

dish business

3

ways to enrich senior living with community-wide entertainment

How DISH Business offers the **best of bulk TV**



Television plays a vital role in senior living communities.

It provides entertainment for residents in the comfort of their own rooms, regardless of their mobility levels or health needs. It helps them keep up with what's happening in the world outside their community. And, unlike events, excursions, or even activities, it's a low-cost amenity that residents can enjoy every day, at any time.

TV is crucial. **But it has the potential to be so much more.**



At DISH Business, our bulk TV solution goes beyond keeping seniors entertained—it enhances their quality of life. It creates opportunities for meaningful connections both within the community and with the outside world. And, beyond simply being affordable, TV can open a source of revenue for your community while saving residents money.

**Let's dig more into the top three
unexpected benefits of bulk TV. ***

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1

Generate cost savings and revenue

In the heavily regulated senior living industry, the cost of delivering quality care is rising. Meanwhile, employee retention struggles and labor costs are making it harder and harder to preserve margins.

Bulk TV can be a surprising source of relief for communities in this challenging environment—all without increasing out-of-pocket costs for residents and their families.

As an example, think about a community with 100 units.

Our most popular programming option for senior living communities is our **America's Top 120 package (AT120).**

The average cost of cable TV service is \$74/month.

That would cost residents **\$88,800 a year**

As a cost-effective bulk solution, the average cost of AT120 programming per unit is \$10/month.

Your programming cost per unit: **\$10**

If you take advantage of bulk savings to offer TV to residents for \$25/unit each month, they'll enjoy their favorite programming for a lower price than they'd pay for individual service.

Resident fee for service per unit: **\$25**

And, your community would create a recurring revenue source of \$15 per unit...

Your monthly earnings: **\$1,500**

...every month.

Additional community revenue per year: **\$18,000***

By building a small charge for TV service into resident rent or community fees, our example community has unlocked a new revenue source, while consolidating the delivery of a service that residents would otherwise need to buy and manage independently—and at a higher cost.

And as an added bonus, our efficient head-end distribution system can help you reduce energy expenses while delivering live TV across your entire community from one compact device.





2

Support easier, more convenient resident experiences

There's more to bulk TV than entertainment. From the programming to the way it's managed and billed, resident TV from DISH Business is delivered with seniors' needs in mind to unlock additional benefits.



Removes the burden of TV subscription management

Bulk TV service makes TV part of the community experience rather than leaving it up to residents and families to manage on their own, which means one less bill to remember and one less vendor to deal with.



No need to shop around for service

By choosing bulk TV and passing the savings on to your residents, you'll make it easier for them to get the best possible value without needing to clip coupons or haggle with vendors.



Curated programming makes it easy to connect with content

We've taken feedback from communities across the country to understand the programming seniors want, and proactively negotiated with programmers to develop curated packages of content they enjoy. But beyond that, from timeless favorites to the new reality show every grandchild is talking about, TV programming can make it easier for seniors to stay connected with the stories, places, and people they love.



3

Create a consistent community-wide experience

Consistency and routine can help bring a community together in positive ways. To that end, bulk TV makes entertainment simpler and less confusing by delivering the same service in the same way across your entire property.



When the remote control, TV guide, and list of channels are the same in every resident unit and common room, it reduces opportunities for frustration and ensures seniors can find what they're looking for, no matter where they want to watch.



When residents ask questions or need help with their TVs, it's easier for your staff to give answers or assistance when they only need to know one community-wide system—rather than the list of varied providers residents would turn to without a bulk solution.



When all residents have access to the same content and favorites like Hallmark are on the same channel on every TV, beloved programming can become a shared experience that fosters connections between residents in the community.

And, as an additional tool to enrich your community experience, DISH Business technology makes it easy to create custom community channels that keep residents and staff informed of community events, group activities, dining menus, and more.

DISH Business: Your partner in community

DISH Business provides senior living communities with entertainment technology shaped by years of innovation. Powering millions of rooms across all 50 states, we're the trusted entertainment partner for communities nationwide.

Our revolutionary SMARTBOX works with your existing cabling to deliver HD programming to TVs across your community. Residents can tune into their favorite shows, cheer for their home team, or receive announcements and programming through community channels—without complex installations or set-top boxes in their resident units.



Ready to learn more?

Come see how we can help you enrich your resident experience and unlock possibilities for your business with community-wide TV.

Scan or visit us at dish.com/senior-living

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