seniors in mind. It offers a simple and uncluttered UI that doesn't require complicated controls. It is flexible but predictable and includes features prioritized for older adults:

- With the Caavo system, any TV can become a secure, reliable two-way communication platform.
- A simple voice-controlled remote controls all connected devices.
- An HDMI hub sits between video sources and the TV, connects to data sensors, provides the ability to control the TV, and overlays any content on the TV interface.
- The system also includes a webcam and a power monitor.

This technology enables caregivers and families to provide care and companionship to senior living residents remotely.





Features and Benefits for Residents

Caavo includes several features designed for easy use by senior living residents, including:

- All-in-One Voice Remote
- Resident TV Favorites Menu
- DVR Functions
- Weather Shortcut
- Video Calling
- Photo Sharing and Chat
- Easy Access to Services and Programming such as Netflix, Pandora, Sports, and Music

With this system, residents gain a superior TV experience purpose-built for seniors. The included communication and remote caregiving tools can also improve safety and strengthen family bonds by increasing the potential for positive interactions even when families can't gather in person. Its simplicity gives residents the confidence to use technology to improve their daily living.

Features and Benefits for Families

Caavo also includes instant two-way communication features that improve peace of mind and foster stronger connections:

- Family Managed Care Checks
- Remote TV Support
- Reminders
- Video Calling with AutoConnect
- Photo Sharing and Chat

The system offers a way for those who are busy or live at a longer distance to feel closer to their family members and help care for them even when they're far away. This technology can also provide an alternative way for families to keep in touch with their loved ones during health emergencies.



Features and Benefits for Caregivers

Staffing shortages have presented a challenge throughout the senior living industry, but technology can help communities do more with less. Caavo can save staff time and improve brand, customer, and staff satisfaction and retention with features such as:

- Resident Dashboard
- Staff-to-Resident Video Calling with Autoconnect
- Remote TV Support to Reduce Support Calls and Truck Rolls
- In-Room Digital Signage
- Push Communication for Announcements
- 311 Non-Emergency Assistance Requests
- Care Checks and Reminders
- Community Channel with Live Broadcast Options
- Workflow Management System

The ability to offer remote care and support can not only improve resident outcomes but can also create new revenue potential for senior living properties. With remote monitoring and the ability to receive assistance requests, staff can better support those aging in place in active adult communities.

Other Technology for Resident Units and Common Areas

While simplified TV may be the focus of technology for senior residents, their families, and caregivers, WorldVue can also help with additional technologies that are important for senior living properties to incorporate. Implementing these technology solutions can help property owners win the amenities race by attracting future residents and driving high satisfaction among current residents.



**TV
Programming**



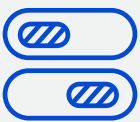
Internet



Cameras



Voice



**Smart Room
Technology**



**Cellular
Boosting**



**Digital
Signage**

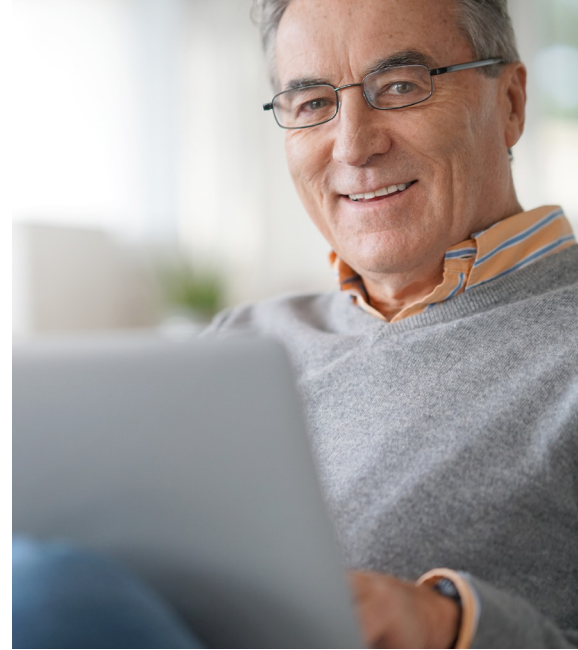


**Creative
Services**



Internet

Digital infrastructure and connectivity are crucial aspects of the technology environment. Modern technology solutions are connected solutions; without a way of transmitting data, these solutions aren't useful. Thus, senior living properties will require a robust underlying infrastructure, such as fiber, to connect the community to the outside world. They'll also need fast, reliable WiFi to bring connectivity throughout the community. This will enable residents and staff to get online no matter where they are within the community. It will also allow for higher-bandwidth applications, such as video chatting, that help keep residents connected to their families and friends outside the community. This enables healthcare digitalization to deliver senior engagement to support IoT device integration.



