



# **the ultimate guide to using Eversound in your senior living community**



# introduction

Senior living will look a little different in 2023 and beyond.

Communities are still battling higher occupancy rates. Staffing shortages and burnout are increasing strain on communities. Untreated hearing loss is affecting the vibrancy of residents and staff. Prospects and their families have new criteria and evolving priorities when selecting a community.

These new realities are forcing senior living leaders and staff to be more flexible and proactive. Communities that embrace three core principles will create a welcoming environment for existing residents while making themselves more attractive to potential move-ins: inclusion, accessibility and engagement.

How can community leaders build this foundation of inclusion, accessibility and engagement amid new senior living challenges? Every community is different, but a common thread ties together the most successful communities: purposeful technology.



**Purposeful technology** actively addresses the needs of residents and staff when introduced into your senior living community.

**Eversound fills this role by promoting inclusion, accessibility and engagement.**



Eversound helps every department in your community promote inclusion, accessibility and engagement.

### **Sales/Marketing teams**

#### **use Eversound to:**

- Power up their **prospect tours**
- Enhance connections during **family visits**
- Empower resident ambassadors for **brand building**

### **Memory/Clinical Care**

#### **use Eversound to:**

- Enhance communication during **PT & OT sessions**
- Conduct more immersive **remembrance therapy sessions**
- Discover new possibilities for **memory care programming**

### **Activities/Life Enrichment**

#### **use Eversound to:**

- Increase engagement and attendance during **group activities**
- Use our members portal to **fill their activity calendar**
- Inspire more engaging **resident outing events**

...and it doesn't stop there! Communities are using Eversound for **resident council meetings, devotionals and more!**

# Eversound: purposeful technology for senior living

Eversound's wireless headphone system amplifies sound and enhances communication, helping communities mitigate the risks of untreated hearing loss, reduce the risk of falls, decrease the likelihood of dementia and increase revenue. It's a purposeful, budget-friendly addition to every senior living community.

Community executive directors can invest in Eversound, know it's a tool with multiple uses for every department.

The wireless headphone system can be used in large group activities, family visits, clinical appointments, prospect tours, one-on-one therapy sessions, resident council meetings, devotionals and everything in between.

The Eversound headphone system's broadcast range (300 feet from the transmitter) helps enhance communication and comprehension while affording flexibility for outdoor programming and broadcasting between wings of buildings – without the need for WiFi or cellular service.



# how senior living's preferred hearing solution drives results for your community

Prospective residents and their families have more expectations than ever before. Community-wide WiFi and touch-screen TVs are now the expectation, not a luxury.

It's easy to invest in technology. The challenge is identifying purposeful technology – the products and resources that actually improve life in your community, rather than ending up on the shelf after they're introduced.

Community leaders that integrate purposeful technology into the routines of residents and staff will be better positioned for 2023 and beyond.

Eversound is committed to helping more communities do the same.



## 83%

of senior living workers say technology amenities drive occupancy.<sup>[1]</sup>





Eversound can help drive 2 new move-ins per community each year. [2]

Eversound checks the boxes of purposeful technology. It helps residents get the most out of the resources you're providing. Best of all, it's easy to prove the ROI of Eversound's system:

A few extra move-ins each year could mean the world to your community: a more lively social dynamic, increased budgets, improved NOI, staff bonuses, etc. That's the power of a purposeful technology system like Eversound!

One of the best parts of Eversound is its versatility. Staff buy-in won't be an issue, because everyone can use Eversound to make their lives easier.

Let's examine how Eversound can promote inclusion, accessibility and engagement within three major parts of your community – sales/marketing, memory care/clinical support and activities/life enrichment.



“Talk about an ‘A-HA!’ moment with Eversound! We recently had a tour where the Marketing Director had to use raised voices to communicate. Quickly, another team member grabbed our Eversound headphone system for the touring prospect to use. It immediately changed the vibe and trajectory of the tour! Definitely contributed to getting a deposit.”

– Kristen Barnes, Director of Activities, Oakmont Senior Living [3]

[Book an appointment](#)

**with an Eversound Resident Impact Advisor to learn more about our wireless headphone system.**

## what's keeping sales & marketing directors up at night?

- ✓ **maintaining occupancy rates:**  
Occupancy rates are 6.4% lower than pre-pandemic levels, and may not return to pre-COVID levels before 2024. <sup>[4]</sup>
- ✓ **converting valuable leads and prospects:**  
The average senior living lead costs \$431 and only about 30% of leads convert. <sup>[5]</sup>
- ✓ **building and amplifying your brand:**  
Consider that 60% of people searching for a senior living community have no knowledge of their local options before starting their customer journey. <sup>[6]</sup>

# sales & marketing directors

Sales and marketing professionals often inform a prospective resident's first impression of your community. They have the first opportunity to show how your community is promoting inclusion, accessibility and engagement.

