



# Smart, Connected, And In Demand

WHY TECHNOLOGY IS THE NEW SENIOR LIVING SELLING POINT



# TABLE OF CONTENTS

3 Introduction



4 Tech to Impress



7 Tech That Sells



8 Tech on Tour



10 Tech Disconnect



14 Conclusion





Grandma and her devotion to the wall-mounted rotary phone. Grandpa watching the ballgame on a floor-cabinet television the size of a circus trunk.

While amusing, these stereotypes actually bear little resemblance to reality in 2026. In fact, [66 percent of Americans aged 50 and up](#) said technology enriches their lives by making daily life – and even aging itself – easier.

The tired notion that older adults are out of touch with or not interested in technology just doesn't hold water anymore.

These days, tech-savvy older adults are prioritizing technology as a key attribute of the senior living communities they're considering. And so are the adult children helping them make those decisions. That means communities need to be ready with the kind of senior living technology that residents and their families want – and the message that sells it.

In this piece, we'll take an in-depth look at what that means, touching on topics like...

- What kind of senior living technology your community needs to keep up with – and stand out from – the competition.
- How to market your tech to prospective residents and their families.
- How to boost tour conversions by using technology to personalize the experience.
- How to avoid communication pitfalls and get the message right.

If you think senior living technology is just a “nice to have,” think again. These days, being a well-connected community just might be your key selling point.

# GIVE OLDER ADULTS & THEIR FAMILIES WHAT THEY WANT

Technology today plays an integral role in the lives of both older adults and their families.



As baby boomers age into the target demographic for senior living, for instance, they're bringing with them expectations that the previous generation didn't have. They're comfortable with and reliant on their smart phones, and they enjoy the personalized, on-demand convenience of common apps like Uber and Netflix.

The grown children of these older adults, meanwhile, are in many cases millennials. That means they grew up with tech in every aspect of their lives, and they expect it to play a significant role in everything – including the senior living experiences they'll be considering and helping to make decisions about.

As these groups work together to consider their options, they're generally looking for senior living technology solutions that will...



Make Their Lives Easier & More Convenient



Give Them Personalized Options



Keep Residents Connected With Friends & Family



Help Residents Feel Like An Integral Part Of Community Life

# 5 TOOLS THAT CAN CHECK THE BOXES

## TOOL ONE: A ROBUST RESIDENT PORTAL



### Why it Matters:

With access on their phone, computer, or tablet, a good portal can help older adults feel more connected and empowered by giving them convenient access to a wide array of information and features such as:

- Activity calendars.
- Food orders.
- Event registrations.
- Communication with family and friends.
- Finding fellow residents with similar interests.
- Organizing group meet-ups.

### In Practice:

A good resident portal is about much more than just convenience. By enabling communication and socialization, it can be a key tool in helping stave off the loneliness that afflicts so many older adults.

## TOOL TWO: AI-ENABLED CAPABILITIES & FEATURES



### Why it Matters:

As AI adoption in senior living continues to grow, an AI-driven platform like Smart Aging™, which harnesses the power of AI to deliver a thoughtfully personalized aging experience, can help...

- Enhance resident engagement with personalized activity recommendations and wellness reports.
- Boost socialization by introducing and pairing like-minded residents with shared interests.
- Improve the overall quality of care.

### In Practice:

AI-powered senior living technology promises a new level of personalization. It can help communities spot trends in their data to identify areas of high interest, get ideas for how to capitalize on positive feedback or improve areas garnering negative comments, and generate suggestions for activities based on information from resident profiles.

---

### TOOL THREE: A CONVENIENT FAMILY APP



#### Why it Matters:

Family members are able to stay in the loop with a central point of communication. The family app helps ensure transparency and increases overall satisfaction thanks to features such as...

- Family and community announcements.
- Activity calendar and attendance information.
- Family messaging.
- Document-signing capabilities.
- Feedback forms.

#### In Practice:

A positive experience with your senior living technology won't just help families as they decide whether to move their loved ones to your community. It might also turn them into champions for your community in their own circles and on social media. That's the kind of organic marketing that money can't buy.

---

### TOOL FOUR: SMART HOME DEVICES



#### Why it Matters:

Voice-activated smart home devices like Amazon Alexa can help make residents' lives easier and more independent by allowing them to do things like...

- Adjust room conditions, including lights, temperature, and music.
- Call for staff help.
- Check the weather.
- Hear the dining menu.
- Search the directory.
- Submit work orders.

