



LeadingAge MA Annual Conference

HOW RESIDENT TECHNOLOGY SUPPORT PROGRAMS BENEFIT BOTH RESIDENTS AND STAFF



**Anna Verbuk, Director of the Resident Technology Program
and Ahad Suleymanli, Resident Technology Instructor**

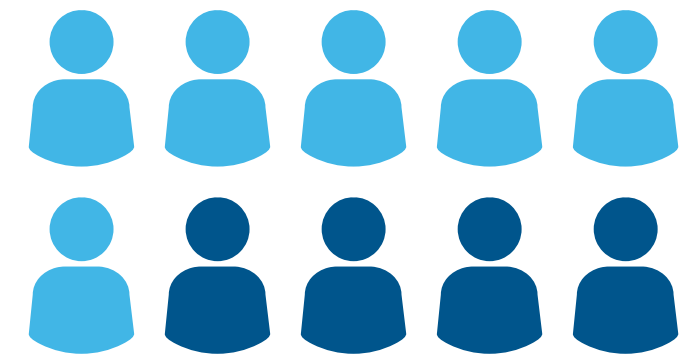
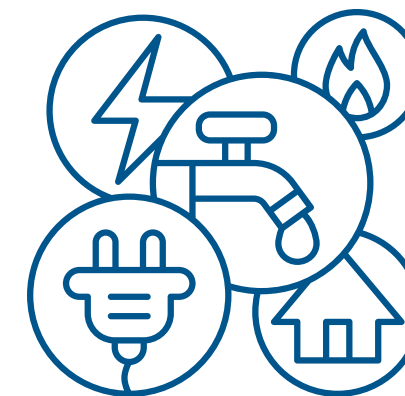
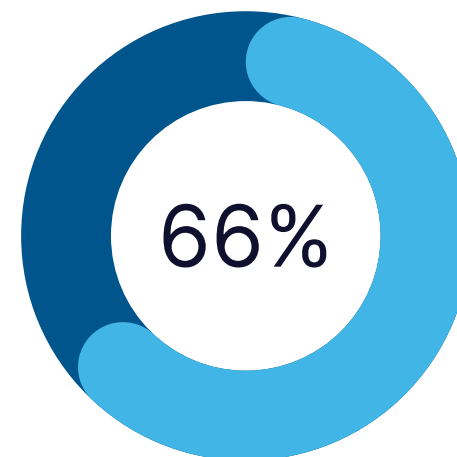
June 2025

Older adults' technology use

The widespread adoption of technology by older adults demonstrates that technology is now an essential infrastructure for aging in place.

Technology enriches older adults' lives

66% of older Americans say technology enriches their lives by making daily life and aging easier. Older adults are increasingly embracing digital services to manage their finances, social lives, health and wellness, and care.



6/10 seniors use
smart devices
for home management



Older adults' technology use

Older adults use technology to

Connect With Loved Ones And Engage
With Community At Large

Shop
Online



Healthcare



Handle
Finances

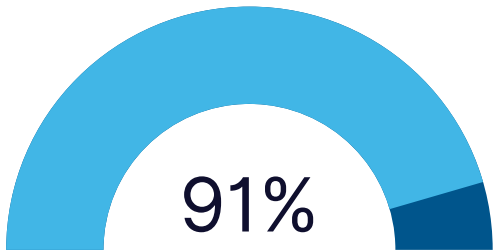


Manage
Transportation

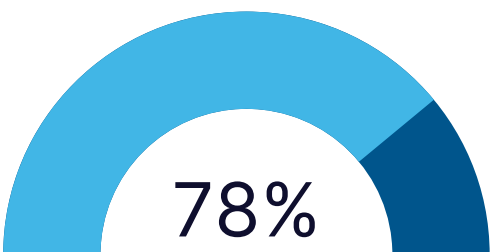


Adults 50-plus possess an average of seven
technical devices and report using them daily.