Every sales/marketing director is asking themselves the same question:

“How can I differentiate my community?”

Once a prospect arrives, your community should hopefully sell itself. Sales and marketing professionals are tasked with creating those opportunities and showcasing what sets your community apart.



# how sales/marketing directors can use Eversound

Purposeful technology serves a two-fold purpose for sales and marketing staff. First, it differentiates your community by showing your emphasis on engagement, inclusion and accessibility. Secondly, it can help with day-to-day activities like prospect tours, family visits and brand-building.

Let's put Eversound to use in your community's quest for low occupancy and high conversion rates:



## Power up your prospect tours

Scheduling a prospect tour with a potential new resident and their caregivers is a great achievement. It means the sales and marketing director has aced their first assignment: generating excitement for your community's amenities, programs and care options.

The prospect has done their research, compared options, and your community has made it to the final test. All that's left is a guided walkthrough for the prospective new resident to experience the community with their own eyes.

Especially if they experience hearing loss, a prospect might have trouble hearing your sales and marketing staff. Perhaps your tour is scheduled during a busy activity or meal time, when there are plenty of distractions.

Senior living leads are expensive and difficult to convert. Using Eversound's headphones and transmitters ensures that nothing gets lost in translation during the all-important community visit. The sales/marketing director, prospects and family members can use Eversound as they walk through the community – with no worries about WiFi connection.



## Enhance connections during family visits

As you know, the sales process doesn't end when a resident moves into your community. It's essential to keep residents happy and healthy to avoid controllable move-outs. Additionally, adult children and other decision-makers will constantly be evaluating your community, especially during visits.

What better way to show off your community's purposeful tech than using Eversound during these visits? Residents will feel more engaged in their conversations. Loved ones won't have to worry about speaking loudly or repeating themselves. Both parties can enjoy their visit while walking around the community or exploring your outdoor amenities.

It's part of what makes Eversound a comprehensive solution; it serves multiple purposes for residents, families and staff alike.



## Empower your resident ambassadors for brand building

Perhaps you've got a booth at a conference, or an outreach event at a community center. Bring Eversound with you! You can show it off to prospective residents and their families as an example of purposeful technology.

If you're joined by a few of your community's resident ambassadors, they can show community members how they use the Eversound system on a daily basis. This helps prospects and their families envision their loved ones doing the same.

# community success stories with Eversound: sales/marketing

Sales and marketing represent a prospect's first impression of your community. Nailing that initial interaction is essential, and innovative communities are using Eversound to get the job done.

As senior living's preferred hearing solution, Eversound helps communities cut through the noise. Let's take a look at a couple of communities using our wireless headphone system to achieve sales and marketing results:

## Vitality Living: Powering up sales/marketing metrics

Vitality Living operates 28 senior living communities across 10 states in the southern United States. The company teamed with Eversound to test the efficacy of the wireless headphone system.

Vitality incorporated Eversound into seven of their communities, training key sales and marketing staff on how to show off Eversound during prospect tours. At the conclusion of a three-month test, data was collected from Vitality Living's customer relationship management (CRM) system to compare key sales metrics from the seven community test group against the other 21 Vitality Living communities that did not have Eversound during the same period.

## Brightview Senior Living: Enhancing the tour experience

Brightview provides a great example of Eversound's ability to impact multiple departments within your community.

The company, which owns and operates 35 senior living communities in the Northeast, initially implemented Eversound to increase engagement during activity time. After a short time, the Brightview team identified an opportunity to use Eversound during prospect tours, effectively extending the engaging, inclusive Eversound experience to potential new residents.

The results show Eversound's ability to wow prospects and their caregivers during tours:

Eversound resulted in a:

**34%**  
increase in move-ins

**25%**  
increase in  
tour-to-sale ratio

**32%**  
increase in  
tour-to-move-in ratio <sup>[2]</sup>



“We had a prospective resident come in for a tour and it quickly became clear that even with hearing aids, it was not going to work without Eversound . . . [With Eversound,] he was able to participate in the tour. He was calmer and less anxious about being here.”

