



| **FAMILY CONNECTOR**



Provide a lens into the lives and community of loved ones

As older adults transition to senior living, uncertainty and lack of accountability create a stressful experience for families. Often times, adult children feel disconnected from their parent. Families today expect a level of sophistication to maintain a meaningful connection to those most important to them.

## Touchtown leaves a lasting impression on family

**The Touchtown Family Connector** empowers members of a resident's personal network to experience the community from their home or on the go—without having to regularly call and email staff.

- ✓ Families utilize their own **Alexa device** to access current happenings within the community
- ✓ Adult children communicate and collaborate with the staff via a **custom branded app**
- ✓ Sync dining menus, wellness activities, and announcements from your digital sign to your **website**
- ✓ Create a **virtual experience** for family members who cannot easily travel to the community

Adult children are involved in their parents' transition

**73% of the time.**

- Caring.com



Touchtown's patented software enables providers to **synchronize communication** between residents, families, prospects, and even staff members—all from one content management system.

Administrators save valuable time by centralizing family resources and FAQs, allowing them to focus on the happiness and wellbeing of their residents.

### **Alexa Integration.** Take the community home

The same content residents see inside the community can be accessed by their family from the comfort of their own home. Ask "My Community" on any Amazon Alexa device to keep a pulse on wellness activities, news, dining information, and more.

- Ask Alexa for a list of activities and **encourage mom to join her friends**
- Hear when dad's **favorite meals** are being served and join him for lunch
- **Stay informed daily** with a summary of recent announcements





**Community Apps.** A convenient knowledge base tailored to the adult child. Families and adult children encourage their loved ones to get involved when they have access to resident lifestyle information from one source. Adult children are proud of their parent's new home and share the experience with others.

- Find and contact the appropriate employee through a **powerful staff directory**
- Contribute to an **employee appreciation fund** to recognize those who provide exceptional care
- View upcoming events, group activities, and family days to **plan your visit**
- Flip through **photo galleries** highlighting the lives of your loved ones



**Web Extensions.** Be where adult children are searching

Automatically sync the same content within the community on your website for friends, family, and even prospects to see. Reduce time-consuming manual entry of resident life offerings and the need for technical support. As adult children begin evaluating options for their parent, they can get a glimpse of the community directly from the website.

- **Provide an updated schedule** of resident activities, events, and programs
- Promote the liveliness of the community with **rotating photo galleries**
- **Download each month's activity calendar** to stay in sync with your loved one



**Virtual Reality.** Empower out-of-town family to tour from afar

With a 3D virtual tour, long-distance family members can immerse themselves in the community experience from home. Adult children from states away can be involved in the decision process while their siblings make suggestions in person. The entire virtual experience encourages family to share the community with others and increase referrals.

- Cater to tech-savvy adult children (and grandchildren) with **virtual reality tours**
- **Send VR viewers to out-of-town family** to keep them involved in the process
- **Access the virtual tour online** from a phone, tablet, or desktop without the need for a VR headset

Want to see how Family Connector can keep families involved and satisfied with your community?

Submit a few pieces of information and we will customize your experience—we like to make a good first impression: [touchtown.us/family-connector](https://touchtown.us/family-connector)