



PARASOL ALLIANCE

Empowering Residents Through Tech Support

Amber Bardon, Founder & CEO, Parasol Alliance

2026

Nice to Meet you!

- 20+ years experience in senior living
- Founded Parasol Alliance based on a vision to transform senior living technology culture.
- Built a 100% virtual company with a multi-state workforce and client-base
- Founded 11 years ago alongside nonprofit senior living operators as investor-owners
- Over 90 employees across 12-states, in skillset aligned roles and functions (Thanks PI Index)
- 35+ culture awards
- Podcast Host



Scan to view all the resources we will talk about today

- Intake form
- Tech class calendar
- Editable Canva templates
- Free resident resources
 - Videos, infographics, blogs



www.parasolalliance.com/ma2026

Our Credentials



- Built exclusively for senior living communities
- Focused on confidence, independence, & ease of use
- Acts as a single, clear point of contact for tech help
- Tech@Home founded in 2017
- Scope includes:
 - Move-In Device Setup
 - One-on-one Support & Office Hours
 - Tech Classes
 - Resident Engagement App Training
 - AV Support & In-Room TV Support
 - Resident Committee Facilitation

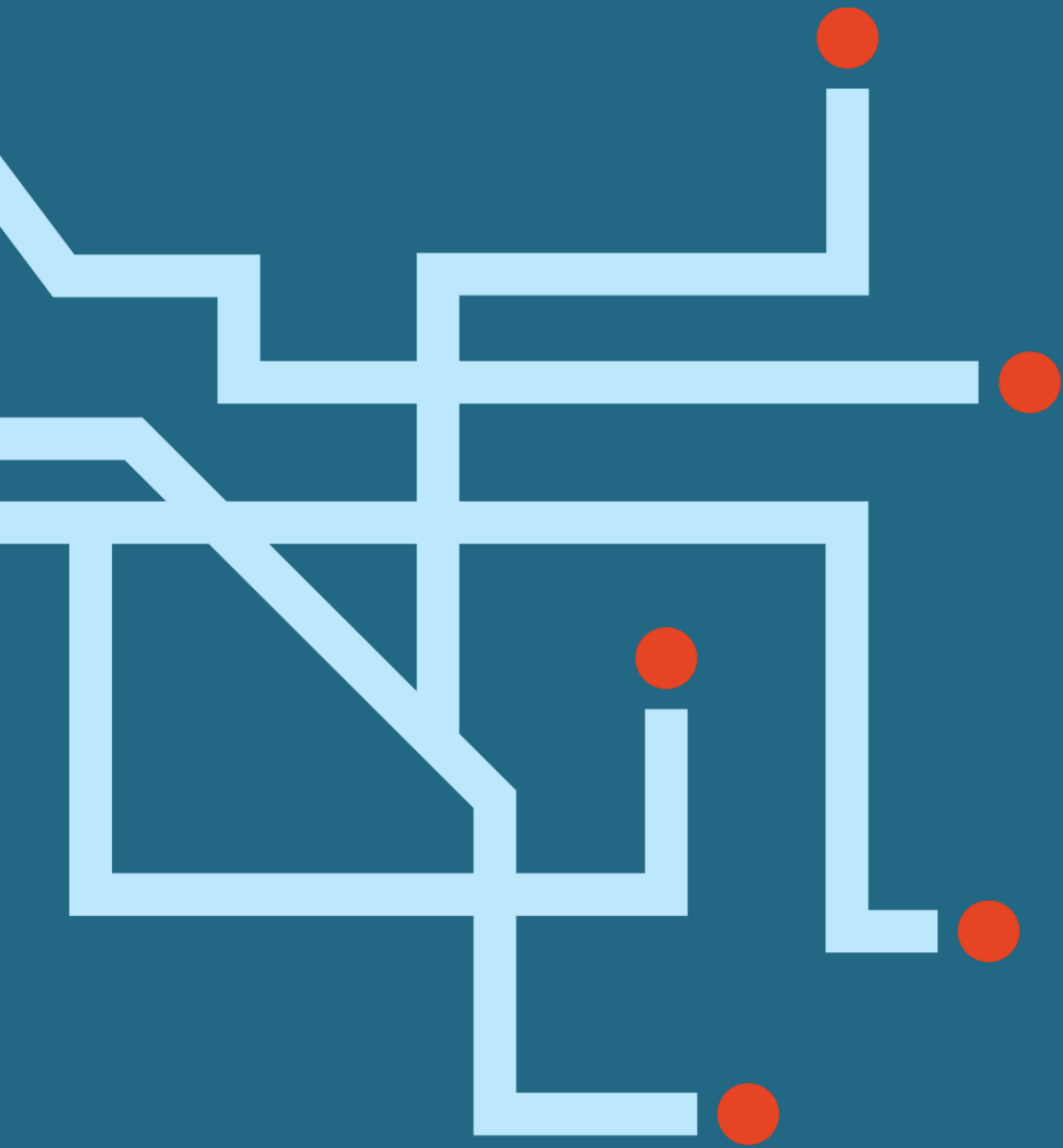


I am thrilled to have this service and feel that as residents take full advantage of this program it will become a major amenity offered. , I have shared my enthusiasm with my neighbors.



