

Market Report

# Connectivity Trends for Senior Living in the United States

2024 – 2029





**MARAVEDIS**

Wireless Infrastructure Analysts

# **Connectivity Trends for Senior Living in the United States**

## **Market Analysis and Forecasts 2024-2029**

**April 2024**

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A report without primary research consisting of interviews with industry participants and experts would not be worth much. We want to thank all the following individuals for generously sharing their insights and time with me.

- Omar Zahraoui, Principal, Research & Analytics, **National Investment Center (NIC)**
- Brad Williams, SVP Operations, **Argentum**
- Scott Taylor, VP of Sales and General Manager, **Single Digits**
- Eric Markow, CEO, **Dual Path**
- Matt Tyre, Vice President of Sales, **Spot on Networks**
- Lawrence Brown, Head of IT, **Living Care**
- Dave Elder, Director of Programs, Enterprise Division, **Amicus Networkx**
- Mark Goheen, Sr. Area Sales Director, **Ruckus Networks Group**
- Jeff Shaw, Managing Editor, **Seniors Housing Business**

### About the Author

Mr. Adlane Fellah is a veteran industry analyst and investor with 25 years of experience in the telecom sector. He has authored landmark reports on Wi-Fi, 5G, and technology trends in various industries, including residential, enterprise, and Industry 4.0.

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### About Maravedis

Maravedis is a boutique wireless infrastructure analyst firm founded in 2002 that focuses on broadband wireless technologies with a particular focus on managed Wi-Fi and private cellular networks. Maravedis also analyzes industry spectrum regulations and operator trends. Its mission is to research, analyze, and provide guidance on the role of wireless technologies in digital transformation.

### About MDU Experts

MDU Experts is a venture by Maravedis specializing in research, consulting, and tools for the multi-apartment technology markets.

### **Why buy this report?**

In the age of Google search and ChatGPT, why would you invest money in purchasing a market report?

Adlane Fellah, a veteran wireless industry analyst with 25 years of experience, performed the research and wrote the report. It results from an intensive research process involving one-on-one interviews with industry experts, reviewing the available senior living statistics and literature. The report also includes unique market projections based on hard data from multiple sources and assumptions built over many interviews with leading players in the market.

### **Who should buy the report?**

**Property owners:** Gather industry information quickly, validate internal research, get a holistic market view, and use objective data to make informed decisions.

**Service providers:** Gain perspective from their peers, validate internal knowledge, size the market, use objective third-party sources for decision-making, and use collateral for thought leadership.

**Solution providers:** Gather industry information quickly, assess the market opportunity, and use collateral for thought leadership and lead generation.

**Other stakeholders:** Gather industry information quickly, validate internal research, get a holistic market view, and use objective data to make informed decisions.

### **Important Note**

This report provides a cost-effective look at the senior living ecosystem. However, if you like its content and want to dig deeper into this segment, contact us to discuss your custom research and consulting needs.

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## Executive Summary

The U.S. population continues to age rapidly, and this aging boom has a multifold impact on the senior housing industry. Baby Boomers make up an increasingly large share of the senior population and they are living longer and healthier lives than the generations before them. After the heavy drop experienced during the pandemic, senior housing occupancy rates are back to healthier levels. The National Investment Center estimates over 600,000 additional units will be needed by 2029 to maintain the current penetration rate.

Contrary to popular belief, seniors have become increasingly technology-savvy and are enthusiastic internet users. While senior residents continue to consume mainly linear/cable television, online streaming is on the rise. Seniors also increasingly use mobile applications for banking, video chatting, gaming and engaging with their local community. As active seniors move around their apartments and common areas, Wi-Fi roaming becomes important to maintain connectivity throughout the property, whether it be independent or assisted living. In short, senior residents' expectations are rapidly changing.

The senior living industry has its share of challenges. It is marked by staff shortages, increased medical costs and low digitalization. The staff shortages create a domino effect, leading to an overly taxed workforce and an increase in labor costs. Senior housing leaders are continuously asked to do more with less. This state of affairs represents an opportunity for technology and connectivity to play a vital role in improving operational efficiency through automation and better integration of legacy systems and facility IoT.

