



# RAISING TECH

AMBER BARDON & MATT REINERS  
PARASOL ALLIANCE

Raising Tech is your guide to understanding the role technology plays in your community, where to invest to transform culture, and how to bring your team and residents along the journey.

Tune in to explore the latest tech trends, dive into hot topics, and hear from industry experts, community leaders, and innovative vendors shaping the senior living tech landscape.

Hosted by [Amber Bardon \(CEO\)](#) and [Matt Reiners \(CGO\)](#) of Parasol Alliance.

Powered by Parasol Alliance, The Strategic Planning & Full-Service IT Partner Exclusively serving Senior Living Communities.

[Link to Raising Tech Podcast](#)

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# Goal #1

Increase engagement with Raising Tech podcast



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# We rebranded in 2025 with a purpose.

Raising Tech Podcast unveiled a bold new brand identity in January: one rooted in strategy, clarity, and transformation. On January 10th, we officially started our Thought Leadership campaign to elevate our voice in the senior living space by leaning into an approach that informed, inspired, and influenced.

Through our podcast and cross-channel campaigns, we positioned ourselves not just as a service provider, but as a visionary partner shaping the future of technology in senior living.

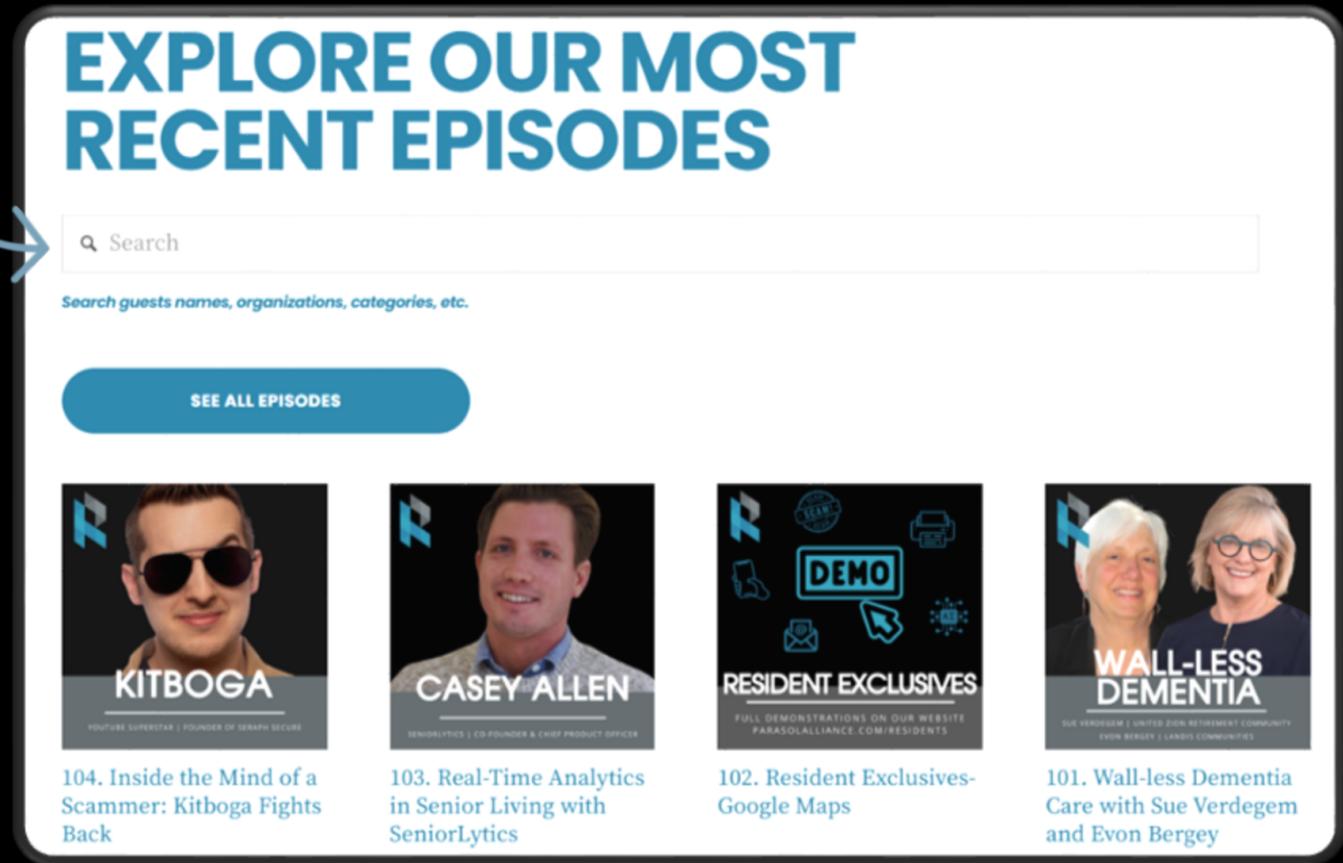
This year marked a turning point: a fresh look, a clear message, and a deeper connection to the industry we love.