Our new in-house tech consultant Nora, who has had no prior experience with WordPress, came by to see if she could help with my stumbling block. And presto, she played around a little bit and together we figured out how to get the minutes archive working with the appropriate drop downs. (in less than an hour).

Do you currently have a resident tech program?



The Growing Challenge

Resident Technology Expectations Are Rapidly Increasing

Today's Residents Expect:

- Reliable community-wide Wi-Fi
- Streaming TV and entertainment support
- Video communication with family
- Smart device and mobile support
- Fast and accessible technology assistance



Communities Are Facing:

- Increasing resident technology complexity
- Growing demand for resident support services
- Higher staff interruptions and burnout
- Aging infrastructure struggling to keep pace
- Rising expectations from residents and families

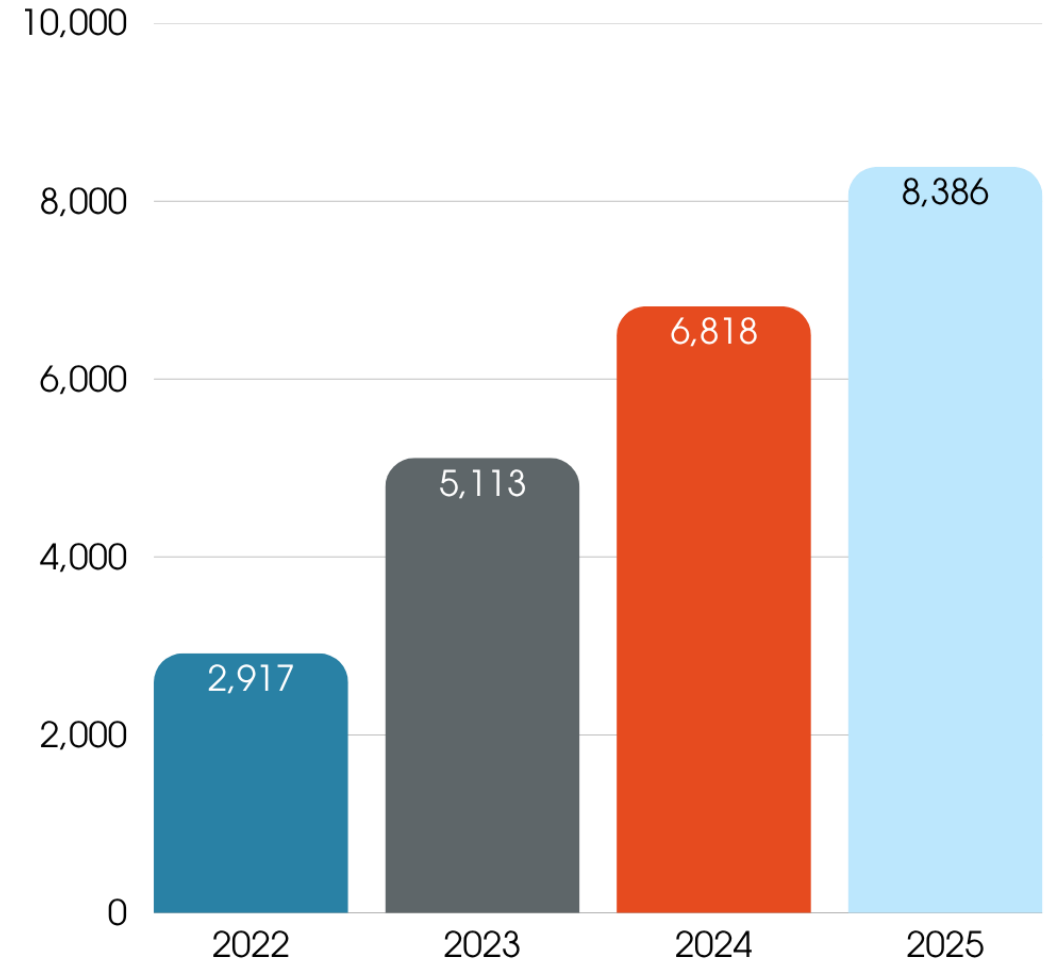
Data Tells the Story

- **180% increase** in resident support demand since 2022
- Ticket volume nearly **tripled in 5 years**
- Average annual growth rate of approximately **29%**
- 2025 alone generated **8,386 resident tickets**
- **180% Increase in Resident Support Demand**