#### In Practice:

"Of our top two voice assistant users, one is very low vision and the other is blind. I am so grateful they are using these tools to stay connected with our community."  
– Kandy Goughnour, Director of Life Enrichment, Westminster Village

---

### TOOL FIVE: WEARABLES & CONNECTED FITNESS MACHINES



#### Why it Matters:

These types of smart devices not only encourage residents to engage in regular physical activity, they also help them chart their progress with easy access to...

- Personalized health information.
- Personalized activity goals and statistics.

#### In Practice:

With the common mobility challenges older adults often face, keeping residents active – at a level that makes sense for their individual needs and abilities – is a top focus for most senior living communities. Personalized data is a great way to keep track of how you're doing. marketing that money can't buy.

If you already offer all or some of these five tools – or are considering rolling them out – that's a great first step. Now, it's time to show prospective residents and their families just how important this kind of senior living technology can be to building and maintaining their quality of life in your community.

# HIT THESE KEY MARKETING TOUCHPOINTS

As older adults come in with higher expectations than ever surrounding technology, a strong tech offering can and should be a key selling point for your community. That's why your tech prowess should figure prominently into all of your key marketing and outreach efforts. A few ideas to consider:



## MARKETING MATERIALS



Marketing materials – both print and online – can highlight technology to showcase the community's features (and their benefits to residents and families) wherever appropriate. In fact, some marketing efforts can pull double duty by both delivering the message and demonstrating your tech posture.

Go Icon's Communication 360 tool, for example, makes it easy to get the right information to the right people at the right time, allowing you to create and send messages to residents and families by phone, text, or email. So a message you might be sending to tout a new tech offering will simultaneously deliver that message via a convenient tech-enabled communication system.

## SOCIAL MEDIA



Social media profiles and platforms are great places to share everything from [Google reviews](#) to resident testimonials to videos of your community's tech in action. When prospective residents and their families see how integral senior living technology is to your community – and the positive impacts it's having – they're sure to want to learn more.

## IN-PERSONA & ONLINE TOURS



In-person and online tours can include hands-on demonstrations showing the day-to-day uses of technology throughout your community. For example, a dedicated prospect app can not only give visitors a view into the community, but also help prospective residents and their families get more comfortable with your tech before they even move in.

In other words, your dedication to senior living technology should be woven into every message aimed at prospective residents and their families. Anyone considering your community should know that these life-enhancing innovations are and will continue to be a focal point for residents and staff.

# BOOST CONVERSION WITH A TECH-FORWARD TOUR EXPERIENCE



There's no better way to showcase your community's dedication to technology than to put your best tech foot forward during visitor tours. Doing so lets you not only highlight the technology offerings throughout your community, but also enhance the tour experience itself – and boost potential conversions in the process.

From the moment they step into your community, prospective residents and their families will understand the key role senior living technology will play in their lives there. They'll also get a taste of how warm and welcoming tech-powered personalization can make them feel. Consider adding the following high-impact touches to your tours.

# HIGH IMPACT TOUCHES



## DIGITAL DISPLAYS



Digital signage with a tailored welcome message. Try to include the names of the families joining you for the tour, or maybe even a photo of the prospective resident if you have it. Nothing will help put families at ease faster than feeling like their visit is something special.



## VISITOR MANAGEMENT TECHNOLOGY



Visitor management technology can help ensure a seamless check-in process. Not only will this help get your tour off on the right foot, it will also provide a great early example of how much your community prioritizes simplicity and convenience.



## AI-ENABLED FRIEND MATCHING



AI-assisted friend-matching to introduce tour participants to residents with similar interests and backgrounds. This will give prospective residents an early sense of belonging, and help them start forming connections right from the start.

The goal here is to not just talk the talk on tech, but to walk the walk. Instead of just hearing about the great technology your community offers, visitors will be directly benefiting from it the moment they step foot on your campus. That kind of first impression can be a lasting one.

# AVOID THE MESSAGING PITFALLS

Given the many potential benefits of technology for older adults, it's absolutely worth showcasing your community's features and offerings. But it's worth noting that marketing your tech is similar to marketing the rest of your community: it demands keen emotional intelligence.

That means the goal is to not only understand what potential residents and their families are feeling, but also empathize with their needs and aspirations. This is how you create a meaningful connection, regardless of the tech involved.

