VSC
Virtual Senior Center

Where Seniors Come to Connect, Learn & Build Community

The Virtual Senior Center (VSC) gives older adults a place to go, learn, explore and socialize without having to go anywhere. An active online community with live courses 12 hours a day, 365 days a year, the VSC is a constant and welcoming companion to help make meaningful connections.

WHO WE ARE

Selfhelp was founded in 1936 to help those fleeing Europe maintain independence and dignity as they forged new lives.

Selfhelp created the **Virtual Senior Center (VSC) 10 years ago** to serve the homebound senior community and **has operated it continuously** ever since.

35 million seniors age 65+ (11%) reported that they live alone. Nearly one-fourth are considered socially isolated. The VSC has been shown to reduce social isolation in seniors by up to 85%.

The VSC platform provides organizations the ability to **create, customize and deliver online programming** focused on the needs of its members and overall organizational goals.

WHAT WE OFFER

The VSC offers a senior friendly interface that keeps our members connected and engaged. We offer a diverse curriculum across 18 categories, including:

- **Computers / Technology**
- **History**
- **Music**
- **Art, Literature & Culture**
- **Exercise & Wellness**

Over **1,500 classes** offered in 2020 in 5 different languages, including **English, Russian, Korean, Spanish and Mandarin**.

The VSC **connects** homebound seniors to events in their local community, statewide and beyond.

Selfhelp | VSC

HOW WE DELIVER

Time tested: over 10+ years of experience & user feedback

We provide the infrastructure for organizations to create **community-specific** virtual programming that can be shared with others on the platform.
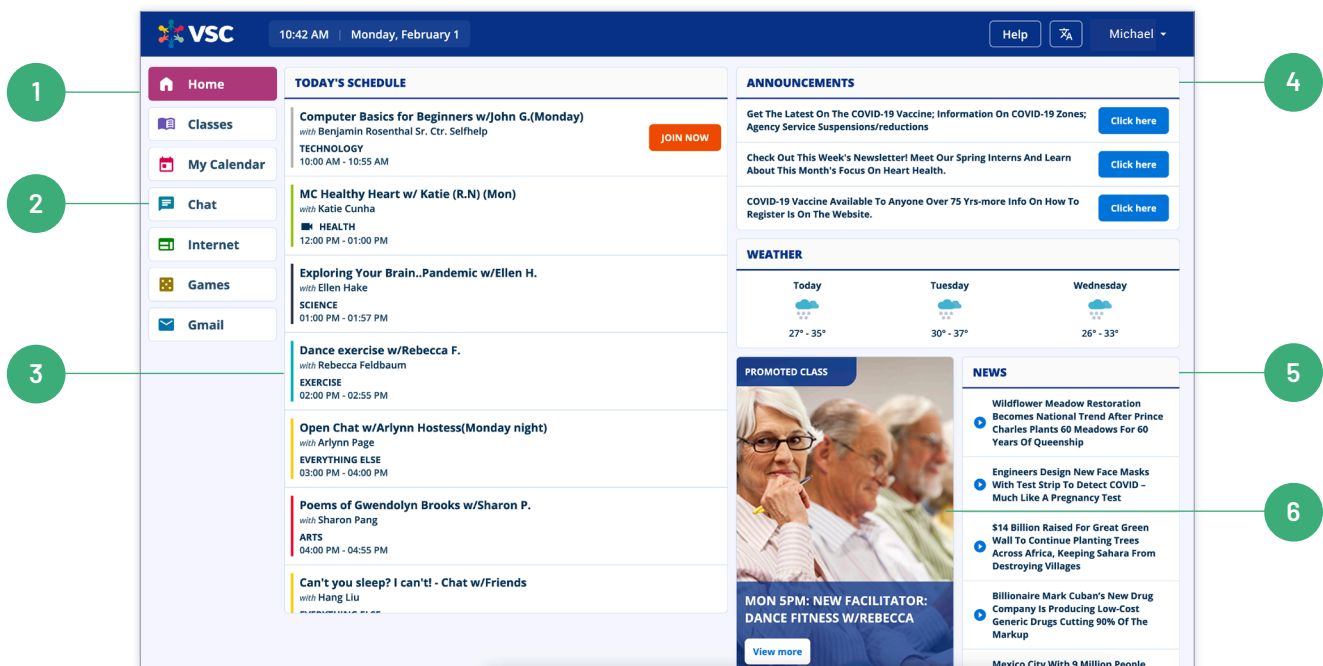
A framework that allows organizations to **easily communicate** with their members

Strict Privacy Policies keep members safe

Fully Administrator-controlled: organizations maintain complete control over their members.

An organization can customize a curriculum using Selfhelp's classes or a combination of its own and Selfhelp's classes.

SIMPLE UX – TAILORED FOR SENIORS

1. "Sticky" menu – menu items are always visible
2. Opportunity for seniors to bond – reduce isolation
3. Quick "at-a-glance" schedule
4. Customizable announcement
5. Customizable RSS / feed (ie. News and information)
6. Content: promo / ad space

UNLIMITED SECURE, SIMPLE SCALABILITY FOR COMMUNITIES OF ANY SIZE

VSC Member Communities: Case Studies		
Government Entities	Rehabilitation & Assisted Living Centers	Senior Centers
NY State Office for the Aging	**Gurwin Healthcare Systems**	**City of Ashland, MA Senior Center**
Currently running a pilot to implement VSC across its statewide centers	Clients are setup with VSC access as part of home discharge plan	VSC implementation for seniors in the Ashland, MA community