

Top Senior Living company The Arbor Company chooses Sitelligence for Cyber Seniors Program

The Arbor Company of Atlanta, Georgia selects Southern California technology company Sitelligence Inc. to create a very successful program for seniors to use Internet technology, called CyberSeniors.

Making computers easy to use and developing other senior based technologies is a billion dollar industry expected to grow to 20 billion by 2020. Studies report learning how to use a computer and the Internet helps seniors be active again and exercise the most important muscle in their body, the brain. It helps them build confidence, stave off the onset of Alzheimer's, stay connected with their loved ones and feel connected to the world around them. For many seniors computers also help them find more purpose in their old age.

The Arbor Company of Atlanta, Georgia manages 14 senior living communities in the Southeast and has partnered with Southern California based technology company Sitelligence Inc. to create a very successful program for their residents called CyberSeniors. "CyberSeniors was a vision of the Chairman of the Arbor Company, M.E. Costello," says Laura Ellen McAvoy, Director of Operations. "M.E. has always taken pride in being an innovative thinker and as computers and e-mail became more of the way of the business world, he thought it a great tool for our residents and families as well. Even though our residents are a little bit older, they can still benefit from technology just as we do."

"CyberSeniors is a program designed to encourage online communication between residents, their family and friends, and our communities. In addition to promoting an alternative form of communication, this program provides each resident the opportunity to learn basic computer skills in a less invasive setting."

Ms. McAvoy went on to say "The Arbor Company had been looking for a complement their CyberSenior program for quite some time and although we found many companies out there, we weren't looking to invest big dollars in a software program that could only be accessed at the community. When we found that the Sitelligence Resident and Family Portal was completely web based, offering the ability to logon from anywhere with internet access, we knew we'd potentially found a great partner. Along with being web based, we found Sitelligence easy for residents to navigate with large font and one-click access to communication and other important functions for seniors. It is also very simple for staff to use and update with community information for families. Sitelligence also offers a great support system which has been a key component in making the program a success."

"It seems to have given the staff in each community the support system and framework needed to keep the program alive and interesting for residents and families. Families have also taken more interest in the program as it allows access to stay connected with our

communities with the click of a button," says Ms. McAvoy.

Brandi Blizzard, Life Enrichment Coordinator at The Gardens of Eastside, an Arbor Company community, says, "Our residents and families are fired up and excited about all the opportunities that the program offers. The program is very senior friendly and we are on the road to success! Sitelligence has made my job much easier. I am able to more effectively communicate with our families by sharing photos of their loved ones, sending e-mail blasts with important community announcements, and updating the portal with meaningful information such as calendars and newsletters. I also use Sitelligence for programming in our community and saved lots of time; time that I can now spend more meaningfully with our residents. I love the connection that we all have through this program."

One at the Gardens of Eastside said, "My daughter lives in California and I do not get to see her very often. The CyberSeniors program has allowed me to connect with my daughter across the United States using the virtual visit feature. I love getting to see her face and hear her voice at the same time. It feels like we are together."

A family member of a resident said, "The CyberSeniors program is awesome! It has made me feel so connected to the Gardens. I always know what is going on and enjoy receiving emails about what's happening. When I am at my desk at work and receive an email that there is a new slide show available, I immediately check it out to see my mom having the time of her life! That just makes my day."

Steve Zasio, CEO of Sitelligence says, "The Resident and Family Portal was specifically designed for the senior living industry with the help of staff, residents and their families throughout its development. We have taken technologies we use daily and made them simple for seniors to understand and use in a senior living community setting. Furthermore it enables senior living communities to access it over the web without the need for special computers, software downloads or expensive implementation costs. In most cases our monthly subscription fee can be offset 100% in printing, mailing and communications cost savings realized by each community."

Scott Triggs, CTO of Sitelligence says, "My team constantly monitors the Internet to provide new content for all of our clients, whether it's to update our Movies, Audio Books, Music, Brain Games, News Feeds, Virtual Travel section which accesses thousands of web cameras around the world, we can deliver it within minutes because of the proprietary middleware we have developed. Many features are also automatically updated every day and we have also created several features that engage residents in activities either in a group or solo setting. We are always thinking of new ways to engage residents that make using the computer easy. I know I have done my job when a resident says they never imagined using a computer could be so much fun."

One of the best features of the Resident and Family Portal is that they have created a way to deploy it in any type of senior living community by first engaging family members and providing ongoing support for staff. Sitelligence will continue to deliver new Internet technologies made easy to understand as part of our commitment to the senior living industry.

The Arbor Company has over 20 years experience in the seniors housing industry and currently manages 14 communities throughout the southeast. www.arborcompany.com
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Sitelligence is a Southern California based Internet company and has been in business for 11 years.

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