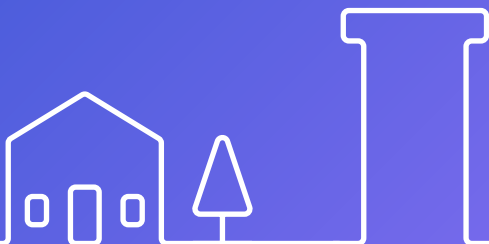


Senior Living

Empowering people to age independently and safely.

**Best Buy Health is a single,
trusted source for industry-leading
Age Tech, services, and support.**



We're Best Buy Health

Best Buy Health empowers people to age independently and safely by delivering trusted technology, services, and human support at scale.

Best Buy Health delivers these solutions directly to consumers and through partnerships with leading senior living communities and health plans across the country.

Who we partner with and how

Senior living communities

- Independent living communities
- Continuing care retirement communities
- Assisted living communities
- Skilled nursing facilities

Medicare Advantage

- Traditional supplemental benefits
- Special supplemental benefits for the chronically ill (SSBCI)

Medicaid payers and providers

- Long-term services and supports (LTSS)
- Home and community-based services (HCBS) waivers
- Enabling technology waivers



40K+

residents served

We serve over 40K residents across 350 senior living communities through proprietary medical alert devices with advanced fall detection and 24/7 access to our Caring Center, including U.S.-based social workers who address key social needs.

Scalable Age Tech backed by human support



One single source for Age Tech

From medical alert devices and ambient monitors to assistive and enabling technology, we make it easier for senior living communities to engage residents, differentiate, and address staffing shortages.



Seamless tech support

Our Geek Squad agents can provide tech support for all your community's Age Tech needs. They can also lead resident tech education and support classes for everything and anything tech-related.



Proactive programs reduce costs

Best Buy Health delivers proactive care through programs that help prevent social isolation with early identification and outreach, and help reduce fall risk using data-driven insights and personalized exercise support.



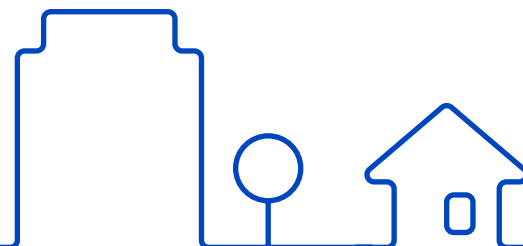
Human support to better augment staff

Through our proprietary devices, residents gain direct access to our Caring Center—800+ U.S.-based agents who handle needs and emergencies, helping reduce staffing burden.



Support occupancy growth

Strengthen community differentiation and attract prospective residents by leveraging Best Buy Ads and Geek Squad technology education classes.



We make Age Tech access and adoption easy

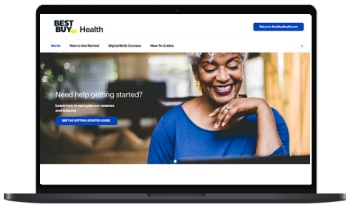
1



We work with you to identify the right Age Tech for your unique needs, whether you're looking for:

- Medical alert devices
- Fall detection technology
- Ambient monitors
- Enabling & assistive technology
- Or something else...

2



We help integrate solutions into your community and workflows by:

- Identifying residents who would benefit most from specific devices
- Developing protocols that enable your care team to better support everyday needs while reducing staff burden
- Leveraging device data to inform care decisions and enhance staff effectiveness

3



We handle installation and ongoing support through our Geek Squad agents. Backed by Best Buy's national infrastructure and supply chain, we ensure fast, seamless delivery—followed by professional setup and reliable, ongoing tech support from our Geek Squad team.

4



We educate your residents about Age Tech and other general tech needs through on-site Geek Squad-led tech classes.

5



We provide data to help you make informed decisions around staffing needs, resident safety, and service usage.

Programs designed to help you be proactive

In addition to technology and human support, we offer optional proactive programs to drive measurable impact to your organization.

Fall Risk Mitigation

The program

Best Buy Health uses data and ongoing evaluations to help identify fall risk across a population and deliver customized interventions, including tailored digital exercise and strength-building programs, wellness coaching, and engagement tools designed to support members.

The benefits

- Keep residents safe** by helping reduce fall-related hospitalizations and emergency room visits.
- Improve outcomes** by helping to prevent falls and improve quality of life.
- Foster proactiveness** through personalized coaching and digital engagement tools that help drive program adherence to exercise and strength building.



Pilot results*

Best Buy Health and Brigham & Women's Hospital conducted a Fall Risk Mitigation pilot which saw:

.25 Number of falls prevented per person per year	\$3,600 Estimated cost savings per person per year observed in pilot
20% Increase in step count	86% Program completion rate

*Results based on a limited pilot and are not predictive of outcomes in other communities. Results may vary.