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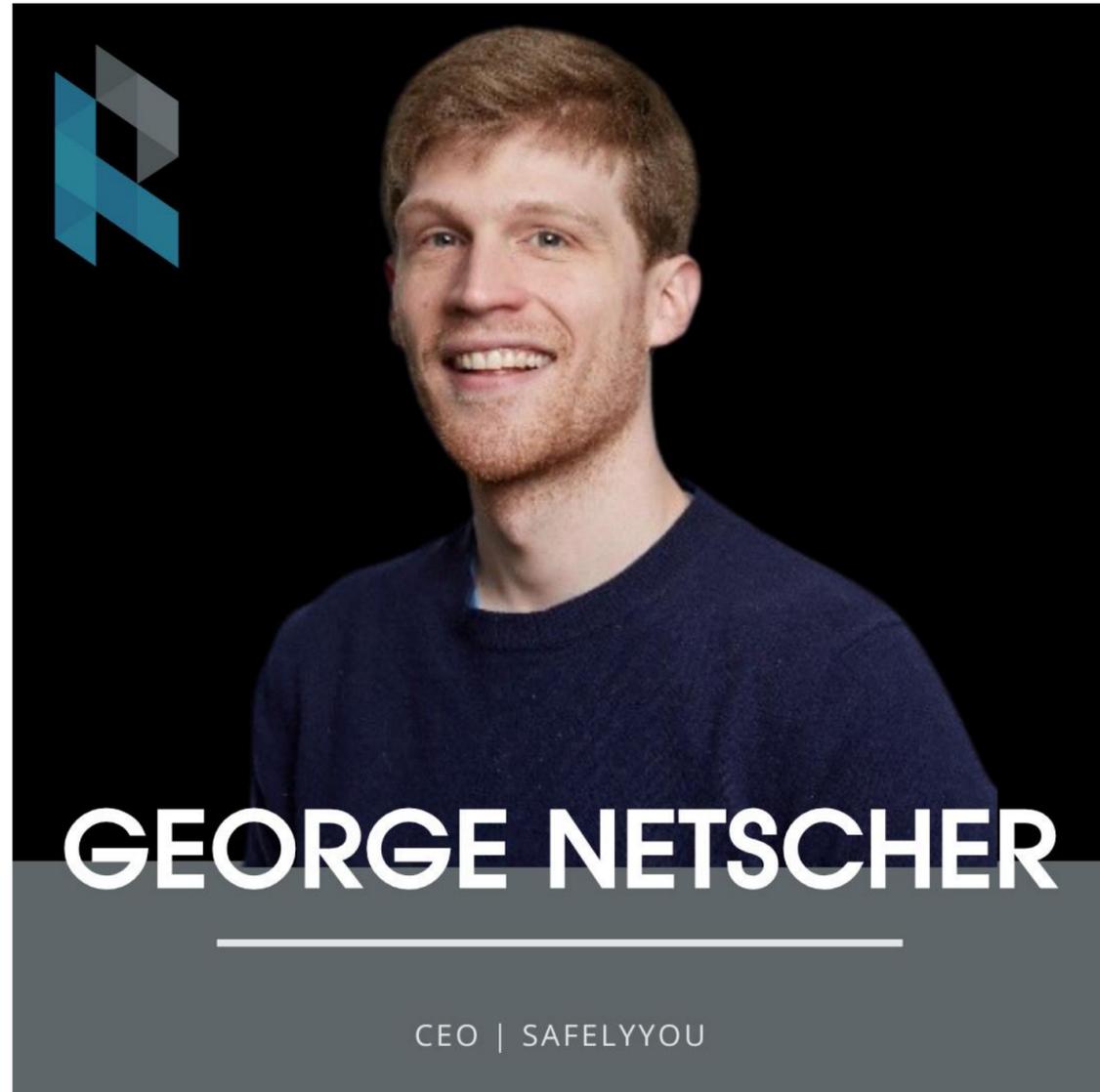
# 2025 Design Rebrand

Created a new website that featured a fresh Raising Tech page that included a search bar to easily find episodes.