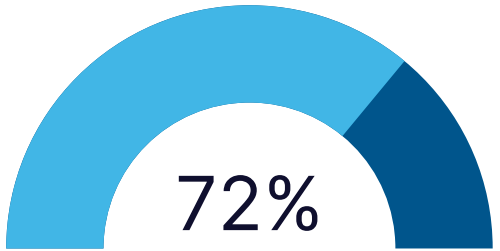
Smartphone



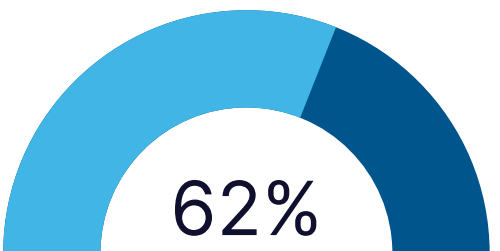
Smart TV



Laptop / Desktop

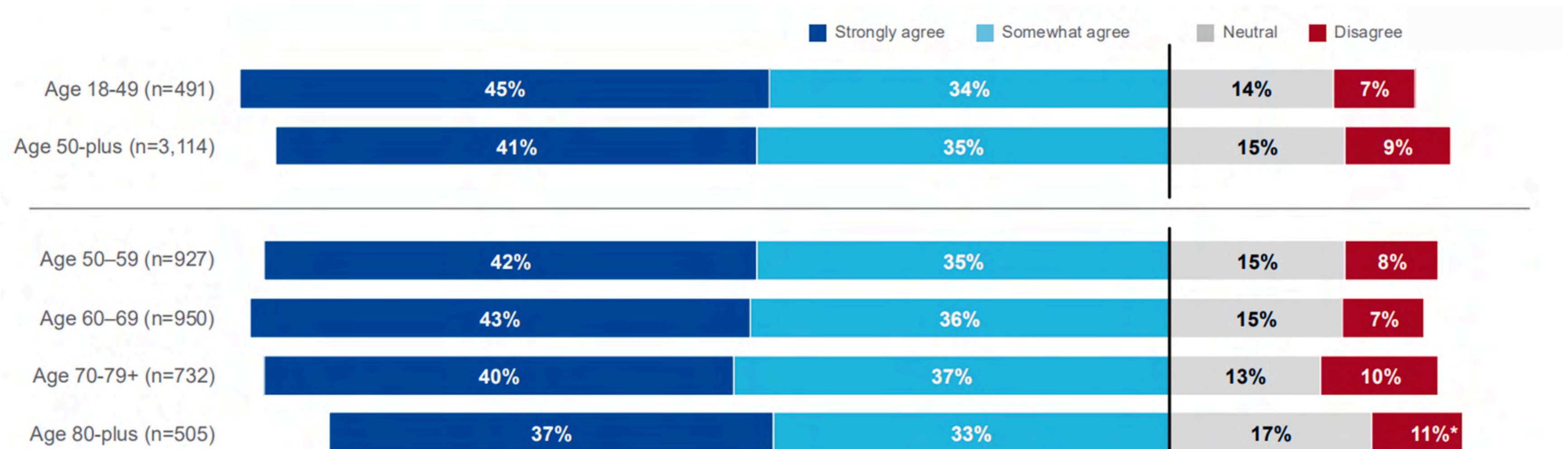


Tablet



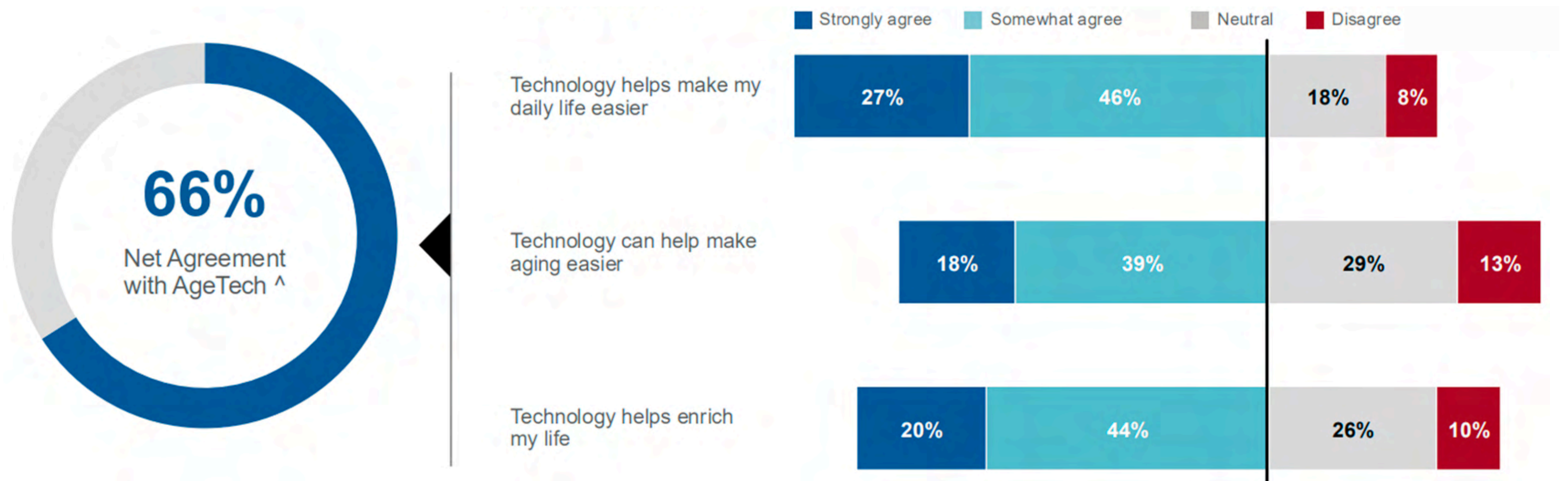
Technology and social connectedness

Agreement with, **“I rely on technology to stay connected and in touch with friends and family”**
among adults by age range



Technology makes aging easier

Agreement with **AgeTech statements** among adults by age 50+



Key technology needs in senior living communities

01

Technical Support

Providing reliable assistance to help older adults troubleshoot and confidently use their devices and digital services.

02

Affordable Technology

Ensuring access to reasonably priced devices and services so technology is within reach for all seniors.

03

Broadband Access

Offering fast, stable internet connections to support communication, healthcare, and daily digital activities.

04

Integration of Smart Home and Health Technologies

Demand is rising for smart sensors, voice-activated devices, and remote health monitoring tools that enable aging in place.

