



How technology helps
deliver fuller occupancy
rates and longer stays.

Attracting new residents: Understanding your buyer

It's no secret that providers are facing an uphill battle when it comes to filling their suites. At 87.6%, assisted living occupancy dropped to its lowest level since early 2010, according to the latest data from the National Investment Center for Seniors Housing and Care (NIC)¹. Additionally, residents are entering communities later in life, and they typically don't start their search until after experiencing a significant life change. So how do you convince seniors to choose your community over other organizations or home care?





“The more that we can do to automate certain functions means we’re freeing up precious time in their day to do what matters most – which is provide outstanding care in interface with our residents⁵.”

Jack Callison, CEO, Enlivant

Learn the role of the adult child

In a growing number of instances, a prospective resident’s child is the one conducting the search to find the right residence for their elder parent. Recently, a survey conducted by Caring.com found that nearly three-quarters of those inquiring about senior care were adult children². This means that to attract new residents, you’ll need to learn how to appeal to their adult children.

The services you offer play a big role, as the amenities the adult child is looking for differ from what residents want to know. Instead of inquiring about the number of fitness centers on site, the adult child is searching for data and details around service delivery, pricing, and personnel. And with 67% of consumers gathering most of their information digitally, savvy providers are updating their websites with the content adult children are looking for³.

Welcome Wi-Fi and Technology

But adult children aren’t the only ones going online. Pew Research found that older Americans are the fastest-growing group of Internet users, with 58% of seniors hitting the web in 2015⁴. For residents, Wi-Fi provides the ability to stay connected with their friends and family, while delivering peace of mind to their adult children by enabling them to communicate seamlessly and receive updates regarding the care being provided.

However, Wi-Fi isn’t just a value-add for residents, but for staff as well. Employees can use Internet-connected devices to track health metrics and evidence of the care they’re providing through hard data. Additionally, the right technology can help to streamline processes and drive efficiencies that enable staff to spend more time with residents. For adult children, knowing that staff is spending time with their loved ones instead of running from suite to suite or filling out lengthy paperwork is a huge comfort.



Providing a seamless transition: Make move-ins a breeze.

Once a resident has selected your community, it's time to begin the move-in process. This can be a difficult time for new residents and their families, so it's important to make the experience as seamless as possible. To do this, leading providers are utilizing technology.



“There’s high demand from family members and residents themselves,” says Dan Madsen, chairman and CEO of Leisure Care. “This is not yesterday’s retirement community where there wasn’t any technology⁸.”

Leveraging tech for move-ins

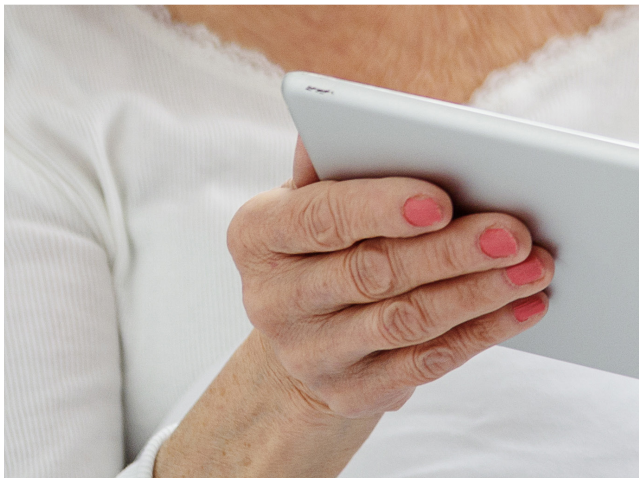
When making the transition from a home to a senior living community, the number of forms that must be completed can seem endless – for both new residents and staff. However, capturing as much information as possible before move-in day can help ease the transition for both residents and staff. Any wellness needs or preferences are established early on, providing staff with valuable insights that can be used to determine scheduling or staff allocation.

The documented information can also be used as a baseline measurement for resident wellness. Moving into a senior living community can be difficult for some, so tracking and monitoring their health or behaviors allows for staff to intervene early if there’s any change. Research conducted by the National Center for Health Statistics at the Centers for Disease Control and Prevention has found that depression is the seventh most common chronic condition among assisted living residents, affecting as many as 28% of them⁶. By leveraging technology to document and monitor residents, staff can quickly identify inconsistencies in resident behavior and intervene.

