

Making the Brand Technologically Appealing!

Smart Senior Assisted Living Formula - The Resident & Family Customer Experience

Senior and Assisted Living has radically changed since our first involvement in 1993 in the State of Florida. It was the growing hospitality connection with a vision and understanding that we are all getting older and require to be looked after in this socially diminishing world.

Today, we are seeing it more as a nursing home with additional services likened to a long-stay hotel with all the specialist amenities that are required with aging.

Senior and Long-term care has evolved into a business that has more opportunities than ever with an aging population with medical issues. Today, the medical factor has come forward with the demand for more services in the medical field.



Offering more services in-house with a more direct customer-experience for both resident and family is demanded. Aging only has necessitated more, adding medical issues and the increase in dementia and Alzheimer, then we have specialist demands from security to a whole different medical staffing level and reporting.

Understanding the inner-workings with requirements that demand technological assistance to control the costs and repetitive demands. Expansion of services increases the over-sight requirements and the need for additional reporting. How do we keep control in this human world?

Simple, proven, logical technology with a solid marketing

understanding of the ramifications of the hospitality industry with additional specialist services, that is the Senior/Assisted Living Industry. ***There is the difference!***

ProxComm Technology®, do not get lost in our name, although very important, we are so much more than 'geeks' and *technology gurus*. Our global team understands marketing from top to bottom with a logical connection to utilizing innovative proprietary communications technology. ([See Video Overview](#))

Our experience goes back to 1976 and fully understands the marketing and technology assistance demands of NOW! Today, the Smartphone carried and used by all (95% of us), and not always as a phone. It is the security blanket of Today!

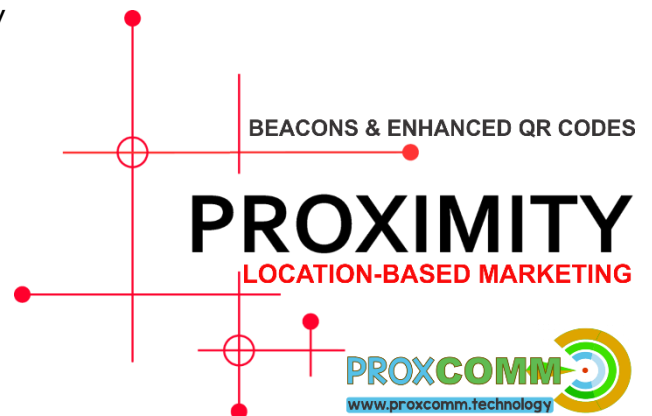
ProxComm Technology recognized this when the Smartphone wasn't that *smart*, but we knew the path it is was taking. Some eight years ago we climbed aboard and developed proprietary solutions, which were ahead of their time. Now, they are the unique solutions without being difficult to understand or implement.

Don't let us start talking about the technology and lose your attention. It is the end results that are important, meaning the success of the marketing of your facility. The Healthcare Industry has realized that it is all about the patient/family experience that must be more than satisfied. The path to this success includes our global expertise in Proximity Contextual Beacon and Enhanced QR Code proprietary solutions.

It is all about communicating to all, via their Smartphone with or without a Mobile App.

Within a Senior Living/Assisted Facility our capabilities are endless:

- Customized three-layer Smart Assistance Mobile App, working on all Smartphones
- Secure Staff, Patient/Medical Staff, and Family
- Secure Family Access to Information
- Patient/Staff/ Visitor Tracking
- Dispensing of Medication
- Meal Attendance
- Room Service
- Activity Attendance
- Marketing Information
- Real-Time Information
- Active Silent Alarms
- Coaching/Training/Support



We utilize our Proximity Beacons and Enhanced QR Code multiple notification solutions within the customized Mobile App. This will change your facility, as each visitor or potential family will experience this opportunity within your facility when they attend a tour and download the Mobile App, which shows them the depth of customer experience you have gone to. *They then take it with them as a reminder of why they need their loved-one at your facility.*

For more in-depth information and relevance to your facility, please contact us for an electronic communication.

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Connect, Engage, Communicate... Be Heard...
WE ARE IN THE NOW AND KEEP YOU; IN THE KNOW...

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