05

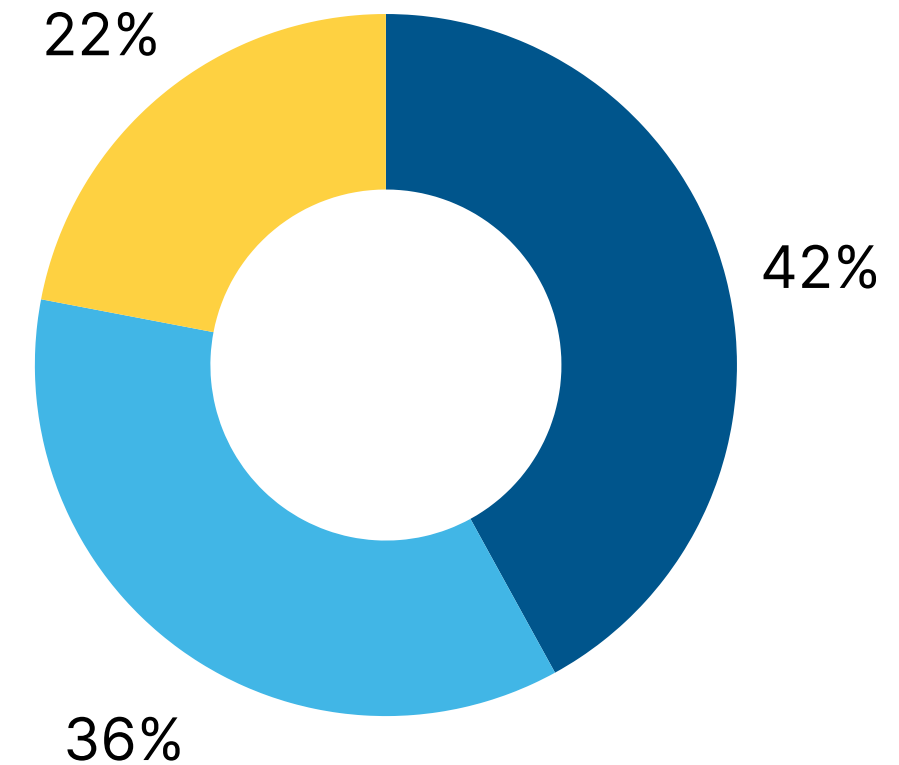
Cybersecurity and Data Privacy

Protecting personal data and ensuring safe online experiences for older adults in increasingly connected environments.

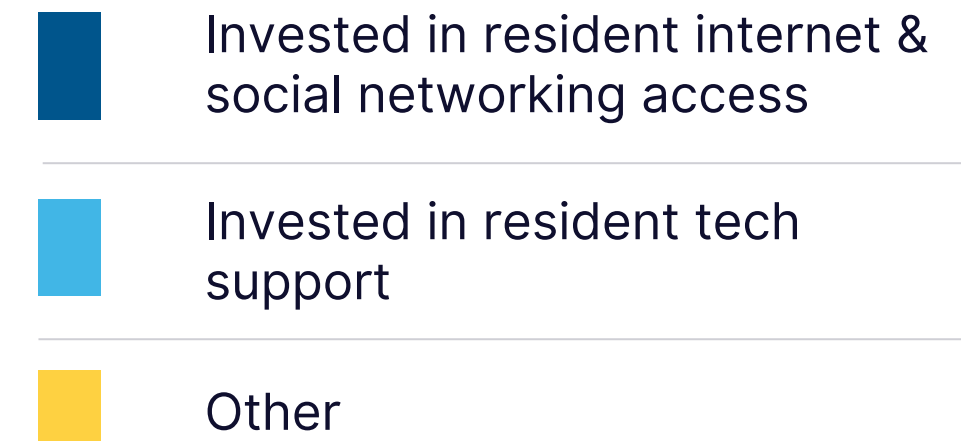
Key technology needs in senior living communities

Ziegler CFO Hotline Report: Technology Spending, 2024

- Over 100 senior living organizations participated in the survey.
- Respondents were asked to identify which of the technologies they invested in over the past 12 months.
- 36% of respondents noted that they invested in technical support for residents.
- 42% of respondents noted that they invested in resident access to the internet and social networking sites.



Technology Spending Priorities in Senior Living Communities (2024)



Introducing 2Life Communities

- 2Life Communities is a non-profit that owns and operates seven service-enriched independent living facilities that are home to over 1970 residents.
- 2Life Communities operates on the belief that all seniors should have the opportunity to live a full life of connection and purpose in a dynamic, supportive environment — a model called aging in community, which directly combats the growing public health crisis of social isolation and loneliness among older adults.

Community demographics

2Life seniors' average age **78**



Median annual income of 2 Life seniors

\$14K

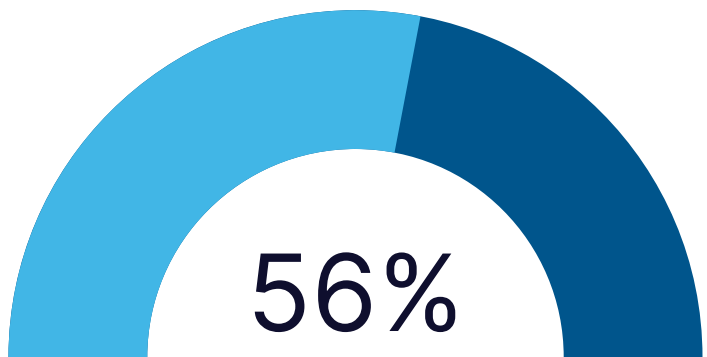
"extremely low-income"