Fastest Growing Support Categories

- TV Support: **+1,209%**
- Desktop / Laptop Support: **+190%**
- Cell Phone Support: **+235%**
- Landline Support: **+356%**

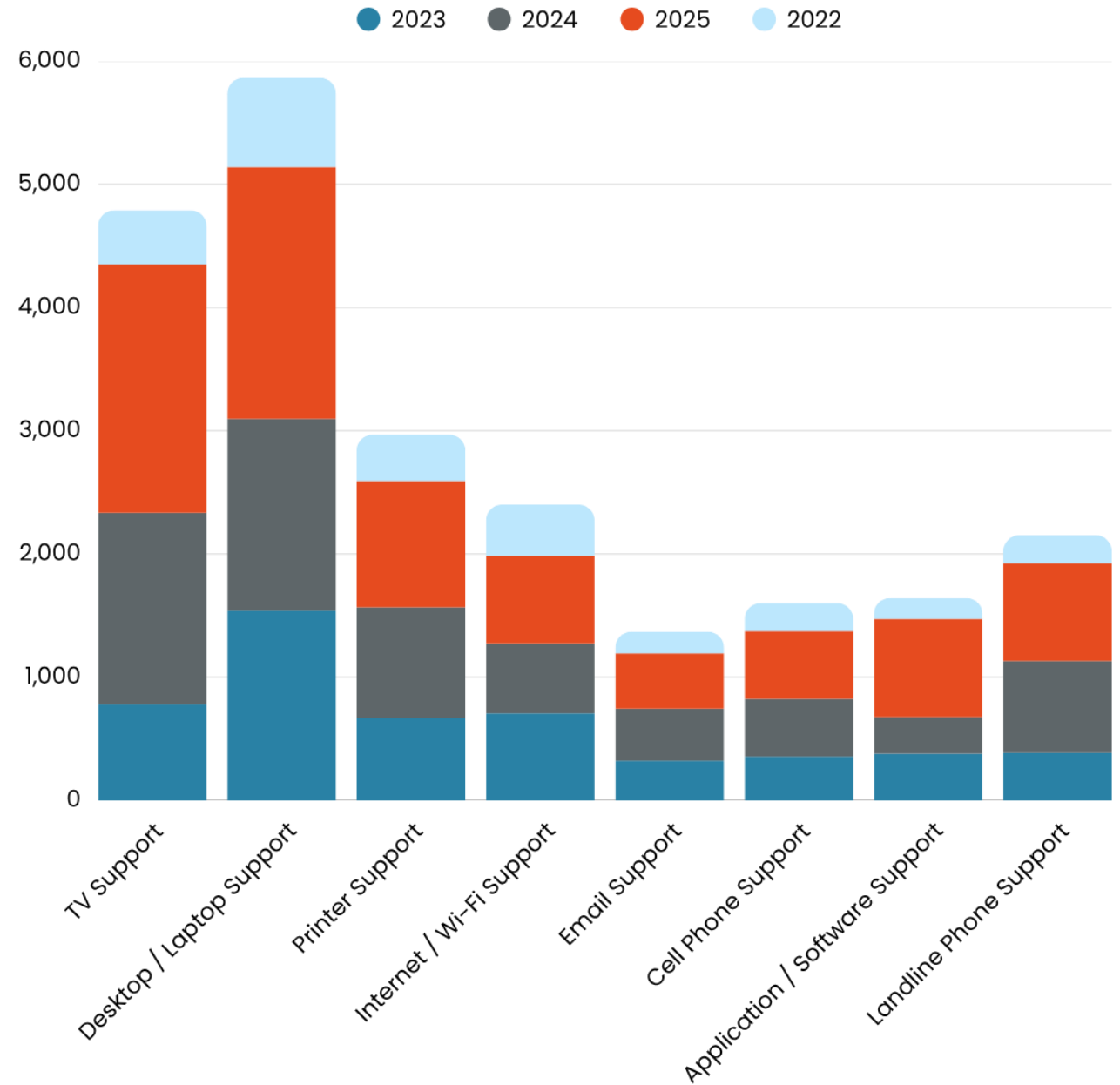
Total Ticket Counts
per year

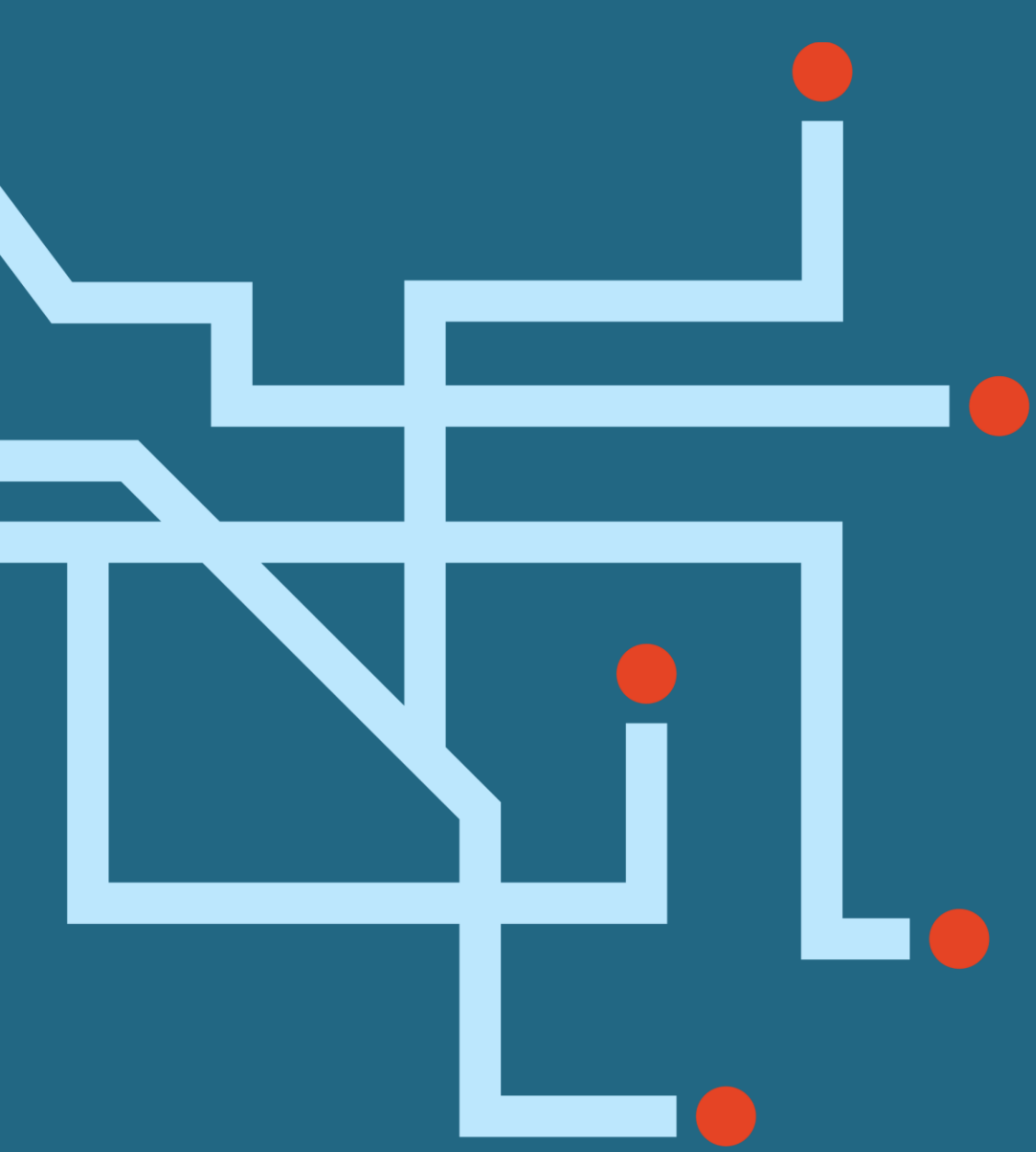


Resident Technology Needs Continue to Evolve

Key trends from 2022-2025

- TV support increased by more than 1,200%
- Desktop/laptop support nearly tripled
- Communication-related support requests significantly increased
 - Email/Phone/Internet/Wi-Fi





What does
resident tech
support solve?

