

 **SENIOR HOUSING NEWS**

The Senior Living Smart Home Revolution

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About Senior Housing News

Senior Housing News (SHN) is the leading source of news and information covering the senior housing industry.

With a national reach of more than 30,000 professionals, SHN boasts a readership that includes senior housing operators,

developers, banking institutions, real estate investment trusts, private equity and service providers catering to the industry. SHN provides a cutting-edge and targeted platform unlike any other publication, giving you the opportunity to reach decision-makers every day

Key Takeaways



The world is smart. Smart watches. Smart phones. Smart homes.

Smart consumers.

As the smart tech revolution grows, senior living operators are increasingly incorporating this technology on a device-by-device basis to improve specific aspects of the care and living experience. These items include fall detection systems, thermostats, lights and even calendars.

What's coming next is the culmination of all of this development: not smart tech in senior living, but smart senior living. Period.

In this report, we reveal how innovative senior living providers are pivoting toward smart homes to deliver their value propositions. Senior living residents have the same questions they've always had — they want to know how operators will keep them safe, happy and independent.

With smart homes in senior living, the answers to these questions have never been more exciting.

Key Takeaways:

- Smart home technology will eventually be the foundation of senior living's offering
- Smart tech can enhance nearly every physical object in a senior living unit, including beds, lights, thermostat, stove, fridge, locks, doorbells
- Amazon, Best Buy, Google and other tech giants are going big on smart tech for seniors
- Senior living can use smart tech to enhance resident lifestyle, safety and health
- A smart home in senior living can assist caregivers and staff, and even become a caregiver itself

Welcome to the senior living smart home revolution

The worst mistake a senior living operator can make with smart technology is believing that it is merely a part of senior living. Smart tech is not a part of senior living. It is not an add-on, a feature or an amenity.

Instead, smart tech has the potential to become the foundation for every aspect of senior living's value proposition and mission, with operators building fully smart units and communities. This isn't something that providers must consider at "some point in the future," or even "in the next decade." They must consider it now.

"If operators aren't listening to my age demographic — 45 to 55 — they are missing an opportunity to capitalize 10, 15, 20 years from now, and they are really short-sighted in thinking of today and not thinking of what comes next to sustain their operations for years to come," says Nick Vizzoca, president and CEO of Pittsburgh-based Vincentian Collaborative System, which operates three senior communities in the Pittsburgh area, two of which are continuing care retirement communities (CCRC).

Vizzoca is one of several senior housing operators interviewed for this report who are going all in on smart tech. Both the concept and the individual devices may seem intimidating, but in reality, smart technology is simple: it is the transformation of physical objects into "thinking" ones that can operate some or all functions without human interaction.

The most exciting technologies, and the ones this report covers most, use artificial intelligence to interact with the world around them, with the data collected at each interaction helping predict the needs for the next interaction.

For a consumer base — seniors — that often requires care from a person who must stay literally one step ahead of them, predictive smart technologies provide a powerful path to health, wellness and happiness.



What is smart technology?

Smart technology is the broad term for tech that transforms physical objects into "thinking" ones, typically through artificial intelligence, in order to perform some or all of its functions without human interaction.