↓ 10.5%

below the federal poverty line

Community snapshot

Home to over **1970** residents



56% of 2Life older adults hail from Russia and China and have varying degrees of English proficiency

2Life's goals related to resident technology mastery

01

Outcome:
Expanded resident access to technical support

Indicator:
and % of residents who receive technical instruction

02

Outcome:
Increased technical independence and mastery

Indicator:
and % of residents who demonstrate increased tech independence and mastery

03

Outcome:
Increased engagement with family, friends and community at large

Indicator:
and % of residents reporting tech-assisted contact with family, friends, and community

The 2Life model for bridging the digital divide

Technology is employed as a tool for facilitating socialization



Socialization serves as a motivation for mastering technology

The Resident Technology Support Program at 2Life

- Starting during COVID, the Resident Technology Program has transformed from the Computer Center model to one that holistically addresses 2Life older adults' technical needs.
- Program membership has more than doubled as a result.



**INTERNET-CONNECTED
DEVICES**

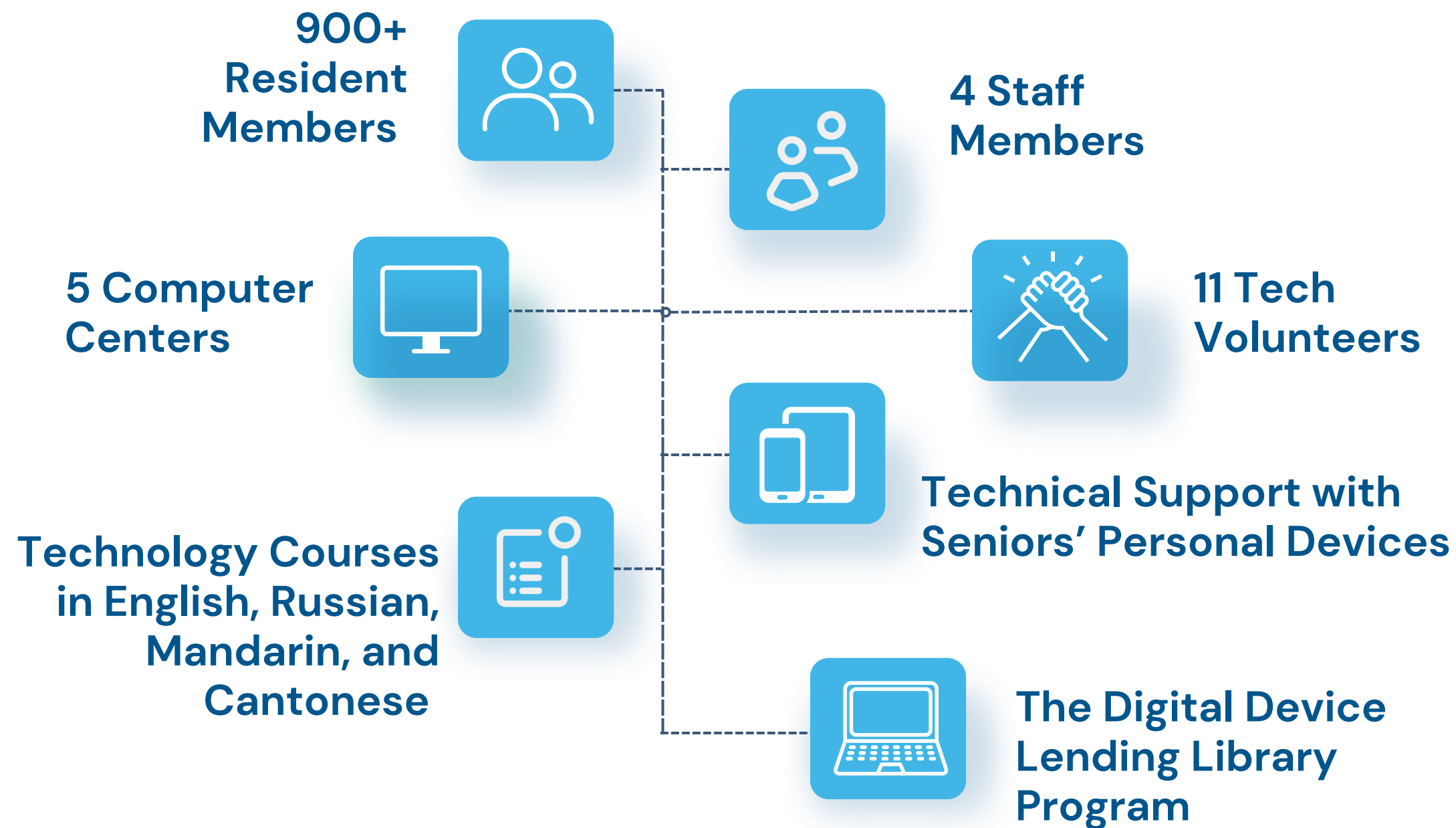


**SUPPORT WITH SENIORS'
PERSONAL DEVICES**



**RESIDENT-CENTRIC
TECHNOLOGY COURSES**

The Resident Technology Support Program at 2Life



Resident Technology Program

course categories

Tech Mastery		Social Connectedness
Hardware, Software, and Connectivity	Instrumental Activities of Daily Living and Hobbies	Communication
Using internet-connected computing devices and smartphones, etc.	Accomplishing various tasks, e.g., submitting applications online and navigating medical portals	Utilizing video-conferencing platforms (e.g., Zoom, Skype, etc.)
Using programs and applications	Performing conventional and AI-facilitated internet searches	Using Email
Accessing the internet	Accessing entertainment resources online	Utilizing translation tools
Connecting devices to one another	Creating, managing, storing, accessing, and disseminating digital data	Using social networks (e.g., Facebook) and social applications (WhatsApp, WeChat, AI chatbots, etc.)