One mistake to avoid: over-indexing on tech at the expense of everything else you have to offer. Yes, technology will make residents' lives better. But nobody wants the senior living equivalent of a pre-recorded phone tree in place of human care. As you craft your tech messaging consider the following:

- Even though more older adults are excited about technology these days, not all prospective residents are at the same level of comfort or sophistication. An overemphasis on tech may turn some of them off.
- Even tech-forward residents and families may resist any indication that your community is trying to “automate” the senior living experience. This is still a sector where high touch and humanity will always matter most.
- Particularly when it comes to AI, trust can be a concern among older adults. For example, when it comes to health information, 74 percent of adults over age 50 would have very little or no trust in such information if it were generated by AI.

Given these concerns, it's important to emphasize the human aspect of your senior living technology as much as possible. Following are some great ways to do just that.



# POSITIONING TECH AS JUST A COMPONENT OR ENABLER OF YOUR RESIDENT EXPERIENCE



People tend to connect better with stories – particularly those that appeal to their emotions – than with cold, straightforward facts. So while there’s a certain appeal in the whiz-bang nuts-and-bolts capabilities of a great tech offering or feature, most prospective residents and their families are going to be most interested in how that tech will make their lives better.

You’re not using technology to define the experience of living in your community, but rather to enhance it. Even prospective residents and families who are comfortable with and excited about your senior living technology will want to know that it’s not the only thing your community has going for it.

The goal should be to show how you’ve woven technology into what was already a great resident experience. And an effective way to get that message across is through the power of storytelling.



A storytelling approach gives equal time to the emotional benefits of senior living technology, showing how it can help impact things like safety, happiness, and overall quality of life. Testimonials, in particular, can be a powerful way to convey the emotional component of senior living technology, helping to humanize and contextualize all of the great tools and features available in your community.



## KEEP YOUR STAFF – AND THE HUMAN CONNECTIONS THEY BUILD – FRONT AND CENTER

Technology may touch a lot of what happens in a senior living community, but the human interactions between residents and staff will always be the foundational element. That's why it's important for prospective residents and their families to understand how senior living technology encourages more resident-staff connection, not less.

For example, smart home devices and AI-generated activity recommendations may put certain tasks that were once handled by staff back into the hands of residents. But when freed from those types of rote, time-consuming tasks, those staff members can instead focus on more meaningful interactions with residents.

Now instead of having to check in on things like menu questions or temperature change requests from dozens of rooms, for example, a staff member can spend time having a conversation with a resident about a current event or the day's activities. In other words, automation makes possible the kind of quality time that's worth highlighting to prospective residents.

## LEAN ON RESIDENT TECH COMMITTEES TO HELP CHAMPION NEW TECH AND BUILD TRUST

People tend to more readily accept technology when they feel empowered in its implementation and use, rather than simply feeling subjected to it.

A resident tech committee can help foster this kind of empowerment by tailoring your senior living technology to the unique needs, preferences, and interests of your community's population. This kind of involvement helps build trust and encourages adoption, particularly when it comes to newer innovations like AI.



The committee can also play a key role in helping residents build their tech proficiency, which can boost their confidence and independence. When residents feel they have the skills and familiarity to try new things, the community as a whole is more likely to be a tech-savvy and engaged environment.

Spotlighting your thriving resident tech committee for prospective residents and their families not only demonstrates your community's dedication to senior living technology, it also highlights your focus on making sure residents feel comfortable with and empowered by that tech.

# SHOW THE WORLD HOW YOUR COMMUNITY USES TECHNOLOGY TO ENHANCE THE SENIOR LIVING EXPERIENCE

Today's older adults are unlike any generation before them when it comes to technology. They appreciate innovations that help make their lives easier, safer, and more engaging – and they want to live in a community that can deliver that type of senior living technology.

That's why a solid tech offering that helps personalize and enhance the senior living experience can be one of your community's top selling points. But finding the right way to tell the story – by striking a balance between technology and human touch, and by appealing to both prospective residents and their families – is crucial.

Is your community ready to get that message out to the world? We can deliver the senior living technology you need and help you share it with prospective residents and their families. [Get in touch today.](#)

## READY TO TAKE YOUR SALES & MARKETING TO THE NEXT LEVEL?

### Check Out The Go Icon Sales & Marketing Playbook



Download our latest marketing playbook now to unlock smarter, data-driven strategies and elevate your senior living marketing with Go Icon.

[Download the eBook >](#)



### See Go Icon in Action With a Custom Consultation



Schedule a demo today to see how Go Icon can transform your marketing with smarter insights, personalized engagement, and measurable results.

[Book Your Consultation >](#)

