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LIMITLESS

2023 ANNUAL CONFERENCE

MAY 17-19, 2023

We-Ko-Pa Conference Center • Scottsdale, Arizona
ArizonaLeadingAge.org

Voice Interactive Technology

Voice Interactive Technology: The Future of Aging Services

alexa
smart properties

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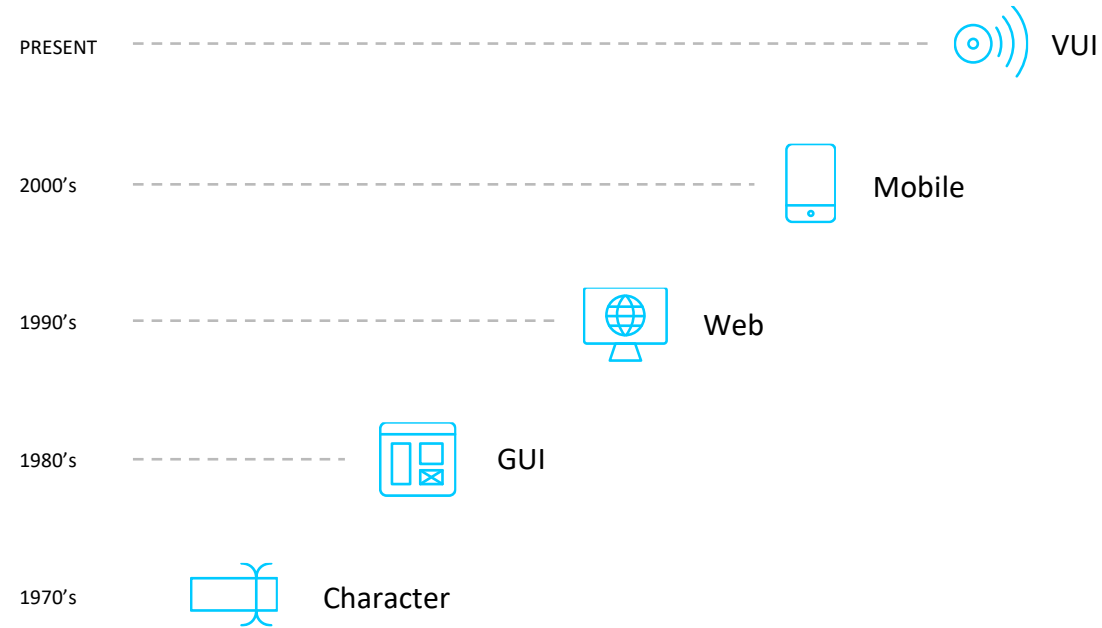Fellowship Square Mesa
todd.carling@christiancare.org

Why We Are Here…

- Residents want (need) information

- Staff allocation is tight; need to focus on high-value activity

- You operate a 24/7 business

- Costs are rising

- COVID is still a factor in Senior Living (contact, social distancing, PPE

- Technology needs to be a tool, not a hindrance ("easy button")

- What's keeping you up at night?