Resident survey data on program outcomes

To evaluate the impact of the Technology Program and improve it, we have conducted multiple surveys with over 150 Program members.

97% of the respondents agree or strongly agree that they are able to receive support with using technology at 2Life.



88% of the respondents agree or strongly agree that borrowing a DL device has made a positive difference in terms of their independence and mastery in using technology.



100% of the respondents agree or strongly agree that they would recommend the technology class that they have taken to other 2Life residents.



The division of labor between technical and non-technical program staff

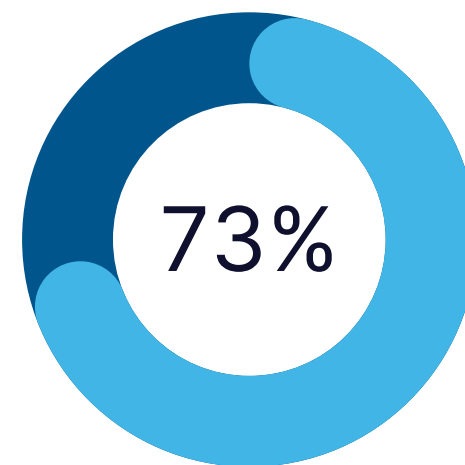
Technical support is provided both by technical and non-technical program staff.

Before 2Life's Resident Technology Program was fully staffed

Non-technical resident-facing program staff including EDs, RSCs, GSCs, the Programs team, Interns, Site Representatives, Maintenance, and Compliance were surveyed on the amount of technical support that they provided.

22

staff members
responded to the
survey



of staff members who took the survey pointed out that they were involved in providing technical support to residents on a regular basis.

Keren Etkin,
a leading expert
on aging and
aging technology:



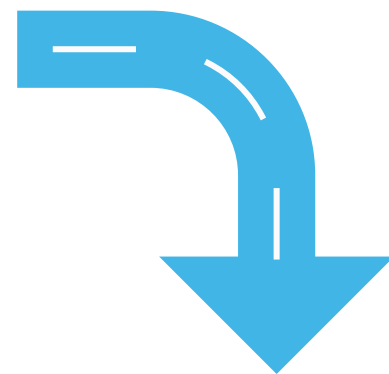
*When technical support is outsourced to technical in-house staff or outside contractors, nontechnical staff members in senior living communities regain **18%** of their time, which results in a significant ROI.*

The optimal division of labor between technical and non-technical staff in providing tech support to residents

Non-technical staff should refer residents who need technical support to technical staff as much as possible.

1

The resident request is not urgent / may take longer to address.

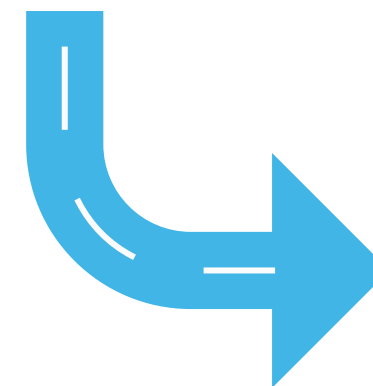


2

The non-technical staff member should encourage the resident to see a technical staff member during open access hours.

1

The resident request is urgent / can be addressed very quickly by a knowledgeable non-technical staff member, while technical staff are not available to address the request in the moment.



2

The non-technical staff member may assist the resident.

Technical encounter data from Salesforce

- The timeline of the rollout of the Resident Technology Program varied across campuses.
- 16,204 technology encounters have been recorded from 01/2020 – 05/2025 by both technical and nontechnical staff.
- 89.6% of encounters were entered by technical staff.
- 10.4% of encounters were entered by non-technical staff.