## Strategic Focus

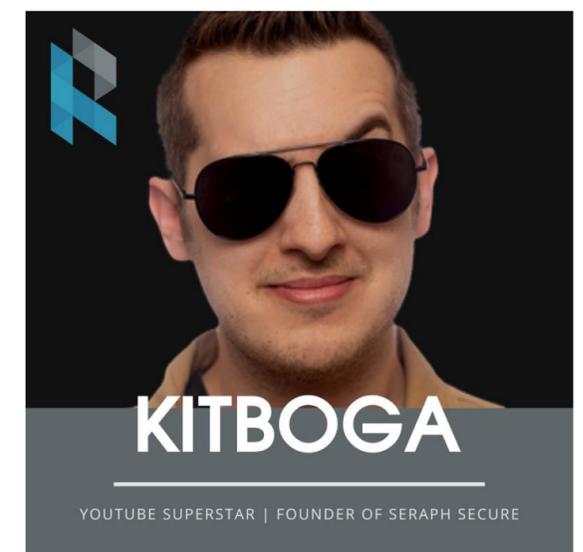
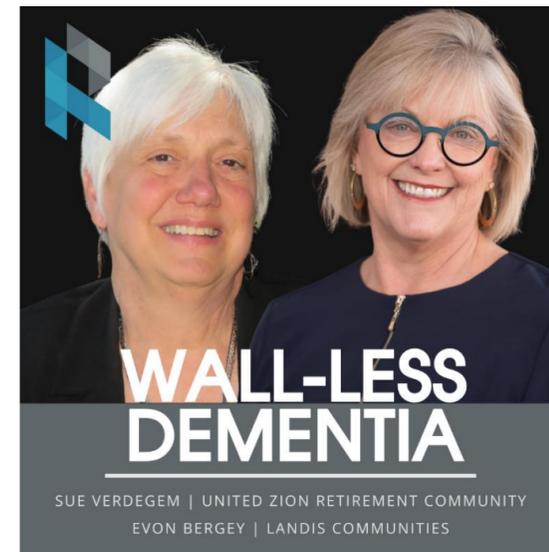
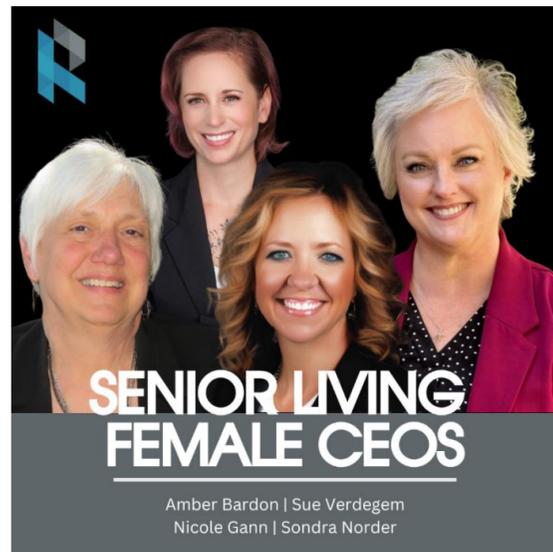
We aimed to align our episodes with emerging industry trends.



“That is what the AI community is really scared of today. We're not scared of Skynet coming or things like that. What we're scared of is people trusting these systems too much too soon. You get in a self-driving car before it's ready and people die.” – George Netscher, CEO of SafelyYou

## Curated Guests

We featured over 15 innovation leaders who brought diverse perspectives and real-world insights.



## Cross Platform Reach

We amplified podcast content across newsletters, social media, blogs, and videos to extend reach and engagement.



Reflecting on AI in Senior Living: Insights from Conversations with Joe Velderman and Sarah Thomas

Referenced episodes [78](#) & [79](#)

Click to Read Blogs



How Social Engineering Puts Senior Living at Risk

Referenced episode [104](#)

### Latest Raising Tech Podcast Episodes

Raising Tech is a podcast all about how technology can transform senior living, with tips on where to invest, how to build a great culture, and ways to bring your team along for the ride. Tune in for tech trends, real-life stories, and practical ideas you can use in your community.

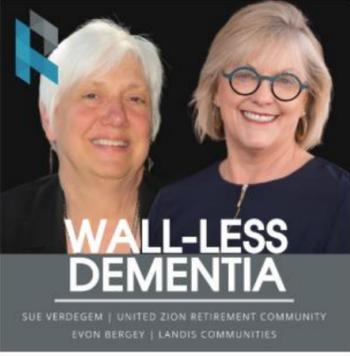


**ALEX AI PERSONIFIED**  
ALEX (ARTIFICIAL INTELLIGENCE, PERSONIFIED)

Our 100th episode! In this forward-thinking episode of Raising Tech, host Matt Reiners sits down with a unique guest, AI itself to explore the evolving role of artificial intelligence in the senior living industry. Together, they cover how AI is enhancing daily life for residents, reducing staff burnout, and helping operators make smarter decisions with unified data and predictive tools.