- How do you get a return on your investments

- Let's explore … real-world examples

- Let's answer questions
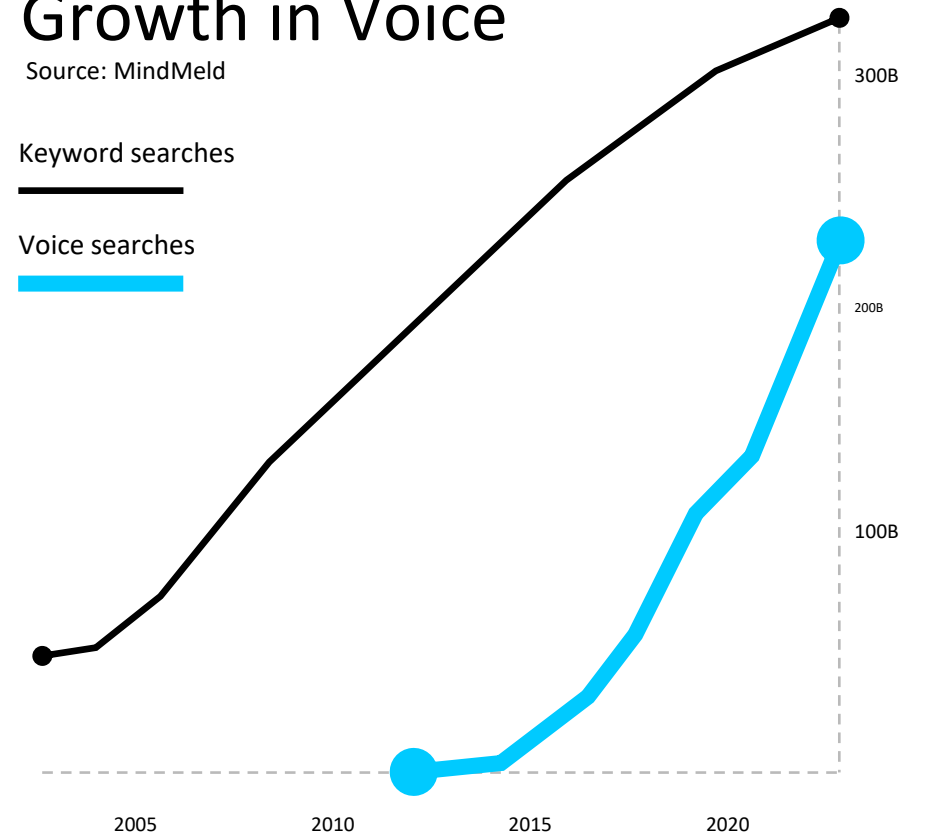
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Voice User Interface

PRESENT --- ◉))) VUI

2000's --- 📱 Mobile

1990's --- 🖥 Web

1980's --- GUI

1970's --- Character

Growth in Voice

Source: MindMeld

Keyword searches
—————

Voice searches
—————

300B

200B

100B

2005   2010   2015   2020

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Providing Residents, The Information They Want, When They Want It

- Save a trip to the front desk
  - "Has the mail arrived today?"
- Easily plan your meals
  - "What is the soup of the day?"

- Stay updated with community happenings
  - "What is new in the community"

- Quickly submit a work order
  - "My microwave stopped working?"

- Connect with friends
  - "Call John Smith"

- Get updates all in one command
  - "Wat is my daily briefing"

- Get assistance when needed
  - "I need help"

- Check in with property, get at-a-glance news
  - "Start my day"

- Save a trip across the room
  - "Set the temperature to 68 degrees"

- Listen to music
  - "Play 60's music"

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What is Alexa Smart Properties?

- Fleet Management System for Alexa

  - Manage dozens, hundreds, thousands of Alexa devices on multiple properties from a single dashboard

- Control what Alexa Provides your residents

  - Remove the retail items and ads, etc.

- Rich skills (apps) to let residents get the information they need

- Listen to music from thousands of artists and genres

- Call residents (video) and loved ones on or off the property

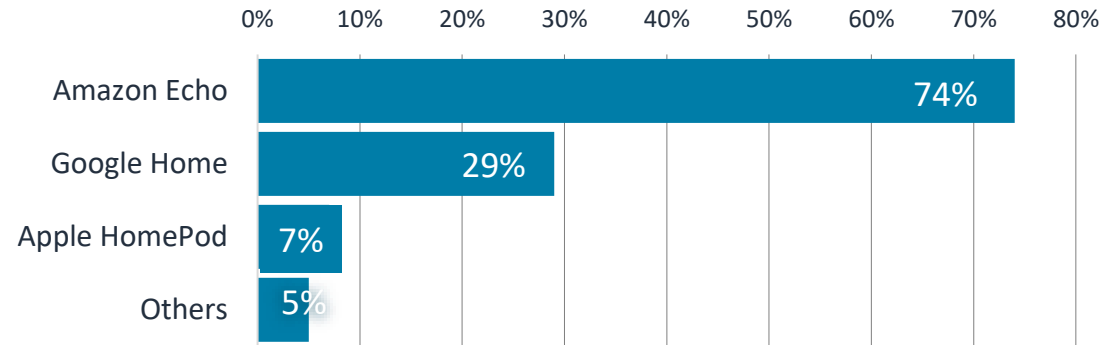- Powerful analytics tools to see how Alexa is being used and how you can do more.