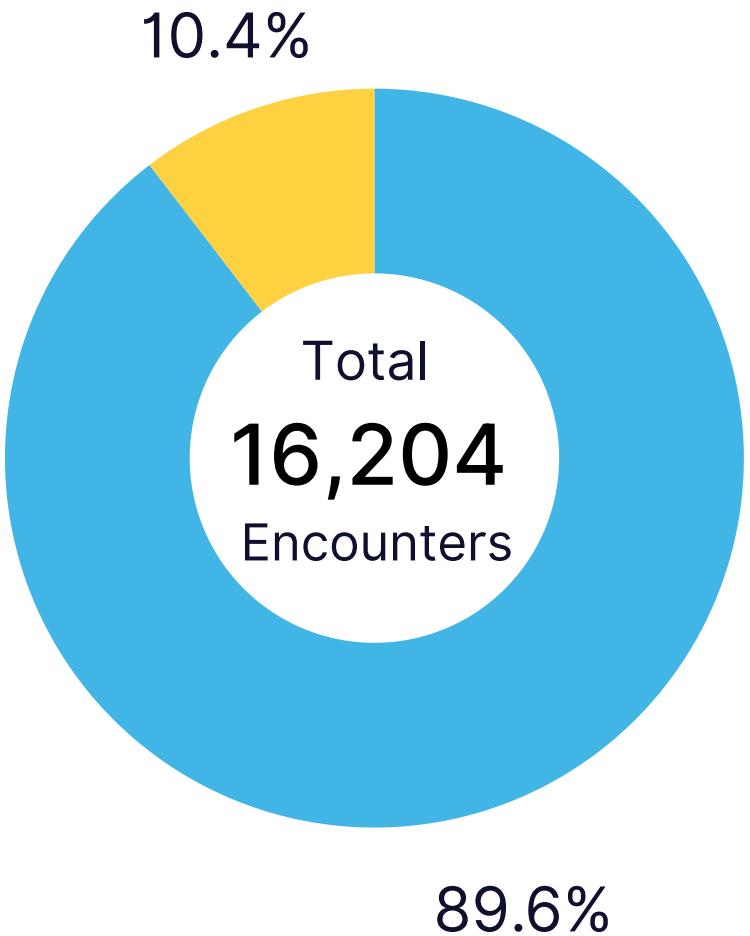
Encounters Entered By
Technical Staff:

14,516



Encounters Entered By
Non-technical Staff:

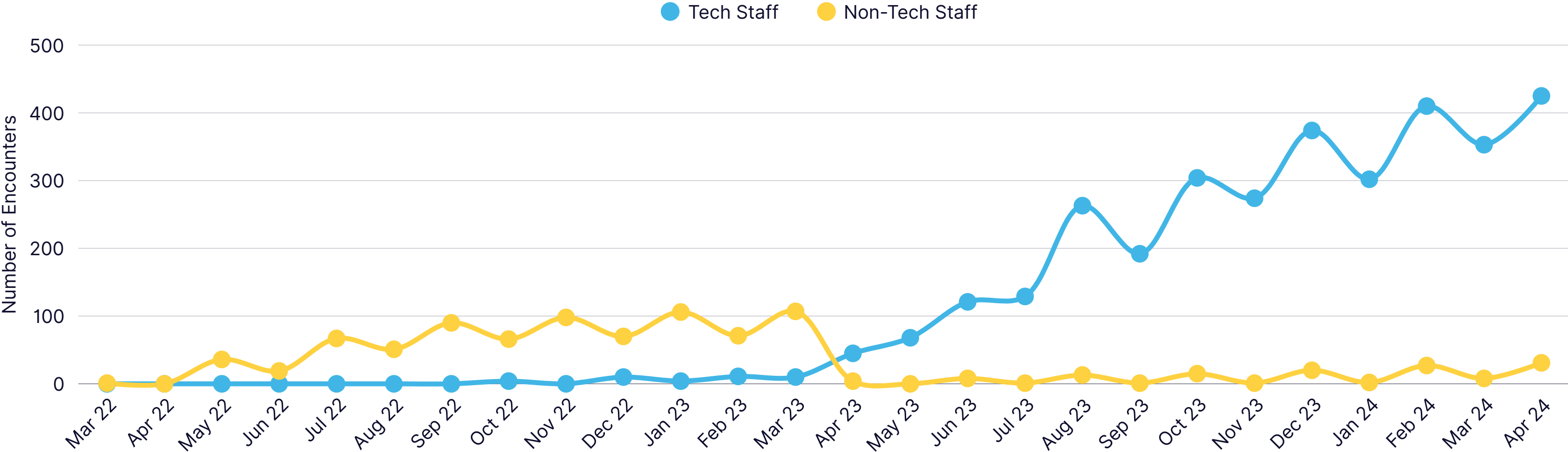
1,688



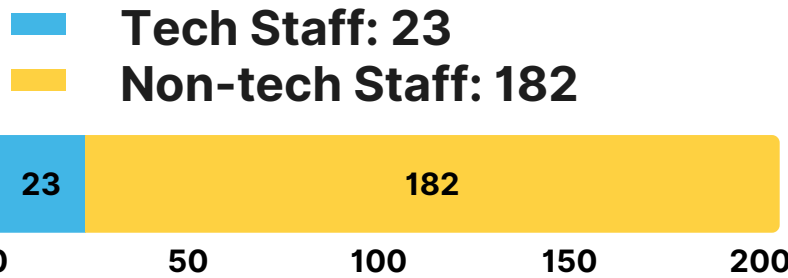
**Technical vs. Non-Technical
Staff Encounter Entries
2020-2025**

- Technical Staff
- Non-technical Staff

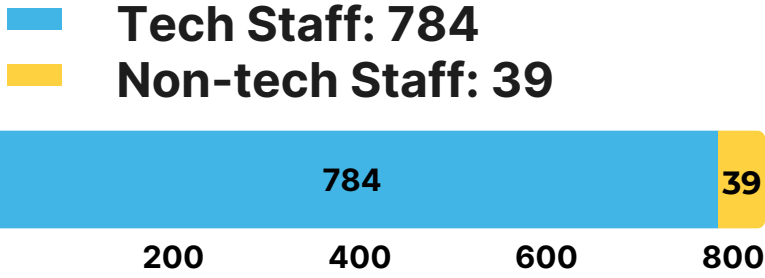
Impact of dedicated technology instructor



Before the Dedicated Tech Instructor



After the Dedicated Tech Instructor



With Ahad (three days a week):

79% drop in non-tech encounters.
Tech encounters increased by 32 times.