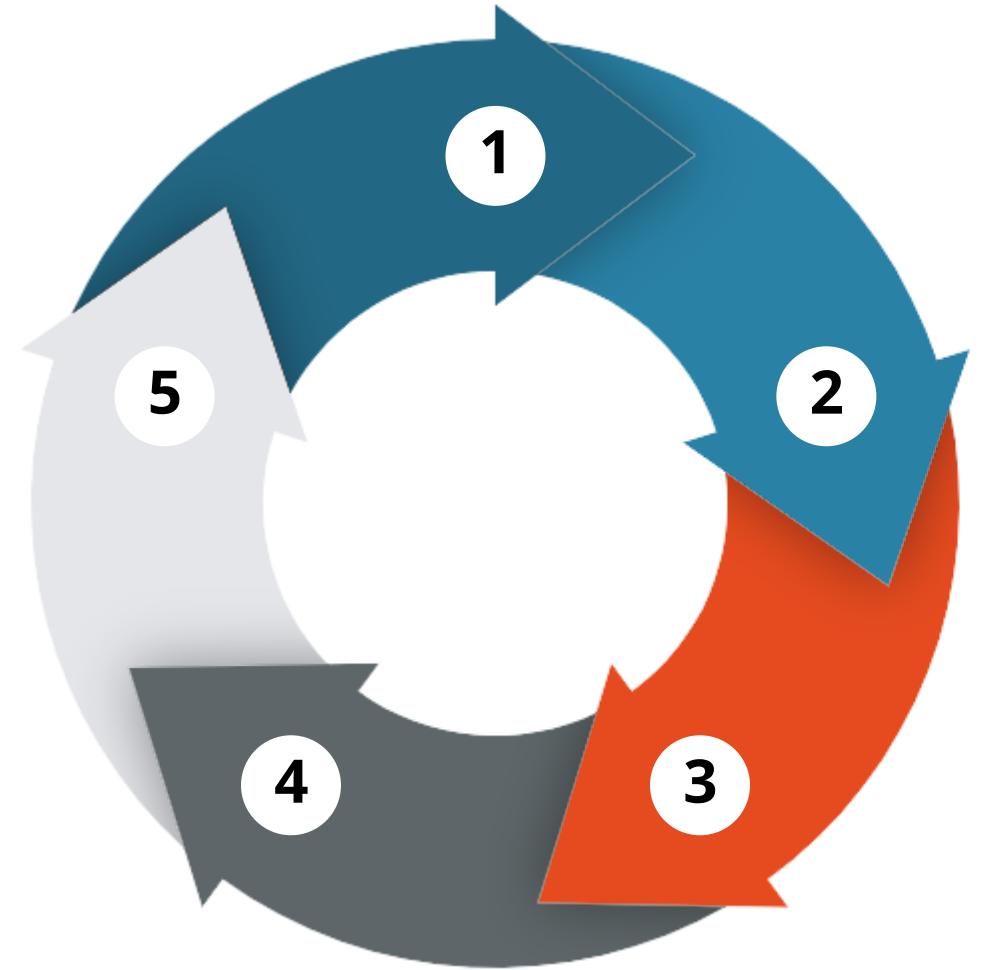
Improves Staff Efficiency & Reduces Burnout

- Reduces repetitive questions
- A dedicated support resource
- Allows staff to focus on resident care
- Standardizes support processes & documentation
- Prevents non-IT staff from becoming the “default tech support”
- Reduces frustration for both residents and employees