alexa smart properties

Many uses for voice…

Smart home control is a core voice use case;
Echo is the most used Smart Speaker

Most frequently used smart speakers in the US 2020

Amazon Echo	74%
Google Home	29%
Apple HomePod	7%
Others	5%

(Scale: 0% 10% 20% 30% 40% 50% 60% 70% 80%)

echo dot

echo dot
WITH CLOCK

echo

echo show 5
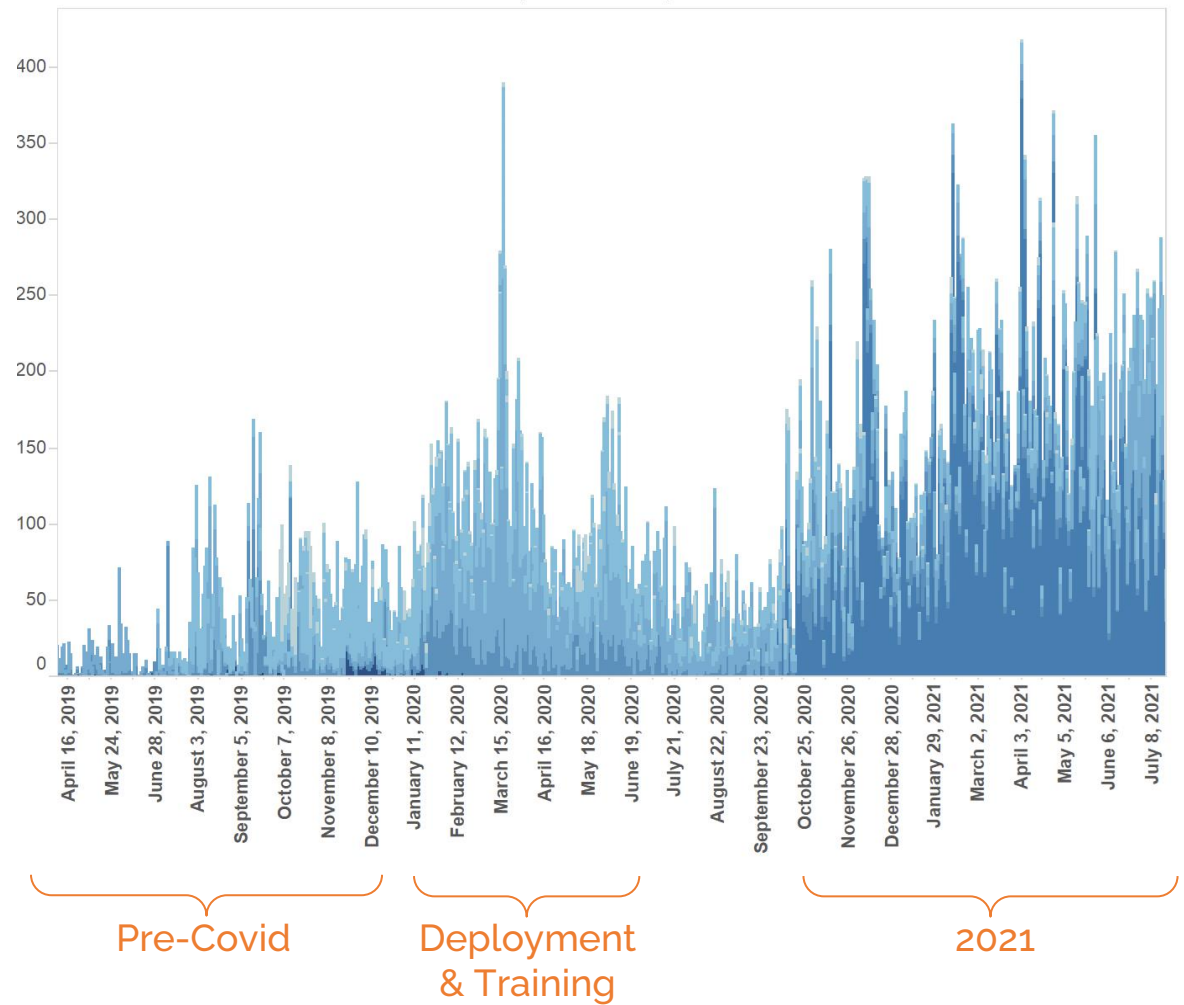
echo show 8

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Adoption is important…

Community Information Adoption

Calling Caremerge Skill to learn about Announcements, Dining, COVID updates, etc

(Excludes music, smart home, etc.)