Impact of a formal technology support program

After The Technical Support Program Was Rolled Out *(One day a week)*

Formal tech program led to a **60** time increase in tech staff encounters at the Brown House 2Life community.

Encounters by tech staff increased from 2 to 124 with the program in place.

Before

Tech Staff: 2
Non-tech Staff: 20

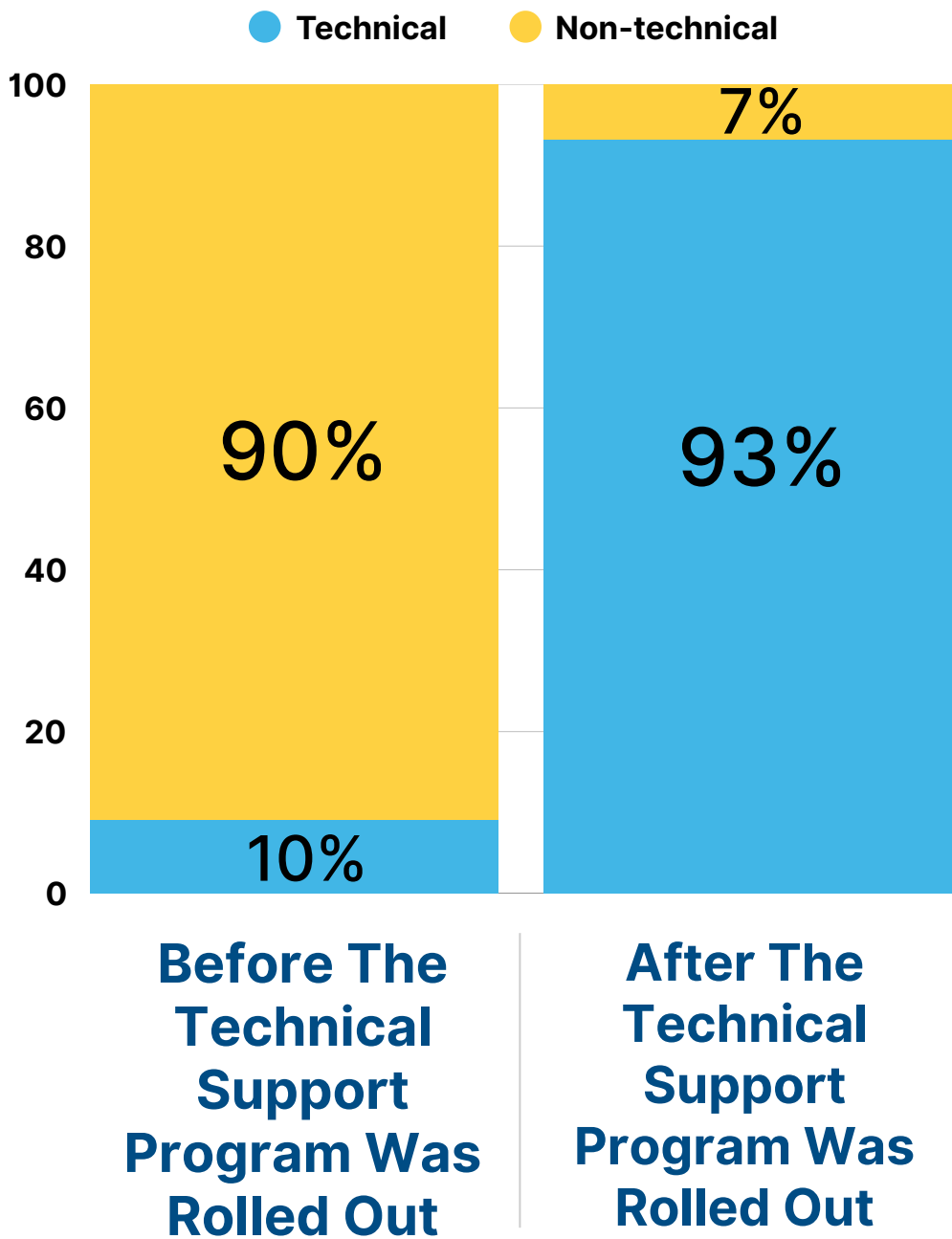


After

Tech Staff: 124
Non-tech Staff: 9



Technical vs. Non-technical Staff Encounters



Resident technology program business models in senior housing

Model Parameters	Cost for Agency	Cost for Residents	Programming Provider
Agency-funded	Yes	No	<ul style="list-style-type: none">• In-house programming• Outsourced (volunteers)
Resident-funded	No	Yes	<ul style="list-style-type: none">• Outsourced (paid)
Hybrid	Partially covered by agency	Partially covered by residents	<ul style="list-style-type: none">• Hybrid (in-house & outsourced)

Resident technology program business models in senior housing

In-house programs that are funded by the agency and are free for residents

A fully-fledged in-house resident technology program requires a financial investment from the agency if residents are not being charged for technical support.

