



Keeping It Simple to Improve Senior Residents' Lives

By Pam McDonald

The growing popularity among senior communities of [LifeShare Technologies](#), a communications and resident engagement platform (as well as a Senior Housing Forum partner), and the company's dedication to its mission of enriching the senior living experience has resulted in an expansion of its staff.

According to LifeShare Tech's Co-Founder and CEO Steve Rusche, "These additional staff ensure that we continue to provide exceptional customer service and positive user experience.

"I believe our success and growth is an extension of the way we do things – that is, the 'LifeShare Experience.' Our company culture emphasizes things like simplicity and support, so growth is a by-product of this focus."

Ensuring Delivery of Value to Its Primary Customer Groups

LifeShare Tech converts ordinary, commercial television sets into powerful, easy-to-use devices through a small set-top box loaded with sophisticated software. Programs benefit residents, their families, and the community management and staff.

They facilitate greater communication, enhance internet functions for residents with ISPs, increase digital infrastructure, and provide a wide variety of engagement activities and resources for residents, individually or in groups. Choices include a vast assortment of games, music, faith programming, podcasts, and videos.

Coro Health designed the music libraries of over 1500 therapeutic programs in all styles and genres to promote outcomes at certain times of the day. Stress-reducing music in Memory Care can be especially comforting as the sun is going down.

Enhanced Communications, Greater Operational Efficiency

Residents, their families, and staff have increased avenues for direct and group communications. Alerts and notices can be sent or scheduled to send via TV, phone, text, or all three. Families can communicate easily and directly with residents as well as with management through a robust, free mobile app.

LifeShare Tech's features include operational programs, such as simplified creation of digital signage and customized calendars. Residents and visitors can easily see the planned activities for the day. The calendar also can be printed or saved in a digital format for easy distribution to families and prospects.

Above all, the company works to ensure its user-interface is simple enough for individuals to grow in their use of the technology. They are supported by LifeShare's new Client Services Specialists – Todd Banvich, Lauren Moore, and Hayden Wood.

Through on-site visits, clear communications, and well-built training sessions, these experts ensure clients are exposed to the "LifeShare Experience" and are able to improve the lives of the seniors they serve.

The Experience and Education To Back It Up

Todd is a recent graduate of Indiana University-Kelley School of Business, where he studied business and human resources management, as well as international relations. For nearly 4 years, he provided customer service for Menards Home Improvement Centers and was an umpire with several girls' softball leagues.

Lauren graduated from Indiana University-Purdue University at Indianapolis (IUPUI) with a degree in elementary education. She taught for several years and traveled internationally before joining LifeShare Tech.

Hayden attended Anderson University in Anderson, Indiana, where he focused on global studies, international affairs and human security. He worked part-time with LifeShare Tech and became full-time to provide client support. He was a soccer coach and trainer and worked in customer service and construction before joining LifeShare.



This article has been brought to you by [LifeShare Technologies](#) in partnership with [Senior Housing Forum](#).