



TECH-SAVVY SENIORS IN YOUR BUILDING?

OPTIMIZE THEIR TV VIEWING EXPERIENCE
WITH A CUSTOM FIT FROM DISH BUSINESS.

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Senior housing communities and their residents have more choices than ever, thanks to innovation and customization.

A generation ago, most seniors hoped for nothing more from their TVs than a static-free picture, a remote control and few standard cable channels.

But today's senior housing residents are increasingly tech-savvy consumers. More and more have an appreciation for HD pictures, voice-control features and, likely, their own devices and existing subscriptions to streaming services.

They may, however, share their communities with infirm residents whose TV-viewing is made more enjoyable by ease of use.

As a national leader in both connectivity and innovation, DISH Business delivers customizable solutions that can cater to every member of a community, regardless of campus size or resident acuity levels.

"DISH Business can serve every part of a senior community, from independent living to memory care," said Alistair Chatwin, vice

president for DISH Business. "We've expanded our product lines to provide more choice because we recognize that the adaptation of technology can be a challenge. People need to be able to engage with television and use it wherever they are on the continuum."

KEEPING INVOLVED

Television is a part of a well-rounded life. It connects us to others through sports, entertainment and cultural experiences.

Even in communities with the most robust therapeutic and activities programming, residents depend on their in-room sets to stay updated and entertained in the quiet hours of their day. American seniors spend an average of 4 hours 14 minutes per day watching TV, according to the 2018 U.S. Bureau of Labor Statistics' American Time Use Survey.

Television is also a tool for combating isolation among seniors who live alone or are coping

with physical or cognitive limitations. The opportunity to watch a college football game on a big screen may draw residents to the common room on a Saturday afternoon, or to gather weekly to watch a favorite series.

High-quality programming enhances our understanding of others, help us learn and help us escape tough times or return, through nostalgia, to better times.

Access to great content requires dependable, high-quality service. That's where DISH Business enters.

CUSTOMIZING CONTENT

Today's senior housing communities and their residents have more choice than ever, and DISH Business remains a market leader in the kinds of innovation that enable true customization.

DISH led the way in providing affordable solutions to deliver HD without the need for a set top box

and recently integrated Google Assistant into its voice control remote.

SMARTBOX®, DISH's revolutionary headend video distribution platform, is a compact, single solution that delivers multiple service lines across an entire campus.

With just one satellite dish, communities can distribute a premium television experience to apartments for independent living residents and opt for a basic, 20-channel system for skilled nursing or memory-impaired residents.

About the size of a commercial microwave, SMARTBOX can be stored in a closet and installation is typically done quickly and out of sight of residents. Its signal, delivered over almost any property infrastructure to a wide range of resident provided TVs, works on residents' existing sets, whether analog or digital.

"SMARTBOX is just one example of how we continue to innovate key technologies that set us apart," Chatwin said. "Our size and adaptability are key factors for our customers."



DISH was named #1 in overall customer satisfaction in the latest annual TV service provider survey.



DISH remains committed to delivering the right entertainment and connectivity solutions for every client. TV can be a tool for combatting isolation for many.

DISH Business is also working with partners to create customizable and intuitive interfaces for seniors housing residents, allowing for mass messaging of upcoming events, community calendars and other resident engagement.

Many communities have gone further, connecting their DISH-powered large-screen TVs to engagement tools that use online content like photos that build fuller, more meaningful interactions.

"These integrations have the ability to transform the television from a crutch to a gateway to even more engagement," Chatwin said.

FUTURE ENGAGEMENT

Keeping up with the latest in technology is as critical to independent seniors as it is to activities staff.

A 2019 University of Wisconsin-Madison study showed that tablets loaded with YouTube, photos and music apps boosted mood among seniors with dementia. One reason? Caregivers were able to choose new content in response to resident reactions.

DISH Business' extensive lineup and reputation for reliability and customer service make it an ideal partner as facilities explore new ways to expand connectedness.

DISH Fiber, unveiled last summer at NAA Apartmentalize, builds on SMARTBOX tech to offer premium Wi-Fi and live streaming TV.

DISH Fiber improves resident experience, creates new opportunities for properties and provides a platform for the future of smart-home technology — with no upfront costs and no need for a separate coax network.

Properties choose 24 top channels for live streaming on browser-enabled devices over the property's IP network. That allows residents to take DISH service with them outside of their units, to share a viral video with a friend or neighbor on the patio or watch a classic holiday movie while baking cookies with activities staff. ■

To learn more, visit dish.com/seniorliving



The TV your residents deserve.

Entertainment solutions custom-made for your senior living community and their visiting families.

Great Entertainment

Give your residents and their families a custom channel lineup or let them choose their packages.

Innovative Technology

Offer a range of solutions, from an HD channel lineup without a set-top box to the award-winning Hopper® 3 HD DVR.

No-Hassle Installation

Custom, scalable deployment to your property, with limited interruptions to your residents and staff.

Nationwide Provider

With DISH Business you get the same great technology and pricing no matter where your property or properties are across the country. One contract, one provider, zero hassle.



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