400
350
300
250
200
150
100
50
0

April 16, 2019
May 24, 2019
June 28, 2019
August 3, 2019
September 5, 2019
October 7, 2019
November 8, 2019
December 10, 2019
January 11, 2020
February 12, 2020
March 15, 2020
April 16, 2020
May 18, 2020
June 19, 2020
July 21, 2020
August 22, 2020
September 23, 2020
October 25, 2020
November 26, 2020
December 28, 2020
January 29, 2021
March 2, 2021
April 3, 2021
May 5, 2021
June 6, 2021
July 8, 2021

Pre-Covid

Deployment & Training

2021

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Alexa in Action…

John and Ginna,

On another note, one of our residents made me promise to share her recent experience with Alexa. About a week ago, she had a horrific fall in her Independent living apartment. In her words, she **"shattered her femur to smithereens". While laying on the floor in pain, immobile with no cell phone or pendant in reach, her first and only thought was to call Alexa. She said call Front Desk and Alexa did**. She went on to say how cute the EMTs were too. She is now back at The Admiral in rehab starting a long recovery period; likely 6 months or longer. **She also made me promise to get the echo from her IL apartment and bring it to her rehab room**. Of course, I did. Thought you would appreciate this.

LJ–IT Director, Admiral at the Lake, a Kendall Community, 9/30/21

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Alexa in Action

"Barbara"

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MESA

- Thought Alexa was great for other residents, but "I'm doing great"

- After 2-3 months of seeing other use it, asked to "try it out"

- 2 weeks later, said she had the best night's sleep in years

- Tinnitus
- Sleep Sounds to create white noise

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Alexa in Action

"Phyllis"

- 90 years old!

- Macular Degeneration

- Concerned about the temperature in apartment

- Multiple incidents with Microwave (30 seconds vs 3 or 30 minutes)

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Alexa in Action

"Glenn"

- Playing music is important

- Saw Alexa as a time saver

- Asked Alexa for Door Repair, Light bulb replacement – Automatically submits work orders for maintenance.

- Loves being able to control the Thermostat

FELLOWSHIP SQUARE
MESA

72

iHeart
RADIO

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Privacy & Security

Every Amazon Echo device offers multiple layers of privacy protection. After hearing the resident say "Alexa," an Echo device provides a visual indicator to let the resident know Alexa is processing a request, and resident can disable Alexa's ability to hear and respond to the wake word at any time simply by pressing the mute button on top of the device.

Protecting Residents

What privacy protections are available in Alexa for Hospitality?

Residents don't need to share personal information with Amazon to use Alexa in their room, nor does the property need to provide resident information to Amazon. A property cannot access voice recordings of what a resident says or Alexa's response, and Amazon cannot link voice recordings to individual residents. Voice recordings will be automatically deleted daily

Are Echo Devices always listening to me?
No. Echo devices use on-device keyword spotting to detect the wake word and ONLY the wake word. When the wake word is detected, the light ring around the top of the device turns blue to indicate that Alexa is streaming audio to the cloud. You can turn the microphone off by pushing the microphone button on the top of the device, which will turn on a red ring to indicate it's muted. No audio is stored or sent to the cloud unless the device detects the wake word (or Alexa is activated by pressing a button).

How does Alexa minimize the amount of data sent to the cloud?
Alexa is designed to record as little audio as possible. Alexa-enabled devices only stream audio to the cloud if the wake word is detected. When an Alexa-enabled device detects the wake word and begins streaming audio to the cloud, Alexa performs a "cloud verification" of the wake word to double-check prior to processing the audio.

What information does a property receive about the devices connected to an Alexa for Hospitality account?
Properties do not have access to guests' voice recordings. Property managers will only see an aggregated, anonymized report meaning they'll know when a device goes offline and how often residents are using Alexa to make property requests.