Why it matters

Falls among members are common, costly, and often preventable:

- 3 million emergency department visits among older adults in 2021 where a result of falls.¹
- 37% of older adults who fall experience injuries requiring medical treatment or restricting activity for at least a day.¹

¹CDC, Older Adult Fall Prevention, <https://www.cdc.gov/falls/data-research/facts-stats/index.html>, 2026

Social Isolation Prevention

The program

Best Buy Health uses data and assessments to identify at-risk individuals and create tailored intervention plans that proactively engage them, connect them to essential resources, and provide ongoing support.

The benefits

 **Improve outcomes**
by helping increase adherence to care plans.

 **Reduce healthcare costs**
by helping address social determinants of health (SDOH) and preventing health issue escalations that lead to ER visits and hospitalizations.

 **Make data-driven decisions**
about care strategies, resource allocation, and program effectiveness.

 **Build trust**
through engagement and better social support.



Pilot results*

Best Buy Health and a leading health plan partner conducted a pilot that saw:

11%

decrease in risk scores

\$800-\$1,999

estimated cost savings per person per year observed in pilot

Disclaimer: Results based on a limited pilot and are not predictive of outcomes in other communities. Results may vary.

Why it matters

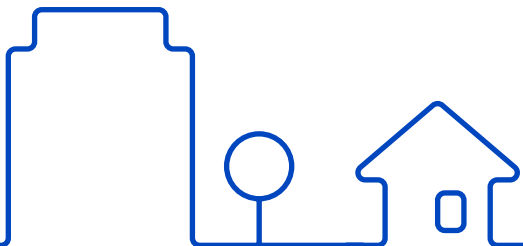
Social Isolation is an unseen health crisis, posing significant risk to resident health and well-being. Studies show:

25%

of older adults are affected by social isolation²

68%

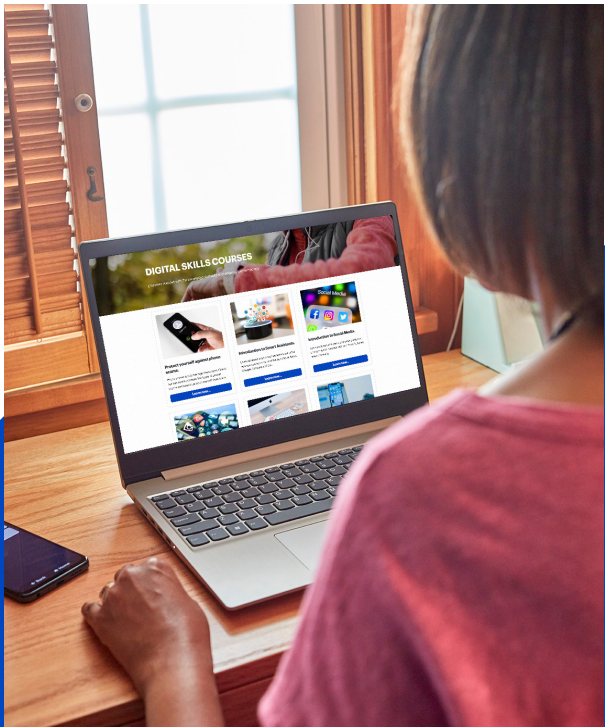
increased risk of hospitalization in patients with perceived social isolation.³



Enabling Technology

The program

This program aims to enhance individuals’ lives by combining innovative technology with a trusted, person-centered support model. It delivers tailored solutions that promote safety, independence, and daily living, supported by professional in-home installation, ongoing education, and guidance. Best Buy Health’s certified Geek Squad team ensures individuals feel confident using technology in the community.



The benefits

By giving residents access to leading Age Tech, you can better support your residents and staff by:

- **Helping keep residents safer**, more connected, and independent
- **Supporting enhanced quality of life** through intuitive, easy-to-use technology
- **Aiming to reduce staff workload** with smarter, proactive support tools
- **Improving communication** between residents, families, and caregivers
- **Enabling earlier intervention** through real-time insights and alerts
- **Creating a more modern, attractive living experience** to drive occupancy

For more information please contact
Enabling_Technology@Bestbuy.com

²JAMA, Social Isolation Changes and Long-Term Outcomes Among Older Adults, <https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2821456>, 2024
³PubMed Central, Social Connection as a Critical Factor for Mental and Physical Health: Evidence, Trends, Challenges, and Future Implications, <https://pmc.ncbi.nlm.nih.gov/articles/PMC11403199/>, 202



www.bestbuyhealth.com

If you're interested in learning more about Best Buy Health,
please contact **PartnerEngagement@bestbuy.com**.



Best Buy Health solutions are not medical or clinical care services
and do not replace professional medical care.

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