

Communities balancing the cost of technology with resident demands

CHALLENGE:

Keeping technology up-to-date for seniors

Senior living organizations recognize that a significant infrastructure investment is required to support the data-intensive technologies demanded in today's long-term care environment.

SOLUTION:

Private Broadband across a fiber optic infrastructure

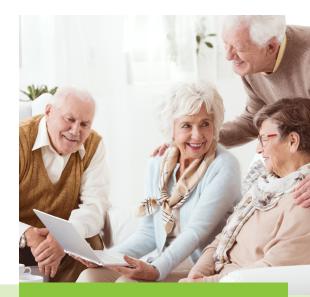
Resolve bandwidth issues and create new revenue streams with an internally-controlled broadband solution delivering phone, internet, and video to residents. Recurring revenue provides the capital required to procure the fiber optic infrastructure and support the in-house IT budget.

Givens Communities, a senior living community system, began providing triple-play services (phone, internet and TV) to residents over its own private broadband network.

"The service revenue allows us to continue offering best in class technologies to our residents while supporting our communities' technology infrastructure and the operational costs," says Ricky Foor, Director of Technology.



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Senior Internet usage on the whole continues to rise, with six out of every 10 seniors using the Internet, a number that promises to steadily increase as the Baby Boomer generation ages and brings their favorite technology with them.

- Seniorliving.org