– Rosie Sampson, Community Sales Director, Brightview Senior Living <sup>[7]</sup>



## what's keeping memory/clinical care specialists up at night?

### ✓ **increased demand for memory care:**

Seven million Americans aged 65 or older had dementia in 2020, and that number could rise to nine million by 2030, according to data from the Population Reference Bureau. That's nearly a 30% increase over the course of a single decade.<sup>[8]</sup>

### ✓ **resident hearing loss:**

A study from the Journal of the American Medical Association reveals that hearing loss leads to a: 5x increased risk of dementia, 3x increased risk of falls and 2x increased risk of depression.<sup>[9]</sup>

### ✓ **staff burnout:**

80% of senior housing workers believe there is a critical level of burnout in the profession.<sup>[10]</sup>

# memory/ clinical care specialists

Memory and clinical care professionals in senior living communities need solutions that help them maximize the potential of their programs. At the same time, community leaders need to balance budgets and the needs of their staff.



# how memory & clinical care specialists can use Eversound

Your community is built for your residents' unique and diverse needs. Clear communication is important, whether you're offering memory care for residents with dementia or conducting physical therapy for a resident that experienced a fall. Every specialist is searching for purposeful technology that makes their appointments and sessions more enjoyable, helpful and therapeutic for their residents.

No matter your area of expertise, Eversound is useful for care specialists:



## Enhance communication during PT & OT sessions

The Eversound system serves as part of a comprehensive treatment and rehabilitation strategy in physical therapy and occupational therapy. Eversound can help residents understand their long-term goals for recovery and generate more impactful results.

Using wireless headphones and transmitters, residents can enjoy clearer communication and better, more engaging conversations with their therapists. Residents will feel more confident because they understand treatment plans better, and therapists won't have to repeat themselves as often. Additionally, because Eversound offers flexibility for movement, residents can continue communicating during physical movements like stretching.



## Conduct more immersive reminiscence therapy sessions

Reminiscence therapy involves using the senses to help residents with dementia better recall memories and people from the past. Two common types of reminiscence therapy are visual (photos, pictures, videos) and aural (music and other audio). Both make for great fits with Eversound.

When residents are using Eversound, they'll be more able to immerse themselves in the audio or visual content fully. Whether you're playing a song from the past or showing a video of loved ones, the experience will be crystal clear.

Senses are incredibly important for reminiscence therapy, and Eversound's ability to enhance comprehension and listening will help you maximize your session's impact.



## Discover new possibilities for memory care programming

Many of the activities in the Eversound members portal are designed for use with dementia and memory care. This tailored programming includes videos and music playlists, making it easier to plan activities.

Memory-care-specific programming is tagged as "Rekindle" programming, a more subtle way to identify its utility in reminiscence therapy. Residents won't feel offended or uncomfortable, as the activities aren't directly flagged as "dementia" or "memory care" related on the members' portal screen.

The "Popular Right Now" tab in the featured monthly activities section will highlight the most used memory care-specific activities each month.

# community success stories with Eversound: memory/clinical care specialists

Memory and clinical care aren't easy. Communities are finding ways to innovate, and Eversound is providing a helping hand.

Let's see Eversound at work in two care settings:

## **Silverado Memory Care: Increasing engagement, focus and socialization**

Find something that works and double down. That's the strategy for Silverado Memory Care, a national leader in senior care and dementia with 36 memory care communities across the U.S. Silverado specializes in developing and perfecting new treatments and care techniques to provide the highest quality of care.

Eversound and Silverado started a collaborative partnership, with the goal of improving resident engagement through technology.<sup>[1]</sup>

Silverado began a trial, using Eversound in a small number of their communities. Eversound's listening systems were incorporated

into activities such as one-on-one therapy sessions, yoga, exercise, music, dance, games and audiobook readings.

The results were encouraging. Silverado was pleased to discover that Eversound helped improve residents' ability to hear, calmed residents with cognitive and sensory impairment, and increased focus, participation, and socialization.

Two months after the trial, Silverado began incorporating Eversound in all 36 of their communities across the country.

**Eversound has been a homerun. We've seen it make a real difference for a number of our people,"**

**– Loren Shook,  
CEO, Silverado Memory Care**

## **Bridges by Epoch: Connecting residents with caregivers**

One purposeful technology system is a great start. Pairing a system like Eversound with additional helpful tech is sure to deliver even greater results.