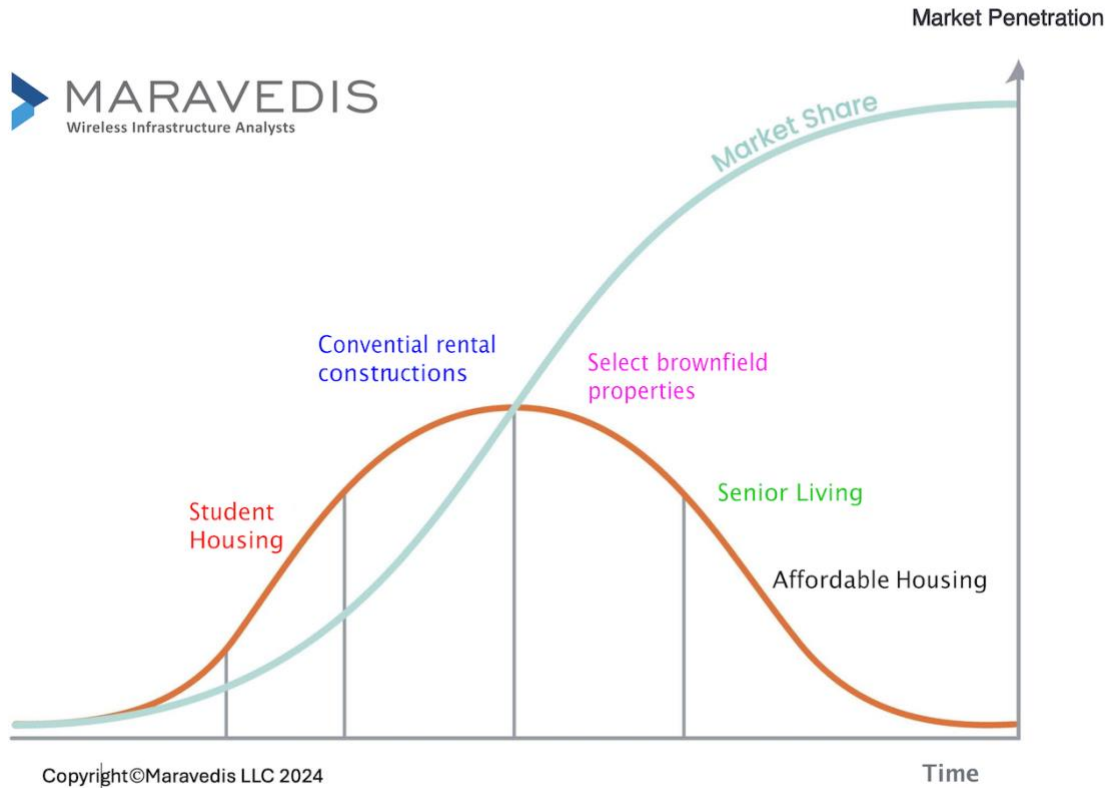
For caregivers and administrative staff, managed Wi-Fi is the foundational layer that enables them to serve the residents and better accomplish their duties. Wi-Fi makes it possible to reduce residents' isolation while facilitating the staff's work in senior living. Video calls, telemedicine, home automation systems — the list of innovations that improve the well-being of senior residents while optimizing the working conditions of care staff is growing.

On March 5, 2024, during the production of this report, the Federal Communications Commission (FCC) made a statement that may negatively impact bulk-managed Wi-Fi. This is causing concern and uncertainty among the stakeholders, but it is too early to know the impact.

No matter what the FCC decides, it only makes sense for property operators to invest in a better connectivity experience for their residents and outsource their IT operations and Wi-Fi to specialized managed service providers. We remain bullish that we are only at the dawn of this emerging sector.

This report provides an effective way to learn more about the senior connectivity market quickly. However, it is not meant to answer all of the possible questions. We do provide custom research and consulting to address your specific needs.

## Managed Wi-Fi Adoption Curve in Multi-Dwellings



# Multi-Dwelling Rental Units in the United States

Managed Wi-Fi: From Amenity to Necessity



July 2023

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## TOP 200 WiFi MSPs IN THE U.S

### WHAT IS THE MSP DIRECTORY?

The Top 200 Managed Wi-Fi Service Providers (MSPs) contact list is the only publicly available list in the market. The list includes contacts for the top 200 MSPs offering managed Wi-Fi services in the U.S. market. MDU experts and Maravedis, who have over 20 years of experience in the connectivity space, built and are maintaining the database in Excel file.

### WHAT IS INCLUDED?

Company Website	Full Name	Job Title
Email	Phone Number	Services: Connectivity and managed Wi-Fi

ALMOST 1,000 UNIQUE CONTACTS AMONG 200 MSPS, UPDATED NOVEMBER 2023

### WHAT ARE THE BENEFITS?

 <b>SAVE HUNDREDS OF HOURS OF RESEARCH TIME</b> We have spent several months identifying the active MSPs selling managed Wi-Fi services and then gathering the relevant contacts so you don't have to.	 <b>SAVE THOUSANDS OF DOLLARS</b> We have invested thousands of dollars in renting email lists from reputable organizations and collecting these precious contacts during our online events. Stop hiring and paying internal resources to perform a task we have already completed for you.
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**Wireless Broadband Alliance**

## 2024 WBA Industry Report

**Source:**  
Wireless Broadband Alliance

**Lead Author:**  
Adlane Fellah, Maravedis LLC

**Issue date:**  
November 2023

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