Listeners will walk away with a deeper understanding of how to approach AI implementation thoughtfully and ethically. Whether you're solving a specific operational challenge or exploring long-term innovation, this episode offers practical insights, real-world use cases, and a look into the near future of tech-enabled senior living.

[Listen on our Website](#)



**WALL-LESS DEMENTIA**  
SUE VERDEGEM | UNITED ZION RETIREMENT COMMUNITY  
EVON BERGEY | LANDIS COMMUNITIES

Host Amber Barton welcomes two incredible leaders in senior living innovation: [Sue Verdegem](#), CEO of [United Zion Retirement Community](#), and [Evon Bergey](#), COO of [Landis Communities](#). Together, they explore the groundbreaking concept of [Wall-less Dementia Care](#): a care model that eliminates traditional locked dementia units in favor of inclusive, autonomy-driven dementia care.

**What You'll Learn in This Episode:**

- What [Wall-less Dementia Care](#) means
- Balancing autonomy & safety
- The role of staff training
- Family & resident education
- Technology in dementia care
- Advice for senior living leaders

[Listen on our Website](#)

All episodes are available on our [website](#) & wherever you get your podcasts!

Parasol Alliance August 2025 Newsletter

### Resident Technology Support Programs

Parasol Alliance's Tech@Home program is a dedicated resident technology support solution designed specifically for senior living.

#### Key offerings include:

- **Move-In Setup:** Personalized onboarding for residents' devices like laptops, TVs, smartphones, and printers
- **One-on-One Support:** Scheduled sessions with trained technicians to resolve issues and boost confidence
- **Drop-In Hours:** Casual, coffee-style tech support sessions that encourage regular engagement
- **Technology Classes:** Interactive group sessions to teach internet safety, app usage, and emerging technologies Go Icon, Cubigo, or LifeLoop



#### Strategic Benefits for CFOs

- Reduce Operational Costs: Free up staff time by offloading resident tech support
- Drive Resident Satisfaction: Tech engagement improves retention and reputation
- Improve Budget Planning: Incorporate resident tech needs into infrastructure upgrades
- Increase ROI: Ensure your engagement and communication systems are fully used and delivering value



We release new resident dedicated content every month: [Raising Tech Resident Exclusives](#)

13

Page from Parasol Alliance's Tech Culture Playbooks referencing Raising Tech Resident Exclusives episodes