- Staff salaries
- Equipment
- IT support costs
- Program space

Example: The creation of the Digital Device Lending Library Program at 2Life Communities required an initial \$50K investment from 2Life and an additional \$50K in grant funding to cover the cost of equipment and building Wi-Fi networks across 2Life campuses. This does not include staff salaries and the cost of maintaining the program, which requires replacing electronic devices that residents borrow.

Pro:	Con:
High-quality tech support by skilled staff and IT-backed infrastructure.	Limited funding is available for resident tech support.

Resident technology program business models in senior housing

Hybrid programs funded by the agency's and residents' contributions

The agency may provide some services free of charge and charge residents for other services.

For example, group technology classes may be provided free of charge but technical support with residents' personal devices may be provided for a fee.

Example: Acts Retirement-Life Communities:

Free services:

- MyActsLife Resident Portal
- New Resident Onboarding
- Technology Cafe
- Group Workshops
- Toll-Free Hotline

Fee for service - Residents are billed \$25 for 30 minutes of in-home support and \$12.50 per 15-minute increment thereafter for the following services:

- Setup of resident technology
- Personal one on one training
- In home technology troubleshooting
- Smart-home device installation

Pro:	Con:
Agency recovers part of tech support costs.	Residents pay for some tech support services.

Outsourced programs that are free for the agency and residents

Volunteer-based technology programs or online programs that are provided free of charge (e.g. Cyber-Seniors) do not require an agency investment and are free for residents.

Pro:	Con:
Programming is free for both agency and residents.	<ul style="list-style-type: none">• Limited tech support hours• Variable support quality• No in-person help for fully online programs• No broadband connectivity provided

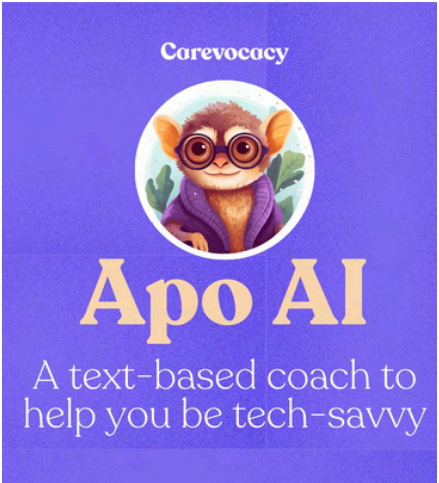
Resident technology program business models in senior housing

AI-based solutions to providing technical support to residents

A free technology guru: ChatGPT



A paid technology guru: Apo AI
a digital literacy coach by Carevocacy.



Pros:

Free or low cost
Accessible 24/7
Multilingual technical support

Cons:

Seniors need tech skills to use chatbots effectively
Seniors need to have access to an internet-connected device
Free ChatGPT has daily query limits

Addressing questions that will guide the choice of a resident technology program business model:

01

Do residents need basic or more advanced technical support? What are their internet-connectivity needs? Do they need internet-connected devices?

02

How much time do non-technical staff members spend on providing technical support for residents?

03

How much funding can the agency allocate to providing technical support for residents?

04

Are the seniors able to pay for technical support? If so, how much would an average resident be willing / able to contribute?

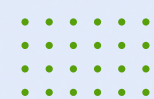
05

Are there volunteer-based organizations that provide technical support to seniors in the area?

06

Do the agency's competitors provide resident technical support programs?





Technical support with personal devices, access to internet-connected devices, broadband, and courses on technical skills



The ROI of resident technology programs



Accessing telehealth

Training on using technology to **stay connected** to their loved ones and community at large



Overcoming the language barrier

Aging in place (e.g., ordering groceries online, using smart home technology to prevent falls, etc.)

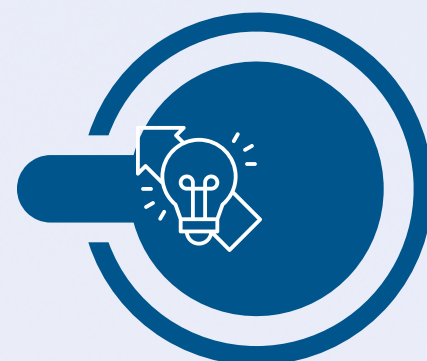


Benefits to seniors that improve their quality of life



Overcoming impairments
(e.g., audio books)

Lower rates of cognitive decline and dementia among seniors who use technology (“A meta-analysis of technology use and cognitive aging,” Nature Human Behavior, 2025)



Seniors **feel empowered** because they are able to accomplish tasks independently by using technology

The ROI of resident technology programs

Benefits to the agency

Non-technical staff on average regain 18% of their time when technical support is outsourced

Competitive edge – potential tenants view resident technology support as a significant pro in selecting a senior living facility

Resident technology programs strongly contribute to **residents' satisfaction with the agency**, resulting in higher net promoter scores and higher morale

Resident technology programs enable residents to stay in the senior living facility without requiring higher levels of care – **aging in place**



The ROI of resident technology programs

Benefits to society

Seniors who are able to age in place in part due to using technology do not transition to more costly care providers, such as nursing homes



Tech savvy seniors are more likely to participate in telehealth, which results in significant medical insurance savings



Seniors who are able to take care of many of their needs independently do not require costly caregiver support for accomplishing these tasks



Tech savvy seniors successfully conduct financial transactions, protect their finances, and stay safe online



We all win when seniors are active and engaged members of society





Thank You



Anna Verbuk
Ahad Suleymanli