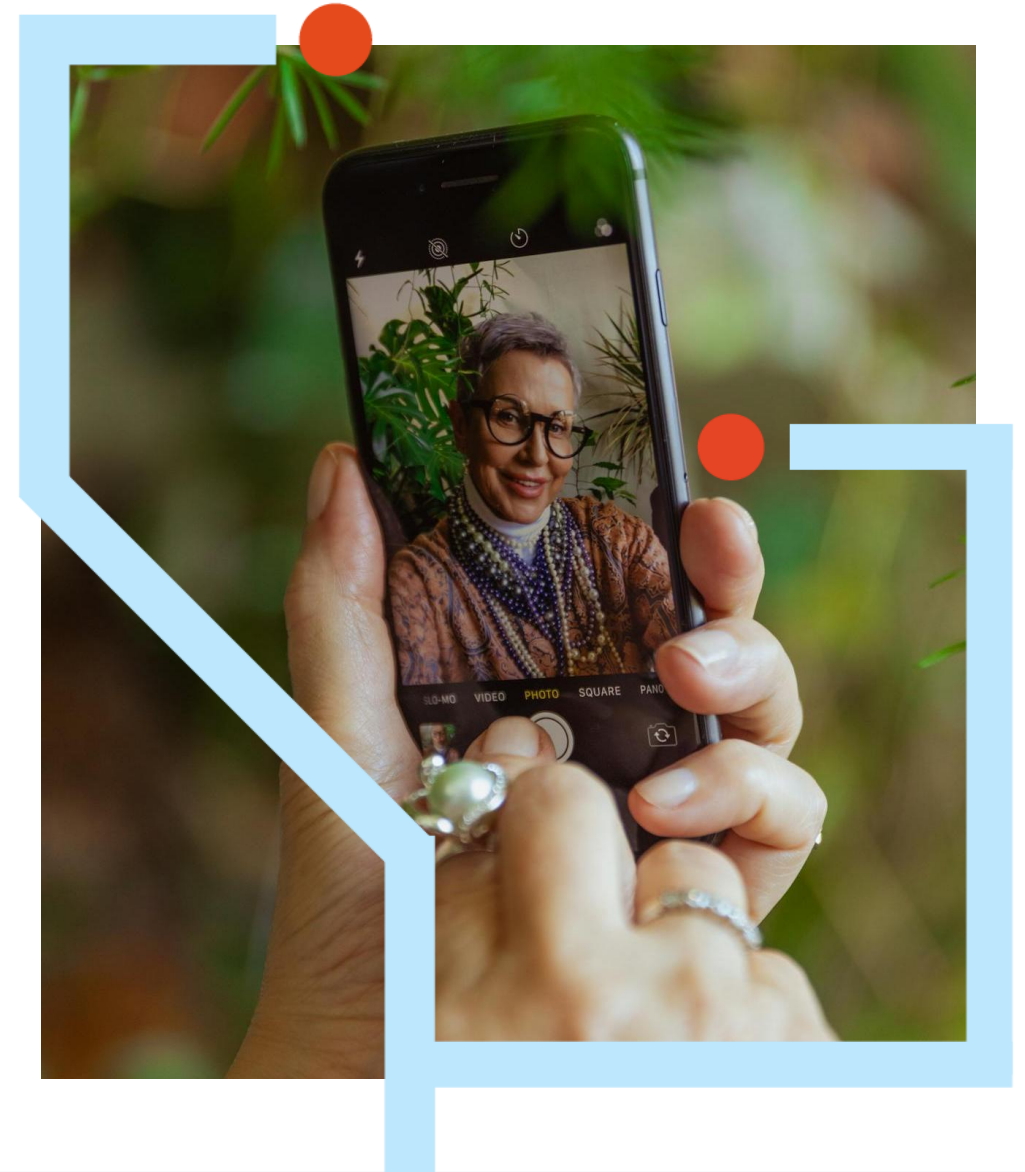
Define the Program Structure

- What is the purpose of the program?
- What resident problems are we trying to solve?
- Will the program be included as an amenity or billed separately?
- Will it be onsite or remote?
- How will success be measured?
- What kind of position are you going to hire?
 - How many hours will they work per week?



What Services Will you Offer?

- Basic troubleshooting
- Device setup
- TV & streaming support
- Wi-Fi assistance
- Classes and resident education
- Group technology classes
- Move-in technology setup



Resident Help Desk

- Define the Structure & Expectations Early
 - Support Hours
 - How to Contact (phone, email, resident portal, tickets)
 - Average turnaround time for support



Reframing Technology Support

- **From:** “Fixing resident problems”
To: “Empowering independence and confidence”
- Less reactive, more proactive
- Part of your engagement and wellness strategy





Start at the Move-In

Start at Move-In

- Use a tech intake form to:
 - Identify devices
 - Assess comfort level
 - Understand training needs & Interest
 - Identify any current issues
 - Support contact method



What to Ask on the Form

- What devices do you currently have?
- Would you like help connecting to Wi-Fi?
- How comfortable are you on a scale of 1-10?
- What tech support would be helpful for you?
- **Tip:** Keep it friendly and brief. It's not a test.
- **Pro Tip:** Use a business system you already have to track this!

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Transforming Technology Culture in Senior Living

Resident Technology Intake Form

Resident Information

Name: _____

Community Name & Unit #: _____

Preferred Contact (Phone/Email): _____

How comfortable are you with technology on a scale of 1-10? _____


Resident-Owned Devices

Please check all that apply and provide details.

Device Type	Do You Have This?	Needs Setup?	Details (Brand etc)
Smartphone (iPhone, etc.)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/>	_____
Tablet (iPad, etc.)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/>	_____
Laptop/Desktop Computer	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/>	_____
Smart TV / Streaming Devices	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/>	_____
Printer / Scanner	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/>	_____
Smart Home Devices (Alexa, etc.)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/>	_____
Other: _____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/>	_____

Connectivity

Would you like help connecting your devices to Wi-Fi? Yes No

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Benefits of Early Tech Intake

- Residents feel supported right away
- Reduces anxiety during transition
- Builds rapport with staff
- Helps prevent small issues from escalating



Tech@Home Technician with a resident

Who currently has a resident
tech steering committee?

Create a Resident Steering Committee

What Is a Resident IT Steering Committee?