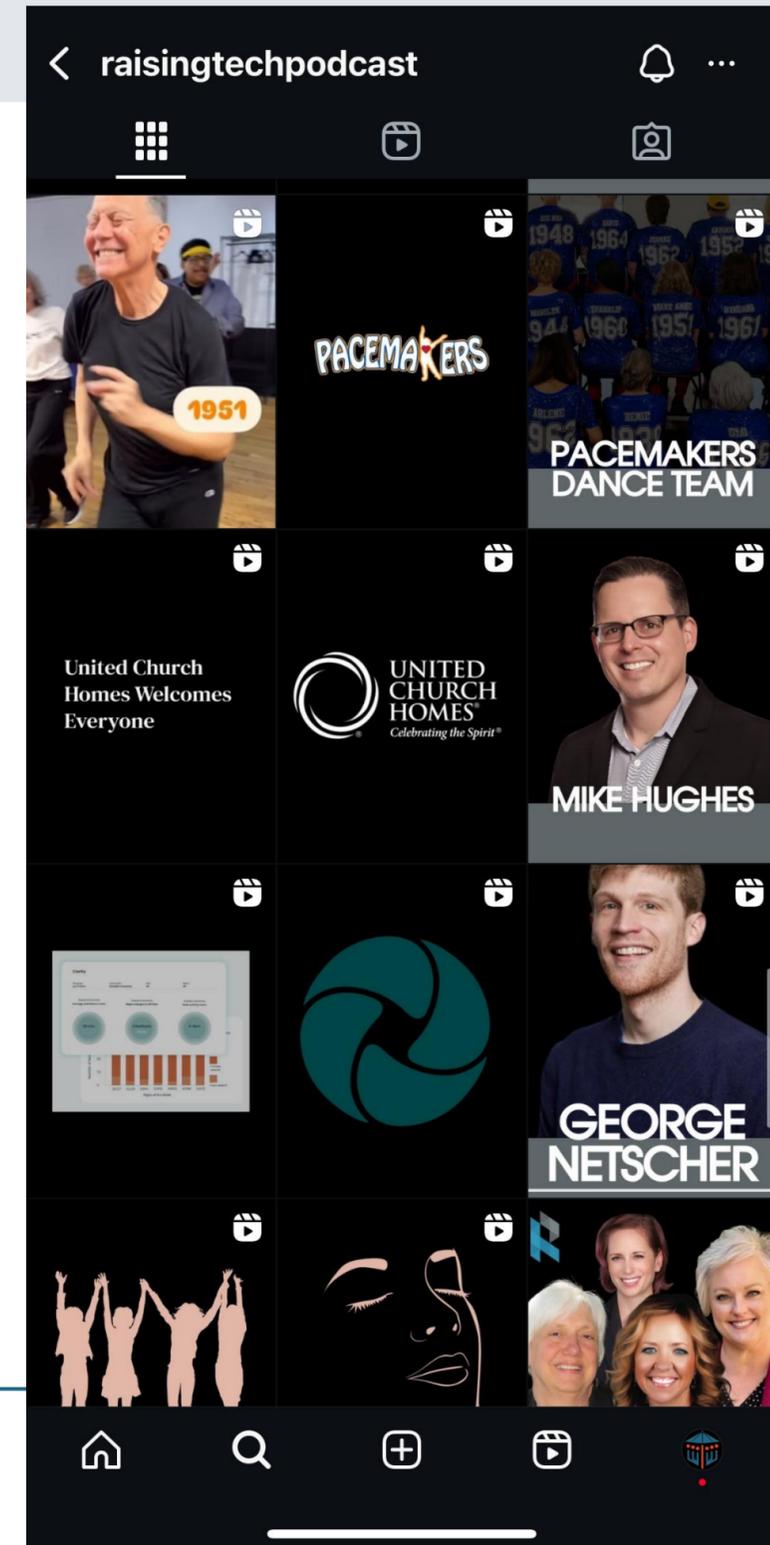
## Cross Platform Reach

We amplified podcast content across newsletters, social media, blogs, and videos to extend reach and engagement.

To broaden the impact of our Raising Tech, we implemented a strategic initiative to repurpose audio episodes into short-form, engaging video clips for social media. These clips capture key moments, highlight reels, and bring complex technology topics to life in a visual and accessible way.

We post these videos strategically on Instagram, aligning each post with our curated branding grid to maintain a polished, consistent aesthetic. This deliberate content placement not only reinforces brand recognition but also drives better engagement and encourages followers to explore full episodes.

By leveraging platforms like LinkedIn, Instagram, and Facebook, we've expanded Raising Tech beyond traditional podcast listeners and increased our visibility among both industry professionals and the broader public.



## Cross Platform Reach

We amplified podcast content across newsletters, social media, blogs, and videos to extend reach and engagement.

Example Video Clips from [Episode 93](#) with Evon Bergey (Landis) and Sue Verdegem (United Zion).



↖ **Play Video!**



↖ **Play Video!**

# Goal #1

*Increase engagement with our Raising Tech podcast*

## Result #1

# 133% YoY

increase in downloads

**746 downloads** from **Jan 10, 2024** to **Aug 25, 2024**

**1,745 downloads** from **Jan 10, 2025** to **Aug 25, 2025**



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## Goal #2

**Empower older adults in senior living communities to feel more confident and independent using everyday technology through accessible, resident-friendly educational content.**

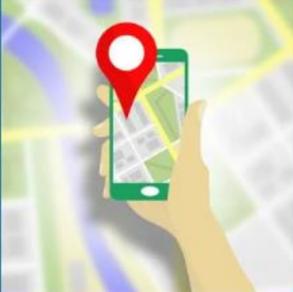
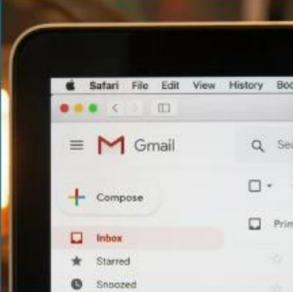


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## Tech Education for Residents

We have a special series under the Raising Tech brand designed specifically for older adults. These exclusive video-podcast episodes focused on simple, practical tech. These are released as audio episodes under Raising Tech and also video episodes on our website.

