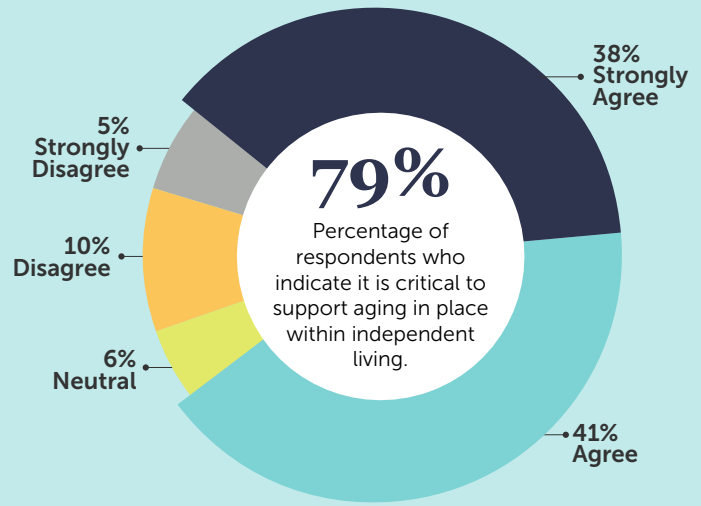




# Aging in Place

## Promoting and supporting the ability to age in place within independent living is critical to our ability to be successful.

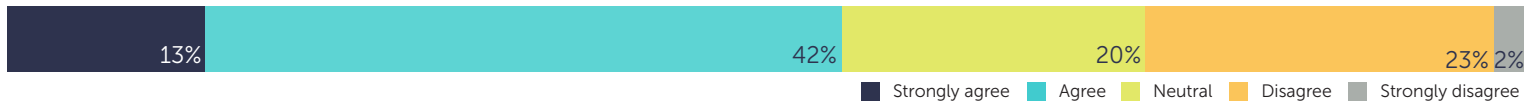
Consistent with additional survey questions, a large percentage of participants believe that a focus on aging in place within independent living is critical. This has consequences throughout other LPC areas. There is cautiousness around how aggressively one can move towards aging in place, but the data clearly communicates urgency.



Future residents will expect to age in place in their independent living unit when they move to a life plan community.



Aging in place within independent living will increase the challenge of marketing our independent living units.



Operation changes to support the ability to age in place within independent living.



Expect reduced nursing beds as part of your aging in place plans.



Operate your own home care agency to help individuals age in place in your LPC.



Note: Data on graphs may not total 100% due to rounding of numbers.

### Observations:

Based on the responses to these questions, the general consensus appears to be that aging in place is happening, may be desired, and presents challenges to operations. We also asked respondents about their plans for operating a home care agency and reducing nursing beds in response to aging in place, with large majorities indicating that they would.

### How will consumers preference for aging in place impact your community?

Although the response to previous survey questions made it clear that aging in place is an expectation, the comments were organized around those who see it as something to be embraced and those who disagree with the concept:

- Pragmatic responses focusing on what will need to change, with an emphasis on assisted living changes.
- Concern over the aging implications and ability to attract “younger” seniors.
- Marketing impact of an older, more frail independent living population.
- Development of homecare as an opportunity to help with revenue and to serve external market as well.



# Aging in Place

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*I believe we will ultimately decide to teach people why [aging in place] is a bad idea.*

*We have a product to serve a market and like in many industries we need to change with the demand of the consumer. As long as we do so, we expect people will continue to desire our product.*

Participant comments

”

## **CLA considerations:**

Of key areas within a community, this topic seems to excite the passions around two different philosophies: aging through a continuum versus more time aging in independent living. Regardless of choosing to support further aging in place or focusing on the use of the full continuum of care, consider the:

- Current utilization of assisted living and nursing, including patterns as to what is actually happening your community. Many providers are experiencing aging in place, but not based on their terms.
- Short-term financial implications, such as initial drop in turnover (which is likely to catch up eventually).
- Next generation of consumers, and whether moving through a continuum or aging in place is likely to resonate more in the future.
- Marketing impact of an older, more frail independent living population.
- Pros and cons of developing your own home care capabilities:
  - Build from scratch
  - Acquire an existing provider