Start on the right foot

After all the necessary documents are complete, it’s time for new residents to become acquainted with their new home. This is a pivotal moment that most seniors have delayed for as long as possible – and an opportunity for providers to really differentiate their community from competitors. Leaders in senior living are using technology to deliver an enhanced resident and staff experience, as well as improve their bottom line.

Some communities provide residents with mobile devices, like iPads, as part of the move-in process, which they can then use to communicate with staff, other residents, or their family and friends. Providing this type of connected-experience sets a community apart from its competitors and increases resident satisfaction. With over 95% of senior living operators stating that referrals were essential to maintaining their occupancy rates, using tech devices to delight residents can lead to more referrals⁷.



Keep residents longer: Deliver and document the right care.

Moving the senior parent into a community is never an easy decision, so the adult child wants reassurance that they won't have to transfer their parent to a higher acuity facility anytime soon. By providing quality service delivery, operators can keep residents in their community for longer – which provides value to both residents and community operators.



Deliver and record care

Documenting and reporting on the care delivered to residents is an essential component to attracting today’s consumer. Showing a positive correlation between the care and services provided and the wellness of residents demonstrates the value of your community. With the average one bedroom suite costing over \$3,600 per month, residents and their family want to ensure they’re getting what they’ve paid for – especially when they spend 85% of their income on housing⁹.

Investing in industry-specific technologies, such as an electronic health record (EHR), can help providers and their staff to capture the care and services provided. This empowers staff to better manage the overall wellness and care outcomes of their residents, while providing adult children with real-time insights on services delivered.

Be prepared for all health levels

The most common supportive care need for assisted living residents is for medication management. Juggling the multiple care needs and activities of daily living for residents can be complex, especially when the typical resident takes six to eight different medications¹⁰. By storing all data in a single electronic location, staff will have quick and easy access to important resident health information – helping to ensure residents receive the right medication or assistance at the right time.

Poor or inconsistent care can result in a decline in quality of life, an increase in medication errors, and the need for hospitalization. To significantly minimize avoidable hospital re-admissions, staff must properly manage service delivery while monitoring a resident’s health throughout the duration of their stay. By closely monitoring the health of a resident, staff can intervene if there are indicators of deterioration and prevent an avoidable increase in acuity.



Healthy residents, healthy occupancy.

Investing in providing high quality services isn't just a benefit to residents – but to the community as well. By leveraging technology to gain better insight into the needs of current and incoming residents, community operators can make the necessary adjustments.



Welcov Healthcare implemented PointClickCare's platform across their 18 residences with the goal of re-evaluating their pricing and service bundles.

Heidi Elliot, vice president of Welcov's Assisted Living Division, stated that, "Before rolling out PointClickCare, we didn't have a barometer in terms of how our clinical scores ranked in each of our buildings, we were doing things differently in every single community. Now, we have a consistent measure where we can compare the different communities, so they can see how they are doing individually and overall as a division, which helps us in turn make operational decision."

The end result was a new pricing and service bundle model that took effect on December 1, 2015, which saw an increase in service level and monthly pricing for 227 residents. This drove a revenue increase of 12% annually, and no resident turnover was experienced with the pricing changes. By having consistent and accurate documentation across all communities, the team at Welcov was able to determine the level of service required for each resident and adjust their staffing or schedule accordingly.

Conclusion

Whether it's attracting new residents, managing the move-in process, or keeping residents in their suites – technology plays a huge role. The variety of factors impacting occupancy rates is endless. From new consumer attributes, to increased service expectations, to higher levels of acuity amongst residents; senior living communities have their work cut out for them. By leveraging an EHR platform, operators can better manage their residents, employees, and business performance.

To hear how leaders at Welcov Healthcare used technology to increase revenue by documenting the services they were delivering, register for our upcoming webinar.

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PointClickCare®

PointClickCare Technologies Inc. is helping over 13,000 long-term and post-acute care (LTPAC) providers meet the challenges of senior care by enabling them to achieve the business results that matter – enriching the lives of their residents and patients, improving financial and operational health, and mitigating risk. PointClickCare’s cloud-based software platform is advancing senior care by enabling a person-centered approach to care, connecting healthcare providers across the care continuum with easy to use, regulatory compliant solutions for improved resident outcomes, enhanced financial performance, and staff optimization. For more information on PointClickCare’s ONC certified software solutions, please visit www.pointclickcare.com.

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