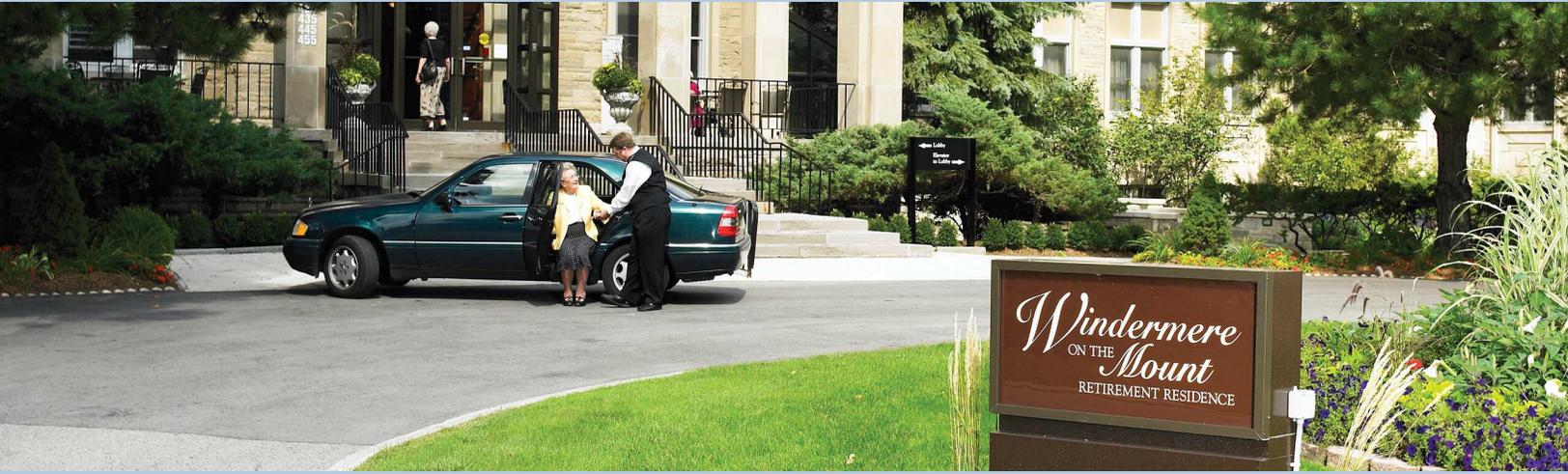


Providing Seniors With Cutting Edge Technology



Revera's Windermere on The Mount sets new standards in resident satisfaction with easy-to-use PointerWare software.

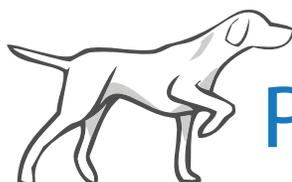
Resident satisfaction is a vital component for a retirement residence whose mission is to enhance the lives of all those it serves. Often, it is the small points of differentiation that make all the difference. While a safe living environment and quality care are a given, it's not unusual for decision makers to select a home based on smaller, less tangible points of differentiation. A retirement residence operator must be vigilant in refining the list of services and amenities it offers current and prospective residents. This is a surprisingly challenging task.

The sheer volume of products developed for today's senior makes it difficult to separate the wheat from the chaff when selecting items that genuinely enhance a resident's quality of life. In order to provide a truly superior experience, retirement residence operators must weed out products and services that do not meet the needs of their clients. Finally, given the nature of the relationship between a retirement residence and its residents, prospective vend-

ors must be evaluated not only in terms of their product but of their corporate values as well.



In 2008, PointerWare Innovations Ltd. co-founders, Stephen Beath and Raul Rupsingh, contacted the marketing team at Windermere on The Mount. PointerWare is an easy-to-use computer interface that allows individuals to send and receive e-mails and photos, as well as browse the Internet and play games. Large fonts, on-screen buttons,



PointerWare[™]
Computers Made Simple



touch screen and voice capability address the challenges faced by people with physical disabilities.

Windermere on The Mount Retirement Residence

Type: Assisted Living
Number of Suites: 88
Average Age: Early 80s

"Initially I wasn't too interested," admits Sara O'Neil, Windermere on The Mount's Director of Marketing. "We are bombarded by vendors trying to market recreation products." Yet she immediately changed her mind once she saw a demonstration of PointerWare. "I was blown away. I realized that this software could be a truly excellent tool for our residents and something to differentiate us from our competitors."



Understanding that PointerWare could offer benefits to existing residents, while encouraging potential residents to consider Windermere, Ms. O'Neil introduced PointerWare to Windermere on The Mount's Executive Director, Cheryl Curtis who gave the green light for a pilot study to gauge resident interest. The results were extremely positive. "Residents loved it!" says Ms. O'Neil. "There were cases when we had to give a bit of encouragement, but once our residents received that first email message from their family, something just clicked. I think they also experienced a sense of pride, realizing that they were able to manage e-mail on their own. Everyone was quite excit-

ed." Mildred Maclean is one of those residents who are so positive about PointerWare. "It works very well for me. It is easy for me to reply and send messages." No upfront fee, a low monthly cost and residents' ability to use the software independently, without assistance from staff, added to PointerWare's appeal.

"90% of our residents switched from conventional email to PointerWare. We think it should be the new standard."

- Sara O'Neil, Director of Marketing

Ms. O'Neil was also impressed with the way Revera's corporate values were echoed by PointerWare. She states, "Our mission is to give our residents the tools to remain independent. As a company, we value respect, integrity, excellence and compassion. We believe that PointerWare acts in accordance with our corporate values, which is why we felt comfortable partnering with them." Executive Director Cheryl Curtis noted that "Revera Living is proactive when looking for innovative partners - PointerWare has been in place for more than a year and continues to be positively received by our residents."

Now that the pilot has concluded, current residents continue to use PointerWare and it has become a selling feature when introducing potential residents and their families to Windermere on The Mount. "I show it on every tour. Family members 'get it' right away and appreciate the positive impact it will have for their loved ones."



Windermere
ON THE
Mount
RETIREMENT RESIDENCE


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