Bridges by Epoch, which operates 11 communities in the Northeast, found a way to incorporate Eversound with another purposeful technology product – the iN2L touch screen engagement system, an interactive touch-screen engagement system for seniors.<sup>[2]</sup>

When face-to-face communication was put on hold during the pandemic, the Eversound-iN2L combo was impactful – especially for residents with dementia. The Bridges communities offer sessions known as "Memory Care Cafés," which include interactive programs that remotely connect residents with their caregivers. Bridges staff use the Eversound wireless listening system alongside iN2L tablets to make remote sessions more impactful and immersive. Over 70 individuals participated in each session.

**"The Memory Care Cafés absolutely help our relationships and connections with potential family members. We will never come off the virtual platform and the use of Eversound and iN2L"**

**– Alicia Seaver, VP of Memory Care**

## what's keeping life enrichment & activity directors up at night?

- ✔ **activity attendance & engagement:**  
Just 48% of senior living leaders believe their community excels at resident engagement. <sup>[14]</sup>
- ✔ **risk of resident loneliness:**  
Social isolation is associated with an estimated \$6.7 billion in additional Medicare spending each year. <sup>[15]</sup>
- ✔ **easily distracted residents:**  
Distracted behavior could signal larger problems such as cognitive decline, depression and increased risk of Alzhiemers'. <sup>[16]</sup>

# life enrichment & activity directors

Activity, engagement and enrichment professionals have a profound effect on their senior living communities. They're responsible for enabling residents to pursue their passions and socialize with their peers. This rewarding role involves planning a mix of events that will stimulate residents on a variety of levels: mentally, intellectually, emotionally and physically. Activities make every new day exciting and fresh.

As any engagement professional understands, activity programs are more than just a way to pass the time. Activities like playing games, working on crafts, using a computer and socializing with other residents can reduce the risk of mild cognitive impairment by up to 30% for adults 70 and over, according to Reuters. <sup>[13]</sup>

However, keeping residents engaged with inclusive activities that are accessible to everyone isn't easy.



# how life enrichment & activity directors can use Eversound

Life enrichment and activity professionals will set the tone for their community's social and educational culture. If you fill one of these vital roles, you'll bring your passion and energy to each activity, resident council meeting and field trip that you plan and execute.

You've got a full plate and a limited budget, so you need technology that helps address some of your biggest challenges. Eversound's wireless headphone system enhances two-way communication, comprehension and flexibility, making it a welcome addition to your set of tools:

Here's how you can incorporate our budget-friendly system into your daily routine:

## Increase engagement and attendance during group activities

The Eversound system's headphones and transmitters help activity directors get the most out of their programming. Eversound connects up to 120 wireless headphones at distances up to 300 feet – without the use of Wi-Fi or Cellular–

For large group activities, the group transmitter features dual audio inputs, meaning you can have voice input from a microphone, while simultaneously having audio input from a television, iPad, phone, or other devices. It's great to use when you have a larger group activity where you would like music or video to be playing while residents are being led through an activity by staff or a guest performer

For smaller group activities, our microphone transmitter acts as the microphone and picks up the voices in close proximity to the transmitter. It allows for a hands-free way to facilitate group conversations, where everyone's voice can be heard while distracting background noise is reduced by wearing our headphones.

Eversound allows residents to hear and speak more clearly, whether you're hosting a guest speaker, workout class, bingo game, book club or movie night.

## Use our members portal to fill your activity calendar

When you partner with Eversound, you'll get more than just our wireless headphone system. We're committed to being a true partner, which is why we offer our free members portal to existing customers.

The members portal features hundreds of elevated programs, instantly available to your team, including:

- Monthly calendars filled with activities
- 100+ on demand videos
- Grab & go guided programs
- 100+ turn-key program print-outs
- Interactive games

Activity directors can access content in a variety of formats: PDFs and printouts, videos, games and more. To cater to the interests of everyone in your community, you'll find a refreshing mix of engagement, entertainment and education that spans everything from games to fitness to science.



Not an Eversound customer yet? Our free Ultimate Activity Guide has 100s of senior activity ideas and makes a great addition to every resident engagement expert's toolkit.

