



Case Study

Aldersgate Retirement
Community

Aldersgate

A United Methodist Continuing Care
Retirement Community

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Laurin Trigg,
Activity Director

Aldersgate Switches to TV+, Finds it “Seamless”

Aldersgate Retirement Community, a non-profit senior living facility in Charlotte, NC, recently replaced another in-house television provider with Touchtown TV+. Joseph Snyder, President and CEO of this 500 resident community, pioneered the change.

“I had heard of about 30 other communities who had made the switch to Touchtown,” Snyder said. “I talked to several peers who told me TV+ was a more innovative and complete program and that the support was much better,” he said.

Both Snyder and Laurin Trigg, an Activity Director at Aldersgate, are happy with their decision to purchase Touchtown TV+. “The whole system is seamless and easy to implement,” Snyder said. “Touchtown is a lot more complete and comprehensive than our previous provider,” said Trigg.

Aldersgate has successfully integrated the digital video feature into their everyday TV+ programming. Each week, Snyder records “A Message From the President,” which is shown four times a day on the residents’ televisions. Aldersgate also shows morning and afternoon stretch programs. Different departments and managers create videos to relay important information to residents.

“The digital videos target residents who don’t usually leave their rooms. It keeps them connected and gets them moving,” Trigg said. “Our residents are always talking about the digital videos. Residents love Touchtown!” Snyder said.

Trigg is particularly pleased with Touchtown’s Customer Care team. “Touchtown has wonderful support! I had to be talked through some things early on, and they were always available to help me,” she said. Trigg is also glad to have the calendar feature. “I’m so happy to be able to publish and print my own calendars! I could never do it before!”

Snyder sees two layers of benefits for his community. “Residents love the personal, face-to-face communication that TV+ provides,” he said. “For staff, Touchtown is the new, central way to communicate without writing memos. It’s replacing paper communications with face-to-face communications.” ■