

PRESERVE THE LEGACIES OF THE SENIORS IN YOUR CARE.

A LEGACY PRESERVATION PROGRAM FOR SENIOR LIVING COMMUNITIES



ABOUT

TSOLife (The Story Of Life) is a Florida based company focused on passing down life stories for future generations. Our vision is that one day, no grandchild will have to wonder what his or her grandparent was like.

Our unique solutions provide businesses in the senior living industry an innovative technology to record a resident's life story and substantially differentiate themselves from the competition while providing the family a precious keepsake that will be passed down for generations. A TSOLife Legacy Preservation Program is the embodiment of a community that cares for its residents.

Case Study

Donald D. touched the lives of everyone he encountered with his sense of humor and upbeat spirit. He chose his CCRC over 10 years ago, based off its location and price. But today, just within the city limits, there's seven new senior living communities, and with the industry growing at over 4.7% annually, the need for Donald's community to differentiate itself from the competition is crucial.

*Increase occupancy, engage families,
and foster meaningful relationships
within your entire community.*

The TSOLife Solution

Donald's community initially partnered with TSOLife because they saw the value in capturing the incredible life stories of its residents and liked the simplicity of the innovative technology – but it turned out to be much more encompassing than a cool activity.

Donald was touched that his community wanted to capture and preserve his life stories. In less than 30 minutes and with the ease of a simple mobile application, his activities director was able to interview Donald as he recounted childhood adventures and meaningful milestones.

The audio file was automatically submitted to TSOLife, who did all the heavy lifting. The product was Donald's very own TSOLife account, with his stories all safely archived so that family and friends could share and access whenever, forever.



GET.TSOLIFE.COM/INFO DAVID.SAWYER@TSOLIFE.COM PHONE: 407-641-1067

Staff and Family Engagement

The staff saw TSOLife as a tool to stay focused on building resident relationships so that they didn't become robotic in their interactions with the seniors.

Donald's family was extremely thankful they could read his life stories on his TSOLife account, many of which they'd never heard before. And happy families mean a happy community. From a business standpoint, it's important that families are satisfied as it can reduce their influence for the resident to voluntarily move out.

Increase Competitive Positioning

Wellness programs are one of the key differentiators communities are utilizing to attract prospects, elevate current resident satisfaction, and engage families. The TSOLife Legacy Preservation Program is a key component to any community's comprehensive wellness program.

Reduce Turnover

Offering an encompassing wellness program that includes TSOLife is critical in exceeding customer expectations. According to J.D. Power's analysis of senior living communities, "Communities that provide exceptional service are rewarded by their customers becoming brand ambassadors, positively speaking about their experience with an average of seven individuals. For those that fail to meet expectations, customers turn into brand assassins, speaking negatively about the brand to an average of 13 friends, relatives and colleagues." And referrals are key when gaining prospects.



Research proves that seniors who engage in ongoing social activities not only enjoy better brain health and emotional well-being, they also live longer, more fulfilled lives. A higher quality of life keeps older adults engaged in the community. Engaged residents stay longer and try to get their friends to join them.

Championing the Mission

The TSOLife solution is perfect for senior living communities looking to champion patient-first, holistic care in ways that families have come to expect. Best practice communities start with the mission and develop their wellness culture from that core foundation. At the same time, communities become more attractive to potential investors who see a forward-thinking organization. The TSOLife Legacy Preservation Program meets both mission and operational objectives.

And on the resident's level, Donald and his family beam with gratitude for the community. There will be grandchildren and great grandchildren that will have the opportunity to hear the life story of their late family member, all because of the work TSOLife and Donald's community is doing.

Want to learn more? Schedule a live web demonstration by emailing us at support@tsolife.com or call 407-641-1067.