



# News You Can Use From the Touchtown Community



## Welcome New Touchtown Communities

**Ingleside at Rock Creek**  
Washington, DC  
Touchtown TV+

**Spring Mill Senior Living**  
Phoenixville, PA  
Touchtown TV+

**Meadow Lakes**  
East Windsor, NJ  
Touchtown TV+  
and Digital Signage

**Friendship Village of South Hills**  
Upper St. Clair, PA  
Touchtown TV+

**Wesley Retirement Services**  
Johnston, IA  
Touchtown TV+ and Web Portal

**Valencia Terrace**  
Corona, CA  
Touchtown TV+

**Maple Knoll Village**  
Cincinnati, OH  
Touchtown TV+

**Crestwood Manor**  
Whiting, NJ  
Touchtown TV+

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## Aldersgate Switches to Touchtown, Finds it “Seamless”

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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.

## Country Meadows Finds Better Way to Keep Residents Informed, Active and Engaged

Country Meadows has developed a new way to engage residents using Touchtown, and the results have been impressive.

Country Meadows has had Touchtown TV+ and Touchtown Web Portal since 2006. While residents immediately took to their TV+ channel, many were initially intimidated by computers, Touchtown Web Portal and email.

Karen Benn, the Community Life Director at Country Meadows, realized that in order to increase Touchtown Web Portal participation, she needed to kick



Aldersgate United Methodist Retirement Community

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.”

*For more information about Touchtown TV+ or to schedule a demo, email [inquiry@touchtown.us](mailto:inquiry@touchtown.us).*

start the program to generate enthusiasm. Her first step was to find a way to identify which residents were receiving email through the Touchtown Web Portal. Touchtown created a report making it easy to see who had email in their inbox.

Armed with the information she needed, Benn then created small, decorative flags to distribute to residents who received email. The flags were passed out during meals, creating a buzz in the dining room!

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## Coming Soon: Touchtown Companion

What would happen at your community if there was a natural disaster and you lost electricity, phone and internet service?

Could you effectively deliver and receive vital information across your campus? Or would your residents be stranded with no idea what was going on and no way to communicate?

If a resident calls for help, are you able to pinpoint their exact location, or does your staff waste precious moments finding that person?



Touchtown, a trusted company with over ten years experience in the senior living industry, is hard at work developing a **powerful, survivable safety product** that meets the needs of today's senior living community.

This new product, Touchtown Companion, survives a complete loss of utilities and delivers a two-way line of communication between senior living staff and residents.

Look for more details about Touchtown Companion at the AAHSA Future of Aging exposition on April 20 in Washington, DC or in next month's newsletter.

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"The flags made the recipients feel special," Benn said. "More importantly, it caught the attention of everyone else too," she said. "Soon, residents were lining up to use Touchtown Web Portal without even being asked!"

The initiative has been a huge success. One month after implementing the program, the number of Touchtown Web Portal logins has gone from 5% to 53%! Everyone expects this increased participation to continue.

Benn believes there are many benefits to residents using the Touchtown Web Portal and the internet in general.

"You are never too old to learn something new," she said. Learning new things "gives residents a sense of purpose, keeps them sharp, and provides a feeling of empowerment."

Staff at Country Meadows York sees the Touchtown Web Portal as another way to engage residents. They now send reminders and notifications to residents via email, and even personalized electronic greeting cards to those celebrating birthdays and anniversaries!

Since implementing TV+ and Web Portal, "There is an increase in activity attendance, people are more engaged, and our information comes across as more personal," Benn said.

While the initiative required some extra effort from staff, "The payoff is worth it."

"Our staff is committed to this. All of the departments now send emails to residents. Everyone is on board with Touchtown Web Portal and TV+, and we are all excited!"



## Upcoming Touchtown Appearances

### Regional Meeting:

#### Touchtown Presents: How to Improve Communication at Senior Living Communities

Renaissance Charlotte South Park Hotel  
Charlotte, NC

Tuesday, April 28 8:30 AM  
RSVP to lgally@touchtown.us

### Tradeshows:

#### AAHSA: The Future of Aging Services Conference & Exposition Booth #605

Washington, DC  
April 20-22

#### ALFA: 2009 Conference and Expo Booth #312

Philadelphia, PA  
May 5-7

#### CAHSA: Annual Conference & Exhibit

Vail, CO  
May 14-15

## Did You Know?

### Touchtown is more than just in-house TV!

Through a single point of data entry, Touchtown seamlessly delivers:

**Touchtown TV+** In house channel with digital video, audio narration, and background music capabilities. A great way to show activities, announcements, menus, photographs and more!

**Touchtown Digital Signage** A widescreen, high-definition format with multiple windows designed specifically to deliver content in high traffic areas.

**Touchtown Calendars** Monthly, weekly or daily calendars offered in either black and white rich text or professionally designed, full color PDF.

**Touchtown Web Portals and Web Shows** Deliver up-to-date community information to a marketing site or a resident/family portal.

**Touchtown Companion**  
Coming soon, Touchtown Companion, a web-based safety communication tool!

For more information about these products, email [inquiry@touchtown.us](mailto:inquiry@touchtown.us).