TV Programming

Because seniors tend to spend a lot of time watching television, providing a broad selection of TV programming content is essential. Caavo's easy-to-use interface makes it easy for residents to access their favorite channels and local weather information. Caavo also offers an option for a community channel with live broadcasts to keep residents connected and informed.

There are also many options for providing content tailored to seniors' interests. For example, properties can offer health and wellness information, relaxation content, and at-home exercise videos for older adults. Virtual tours of places like museums and historical sites and educational content such as online courses and TED talks can enrich seniors' mental and emotional lives.



Cameras and Access Controls

Safety is a concern for senior living residents and staff alike. With video surveillance in public areas, communities can improve peace of mind. Real-time footage can enable staff to spot and address potential issues before a problem escalates. Remote access to cameras for easier monitoring of high-risk residents or proper staff compliance is essential. Another option is AI-based remote monitoring with alerts when something is blocking a camera or someone is in an unauthorized area or loiters for an unusually long time. Cameras can also be integrated with access control systems, for example, to monitor restricted areas.

Such solutions can assist staff in monitoring resident safety throughout the property. They can reduce theft, vandalism, and break-ins after business hours. They can also help owners and staff spot opportunities to improve resident life and guest visits, such as by observing the number of guests and staff entering and exiting the building to discover peak traffic times and flow patterns.

Properties must ensure that their providers use HIPAA-compliant security solutions to protect sensitive resident data.



Voice Solutions and Cellular Boosting

The Caavo solution provides video calling, but it's also important to have a solution for voice calling. Most residents will expect to have phones available, and staff will generally need them as well. A cloud-based-hosted phone system can be ready for use within hours of receiving the necessary setup information. This type of system provides simplified management, can be used with SIP or analog phones for greater flexibility and cost-effectiveness, and can be scaled for any size property.

Some VoIP systems even improve convenience for staff with built-in text messaging and the ability to transcribe voicemails to text and send the transcript to email. Users can retrieve voicemails from anywhere and can start calls on a house phone and move to a smartphone or vice versa.

Serenity Connect is another great option for seniors, giving greater access to community menus and activities and enabling seniors to stay connected. Through secure messaging and integration with Amazon Alexa, residents have instant access to video calls to and from their loved ones via their Alexa devices. In addition, this solution can bring telehealth visits straight to residents' devices in their rooms.

Since many of today's seniors are also used to using mobile phones, it is essential to have reliable cellular coverage throughout the community. Cellular boosting helps solve the problems of dropped calls, poor voice quality, and low data rates commonly caused by a weak cellular signal within residences. Cellular boosting also improves resident safety. By eliminating dead zones throughout the property, residents will maintain strong cellular coverage when it matters most.



Smart Room Technology

Property owners are increasingly implementing smart solutions to improve efficiency, save money, and provide a better resident experience. Internet of Things (IoT)-based technology enables more efficient energy use through automation. For example, devices can adjust temperature and lighting automatically when no one is in a room. Similarly, water and leak sensors can detect potential plumbing problems before they result in significant issues.

Smart solutions also offer options for personalization. Residents tend to appreciate the ability to personalize their spaces to meet their needs and preferences, such as by setting their own lighting, temperature, music, and other aspects of their environment. Residents can use simple controls within their rooms or apartments or make these adjustments using their mobile phones via Bluetooth or an app for ease and convenience.



Digital Signage and Creative Services

Digital signage provides a modern and flexible way to reach senior living residents and staff and keep them informed. Configurable displays in common areas can display calendars of upcoming events, directory information, menus for upcoming meals, activity calendars, employee communications, health and safety updates, and more. Digital signage can even make senior living communities a more enjoyable and inviting place to be, for example, with slideshows of photos taken at community events or with custom digital art. And digital signage can be more environmentally friendly by replacing countless paper flyers.

Digital signage can also generate revenue, especially for age-restricted, active adult, and independent living communities. For example, local businesses may be willing to pay for digital ads or events calendar placement or to sponsor other digital display content. Signs can display “sizzle reels” for upcoming special events or to highlight paid services and amenities. With the ability to program content dynamically, the type of content can change based on time of day, weather or season, and more, yielding greater potential for targeting revenue-generating content.

We Are Your Trusted Technology Partner for Senior Living Solutions

WorldVue is a top-tier, full-service company providing seamless solutions for senior living. We can integrate with any Resident Management System (RMS) to simplify use for staff. We provide a team of technology engineers, systems designers, and project managers dedicated to serving your property with ONE point of contact for installation, service, and support nationwide. We can help bring your property into the future with connected services that will improve residents' lives.



WE DELIVER. EVERY TIME. NO EXCEPTIONS.™

CONTACT US TODAY!

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