### VIDEO TUTORIALS

 <p><b>Google Maps</b></p> <p>James walks you through the basics of using Google Maps. Whether you're new to smartphones or just haven't explored the app before, James covers everything from how to download it on your device to searching for local businesses, getting driving or walking directions, and using Street View for a 3D look at your destination.</p>	 <p><b>All About Windows 11</b></p> <p>We walk you through everything you need to know about upgrading to Windows 11. Whether you're unsure if your device is eligible or you're wondering what makes Windows 11 different, this episode covers it all.</p>	 <p><b>Financial Scams and Social Engineering</b></p> <p>You'll learn how scammers are using social engineering, spoofed phone numbers, and even AI-generated voices to exploit trust and urgency.</p>	 <p><b>How to Use Uber</b></p> <p>From downloading the app to booking your first ride, Michael covers it all in a clear and friendly way. He also shares pro tips for safety, setting up payment, and why linking your phone number can make your experience smoother.</p>
 <p><b>Malicious Emails</b></p> <p>This episode is an overview of how to deal with malicious emails.</p>	 <p><b>iPhone Control Center</b></p> <p>This episode is an overview of how to navigate the iPhone control center to make using your iPhone easier.</p>	 <p><b>Assistive Access and Accessibility for iPhones</b></p> <p>This episode is an overview of iPhone's accessibility features and how to navigate assistive access.</p>	 <p><b>Artificial Intelligence</b></p> <p>This episode is an overview of artificial intelligence.</p>



Resident Exclusives

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**GOOGLE MAPS**

Tech@Home

## Goal #2

*Empower older adults in senior living communities to feel more confident and independent using everyday technology through accessible, resident-friendly educational content.*

## Result #2

Released 7 full-length video episodes that totaled **1,822 listens.**



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## Goal #3

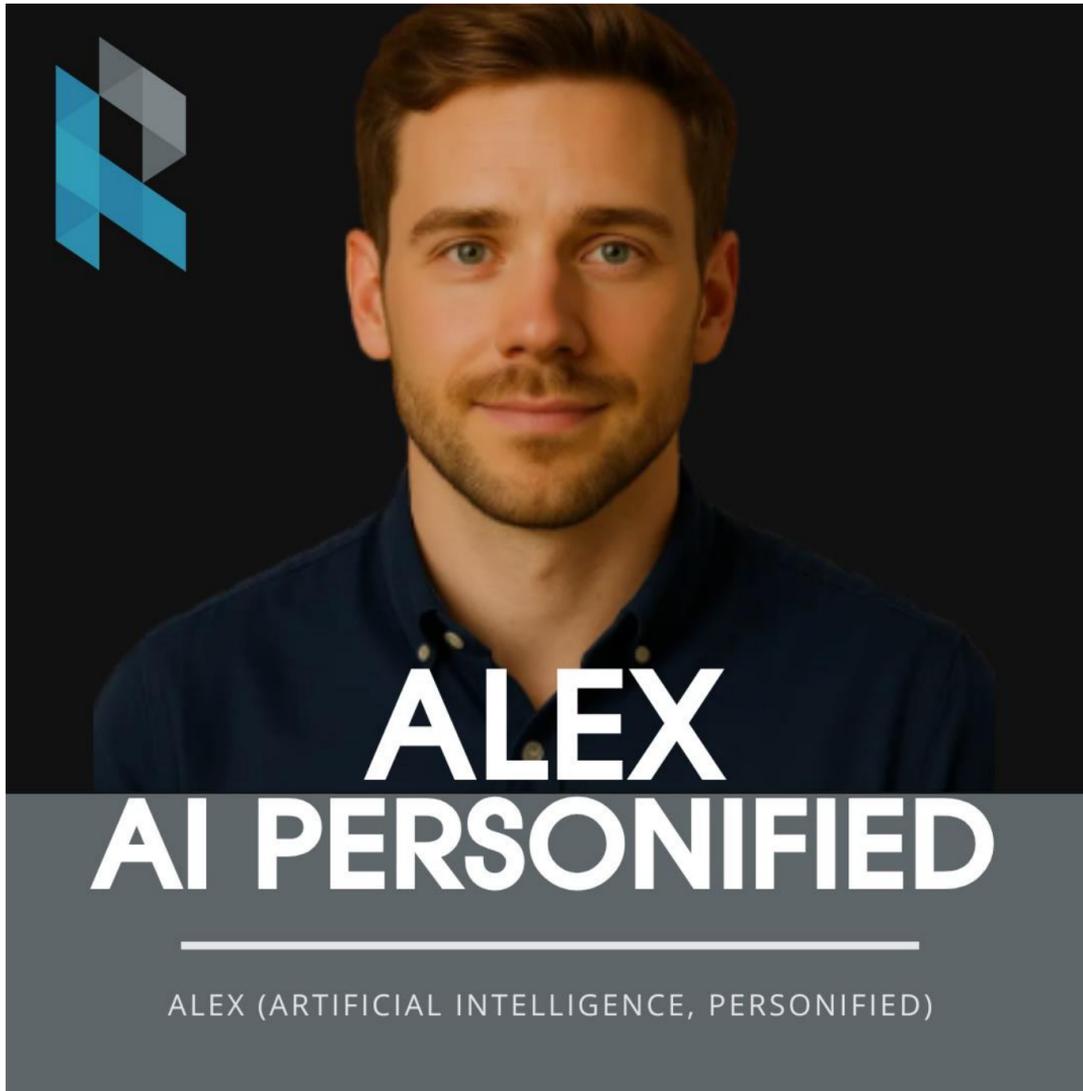
**Reach new audiences through creative collaborations and influencer engagement.**