[Download the free guide!](#)

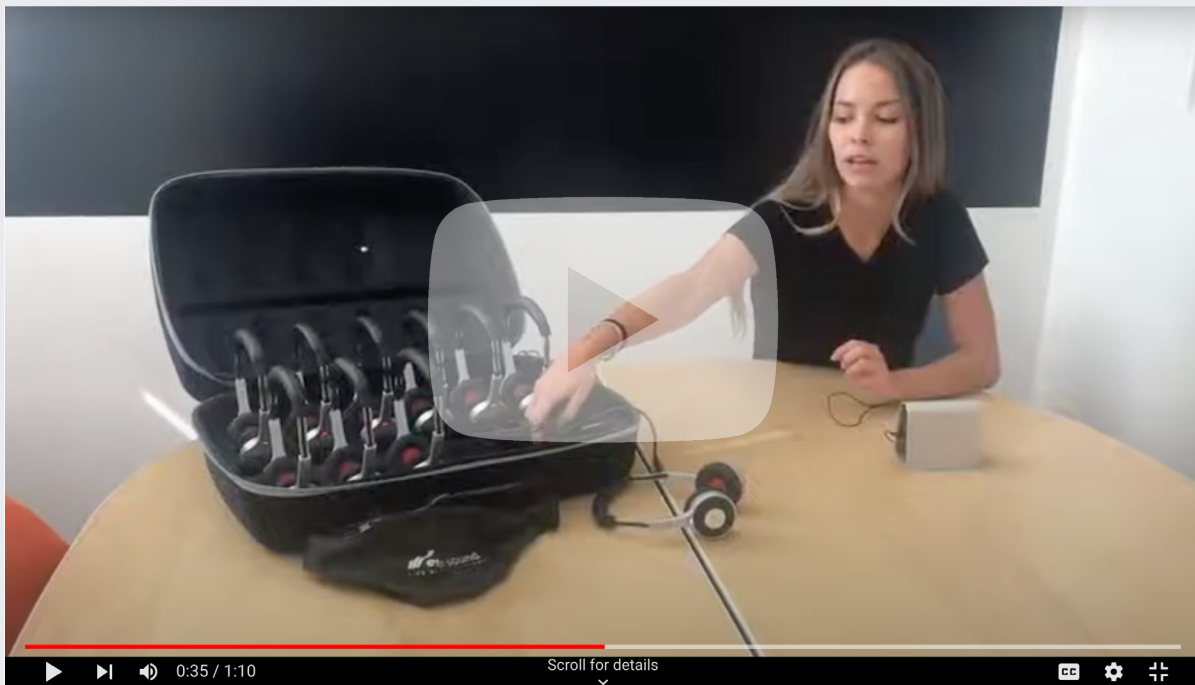
## Inspire more engaging resident outing events

It's hard to ignore the benefits of a trip outside your community. This valuable time away from normal routines helps your residents remain independent, and gives them a chance to improve their mood and mental health.

Whether it's a trip to the mall, a bus tour, movie night, or town hall meeting, Eversound can break down communication barriers both within your community and on the go. Using our group transmitter, activity leaders can act as tour guides through your excursion – from the bus to the attraction and back. Because the system has a range of nearly 300 feet (without needing WiFi or Cellular service), residents can explore on their own while remaining engaged.



**Want a quick guide of how to use Eversound during resident outings?  
Check out our one-minute video!**



## community success stories with Eversound: activities/life enrichment

Many communities across the country are facing low activity attendance, easily distracted residents and tight budgets. Luckily, over a thousand innovative communities have found ways to address these challenges head-on – with Eversound as a key part of their strategy.

Let's meet a pair of activity departments that are having engagement success with Eversound:

### **The Arbor Company: Boosting resident participation and confidence**

Sometimes, a small addition to great programming can make a huge impact.

The Arbor Company operates 43 communities across 11 states: a large network with diverse preferences and circumstances. Eversound became an essential part of the company's resident engagement plan because of its multi-use utility and widespread appeal. <sup>[17]</sup>

The Arbor Company's activity teams used the Eversound listening system during guided walking clubs, scenic bike rides, book clubs, religious services and games like "Who Wants to Be A Millionaire."

Because Eversound enhances communication, staff noticed a more focused census that could more readily engage in activities. Staff particularly recognized the system's effect on introverted or shy residents that otherwise may have skipped events or appeared disengaged.

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“[Some residents] want to sit on the outskirts and enjoy the activity, but they don't wanna be in the middle of everything. Eversound is really great because we can allow them to sit where they're comfortable and still hear everything that's going on and be a part of the activity, but not be right in the middle of it.”

– Kris Frankel, VP of Engagement, The Arbor Company

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## Retirement Unlimited: Improving resident concentration for learning opportunities

We're all lifelong learners – so why shouldn't senior living residents get the opportunity to join their own University?