- A group of engaged residents who:
 - Provide feedback on technology
 - Help plan tech classes or guide topics (we will discuss this later!)
 - Act as peer advocates for adoption
 - Meets regularly (monthly or quarterly)



The Resident Perspective

- Residents often think:
 - “I don’t want to break anything”
 - “Technology isn’t for me”
 - “I’ll just ask staff or family”
- A committee flips that to:
 - “I can learn this”
 - “I can help others”
 - “My voice matters”

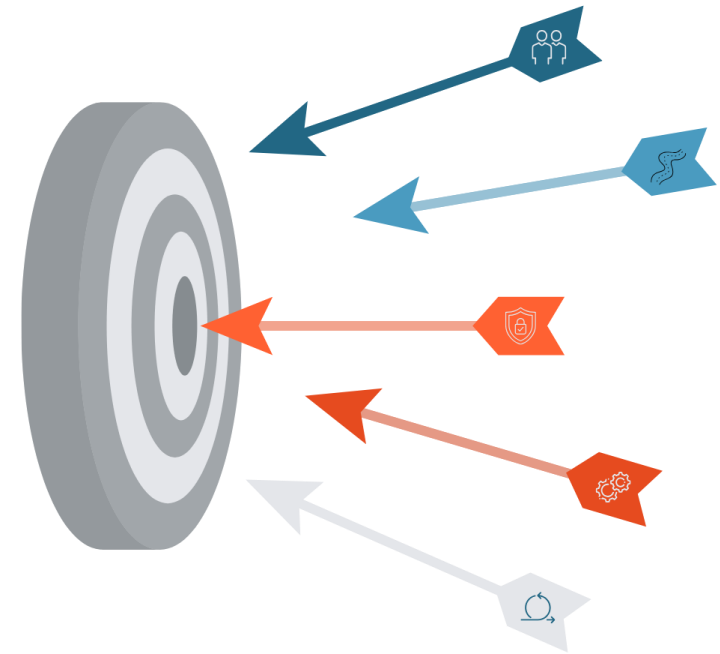
Why This Matters

- Builds resident confidence with technology
- Reduces fear and resistance
- Creates a sense of ownership and inclusion
- Improves adoption of community tech tools
- Strengthens overall technology culture



How To Build the Committee

- Identify tech-curious or engaged residents
- Include a mix of skill levels
- Invite residents from different areas of the community
- Partner with activities / life enrichment teams
- Keep it informal and welcoming
- Call it an “IT Club” or something fun



What They Do

- Suggest topics for tech classes
- Provide feedback on Wi-Fi, apps, devices
- Test new technology or programs
- Share common resident pain points
- Help each other




Clark Lindsey resident Millie Sims, 95, gets technical support at her retirement home to learn how to use her phone so she can request medicine refills from her doctor. Clark Lindsey offers a full continuum of care for residents, from independent living to memory care.

Peer-to-Peer Influence

- Residents may trust other residents more than staff
- Committee members become:
 - Tech ambassadors
 - Encouragers
 - Role models
 - Creates a ripple effect across the community





Tech Hour for Residents

Build a Simple “Tech Hour” Program

- Use staff, volunteers, tech-savvy residents, or outsourced company
- Keep it informal with coffee & conversation
- **January – June & July – December**
- Each six-month template includes:
 - **Topic 1 (Pre-Planned):** A consistent, scheduled topic chosen in advance.
 - **Topic 2 (On-Demand):** A flexible topic based on resident interest, current tech trends, or new tools being introduced (like a new resident engagement app).

TECHNOLOGY CLASSES

	January	February	March	April	May	June
Topic 1:						
Topic 2:						
Other Notes:						

Tech@Home

TECHNOLOGY CLASS

Friday, Sept 4, 2026
2-3pm
Palm Beach Library Room

2:00 Quick Overview
2:15 Q+A with everyone
2:30 1:1 support

TOPIC

VIDEO CALLING

Basic apps covered-
Facetime, Zoom, Facebook
Messenger

QUOTE OF THE DAY

"Every expert was
once a beginner"

REMEMBER:

Bring your
phone/tablet

Topics to Cover

- Internet safety
- Using video calls
- Setting up email
- Smart TVs, tablets, phones
- Resident Apps
- Wi-Fi Basics & Safety
- Digital Photo Frames
- App Stores

Staying Safe & Informed Online



Safe Online Shopping & Avoiding Fraud

Infographic · Feb 18, 2026



How Social Engineering Puts Seniors at Risk

Blog · Aug 27, 2025



How to Identify the Most Common Scams

Infographic · Aug 26, 2025

www.parasolalliance.com/residents

Resident Tech Quick Guides & Graphics

Create Resident Tech FAQs

- Keep it printed and digital
- *Idea:* Co-create the FAQ topic list with a few residents or your resident steering committee
- Simple instructions for:
 - Connecting to Wi-Fi
 - How do I use Facetime or video calling?
 - How do I recognize a scam email or phone call?
 - Is online banking safe?
 - How do I submit maintenance requests?
 - How to buy groceries online
 - Everyday things like “How to Make a Dinner Reservation”

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How to Use Netflix & Streaming Services

A Quick Guide for Residents

Streaming lets you watch movies and TV shows over the internet instead of using cable. You can watch anytime, pause when you want, and choose what you like.