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## Influencers of Innovation & Entertainment

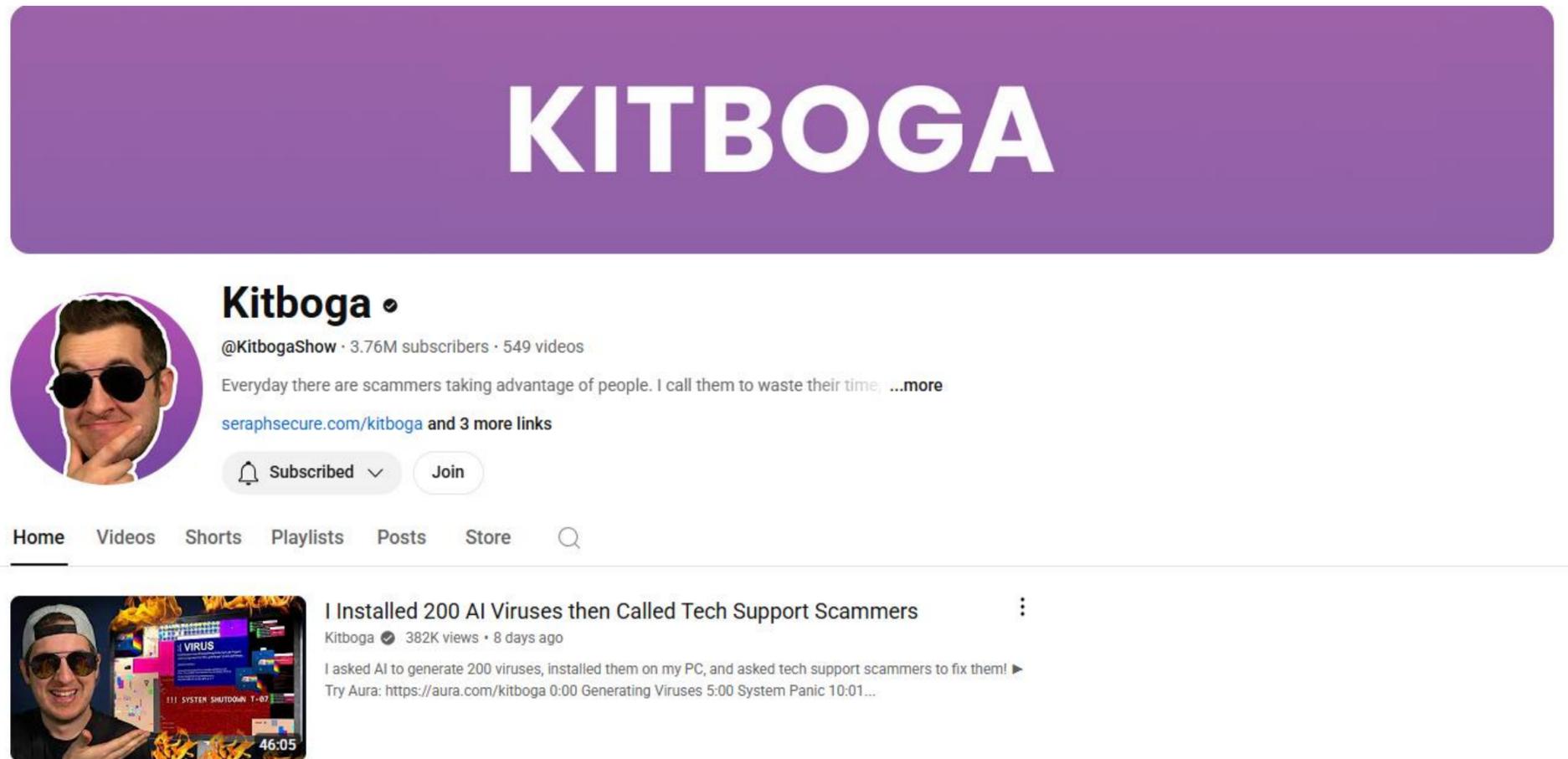
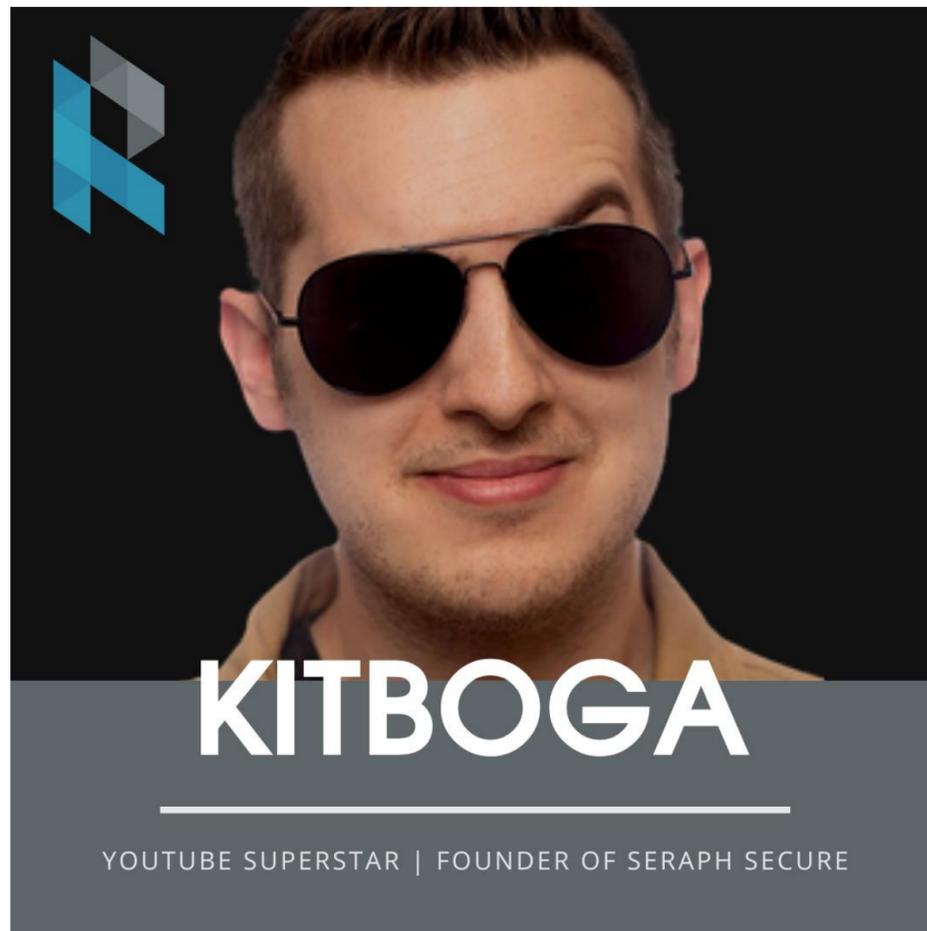
We celebrated our 100<sup>th</sup> episode by having a special guest- AI itself.