That's the guiding principle of RUI University, a program offered by Retirement Unlimited, which operates 19 communities across Virginia and Florida. The RUI University program offers a wide variety of courses – from music history to international cooking – for Retirement Unlimited's 1,700+ independent living and assisted living residents.

One of the core programs of RUI University is the Auditory Learning Lab, which incorporates educational audio as part of lesson plans. Eversound became a natural addition to the auditory component of these lessons.[18] The wireless headphone system drowns out background noise, increasing residents' ability to focus on the experience.

This additional concentration allowed residents to get more out of each lesson. Even better, more residents were empowered to lead their own learning labs through the RUI Fellows program. That's a perfect example of the domino effect of engagement: residents spreading and teaching their passions to others.

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“The residents absolutely love listening to their peers. They give their full attention. It's really cool to see how supportive they are of each other.”

– Mary-Kate Ransford, Academic Administrator, RUI University

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**Want to speak with an Eversound Resident Impact Advisor?**

**Book an appointment**

**to learn more about our wireless headphone system.**





## Eversound pays for itself:

one net new rental will easily cover the **\$260/mo average cost** for the basic Eversound package. Executive directors can rest assured that they're making a sound investment.



## try using Eversound in your next resident council meeting or devotional.

Eversound's microphone transmitter allows for clear two-way communication during important community-wide events.



# Eversound in your community

Inspired by these community success stories? Ready to inject purposeful technology into the daily routines of your staff and residents?

Your community has the essentials: a motivated staff, excellent amenities and residents that make it all worthwhile. Let Eversound be an extra boost to your existing infrastructure; think of our wireless headphone system as an espresso shot for your community's inclusion, accessibility and engagement!

If you're an executive director, you need to be efficient with your community's budget. We know budgets are tight. Eversound is an affordable, comprehensive product with proven ROI for every essential department in your community.

Eversound's wireless headphone system amplifies sound and enhances communication, helping communities mitigate the risks of untreated hearing loss, reduce the risk of falls, decrease the likelihood of dementia and increase revenue with more engaging tours.

There's no need for WiFi or cellular service when using Eversound. Eversound's broadcast range — 300 feet from the transmitter — affords residents the flexibility to listen to activities from their room, from outside, or while taking a walk around the community. Activities become more accessible, and care sessions become more impactful.

# what you get from Eversound

Eversound offers three different package options for our wireless headphone systems:

## activity

Best For: Small or large group activities

## activity & sales (most popular)

Best For: group activities, prospect tours, 1:1 communications

## community

Support all needs across your community

Eversound's resident impact advisors can help you identify the best package option for your community.



Each of these packages contains wireless headphones, a charging station, and at least one transmitter. Depending on the selected package, a community will receive either a microphone transmitter, group transmitter, or both. The transmitter is responsible for inputting audio into the wireless headphones over long distances without the need for Wi-Fi or cellular service.

The microphone transmitter is included in the activity & sales and community packages. It's also available as an a la carte product for those who do not have it included in their activity package, or those who would like to have additional microphone transmitters for use in simultaneous small-group activities. If you choose to purchase it as an add-on, you will be able to use it with head-phones from your existing headphone set.

If your community is equipped with both the group transmitter and the microphone transmitter, then we can guarantee you'll get the best Eversound experience.





## The Eversound Members Portal: An Activity Director's Best Friend

Every Eversound customer also receives free access to the Eversound members portal, an online database with 100s of activities so that you can fill up your activity calendar with ease.

The portal includes ready-to-use activities and curated monthly activity calendars to help take the stress of planning off your shoulders. The portal is a highly valuable time-saving tool, reducing stress by helping to more readily plan out activities in less time.

### The Eversound Members Portal includes

- Monthly calendars filled with activities**
- 100+ on demand videos**
- Grab & go guided programs**
- 100+ turn-key program print-outs**
- Interactive games**
- Accompanying discussion questions**

Eversound's wireless headphone system increases communication during activity time; let the Members Portal provide inspiration for your activity calendar.

## Boost Your Inclusion, Accessibility and Engagement Today

Senior living is changing, and the best communities will continue to adapt. Purposeful technology should be a major part of every community's strategy in 2023 and beyond.

Executive directors need tools that empower every department in their communities. Your staff will always be your most valued resource — so give them the tools they need to continue fostering a great environment for current and future residents.



**Want to join our network of Eversound success stories?**

**Get in touch today!**

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