Popular services include:

- Netflix
- Hulu
- Amazon Prime Video
- Disney+

What You'll Need:

- A TV, tablet, phone, or computer
- A Wi-Fi connection
- An account for the streaming service
 - Accounts will require an email address, password, and credit card. You will need to pay monthly or annually.
 - These services are usually paid separately but their may be bundle options.

Step-by-Step Instructions

Step 1: Connect to Wi-Fi

1. Go to Settings
2. Select Wi-Fi
3. Choose your network
4. Enter the password

Tip: Strong Wi-Fi is important. If your show keeps stopping, your connection may be weak.

Step 2: Open or Install the App

- On a Smart TV: Apps are usually pre-installed
- On a phone/tablet:
 - Open App Store or Google Play
 - Search for the app

Tap Download (Look for the official app logo to avoid downloading the wrong one.)

Step 3: Sign In

1. Open the app
2. Enter your email and password

Tip: Write your login info down somewhere safe if you tend to forget it. **Pro Tip:** Use a password keeper for extra security!

Step 4: Start Watching

- Browse or search for a show
- Select it
- Press Play

Most services will remember where you left off so you can continue later.

Tips & Tricks to Make It Easier

Use the Search Feature

- Type in a show, actor, or genre (like “comedy” or “westerns”)

Create a “Favorites” or “My List”

- Add shows to your list to watch later
- Helpful for keeping track of what you want to watch

Turn On Subtitles (Closed Captions)

- Look for CC or “Subtitles” in settings

Share Accounts (If Allowed)

- Some services allow family members to share accounts
- Ask family if you can use theirs

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Available on our website

Keep It Easy

Use plain language,
large fonts

Add photos or
screenshots

Avoid tech jargon by
using familiar terms

Who currently uses a resident engagement app?

Resident Engagement Apps

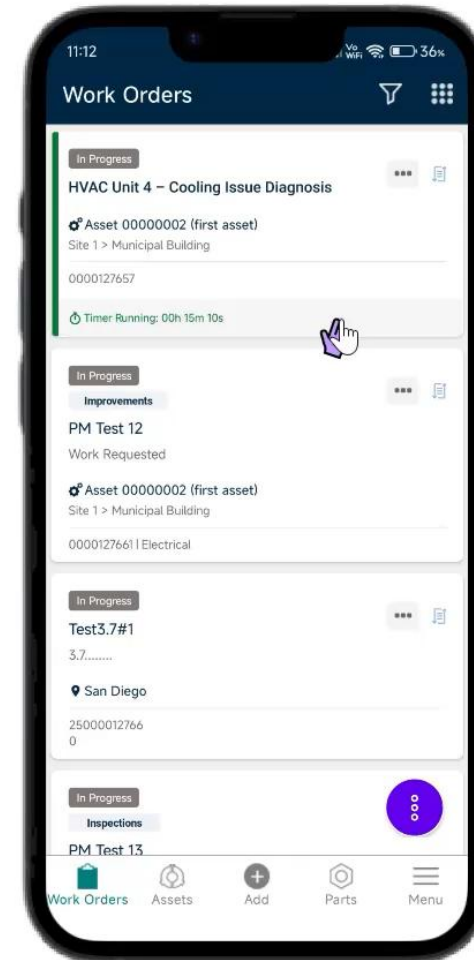
Why They Matter

- Increase adoption of community technology
- Improve communication and engagement with staff
- Help residents feel more connected with both staff and neighbors
- Feels more personalized



Ways to Use Them

- View community events & activities
- RSVP to programs and outings
- Submit dining or maintenance requests
- Access announcements and calendars
- Communicate with staff and neighbors



Opportunities Beyond Communication

- **Build Resident Profiles**
 - Interests & hobbies
 - Technology comfort level
 - Preferred communication methods
 - Friend matching based on interests
- **Improve Activity Participation**
 - Personalized activity recommendations
 - Able to find events easier
 - Increased resident involvement





Outcomes & ROI

Community Benefits



Fewer Staff Interruptions



Happier, Empowered Residents



ROI through time saved and improved experience



Tech concierge becomes part of the community

“Tech is a *Vibe*”

Tech Support as a Differentiator

- Prospective residents and families *expect* tech help
- Strong support can become a marketing advantage
- Communities without tech support will fall behind



Clark Lindsey resident Millie Sims, 95, gets technical support at her retirement home to learn how to use her phone so she can request medicine refills from her doctor. Clark Lindsey offers a full continuum of care for residents, from independent living to memory care.

Key Takeaways



Residents want Tech

- Residents want tech and want it to work for them
- Support builds independence and connection
- Small changes = big difference
- Start simple and change with feedback



Did you learn anything today
that you would want to adopt?

Want to Learn More?

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