Our 100th episode! In this forward-thinking episode of Raising Tech, host Matt Reiners sits down with a unique guest, AI itself to explore the evolving role of artificial intelligence in the senior living industry. Together, they cover how AI is enhancing daily life for residents, reducing staff burnout, and helping operators make smarter decisions with unified data and predictive tools.

## Influencers of Innovation & Entertainment

With over 3.74 million YouTube subscribers and more than a billion views across platforms, Kitboga shares how he transforms tech knowledge into entertaining education.



Link to Raising Podcast Video Clips: [Emma Watson Scam](#), [Remote Access Scam](#). All clips are on our [website](#).

## Influencers of Innovation & Entertainment

In this uplifting and high-energy episode, host Amber Bardon welcomes the dynamic and inspiring *Pacemakers Dance Team*, a senior dance troupe breaking barriers and shaking up aging stereotypes one dance step at a time. Ranging in age from 60 to 86, these talented performers use hip hop, jazz, and tap to inspire audiences and redefine what it means to grow older with style and vitality.



## America's Grooviest Senior Citizens Dance Team

TikTok Video: 13.4 Million Views



Link to Raising Podcast Video Clips: [Cyberbullying](#), [Taking Back the Word Old](#)

### *Goal #3*

*Reach new audiences through creative collaborations and influencer engagement.*

## Result #3

Featured Kitboga, a YouTube influencer w/ **1+ billion views**, and the Pacemakers Senior Dance Team w/ **20+ million views**, expanding our audience beyond industry insiders



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# Thank You