

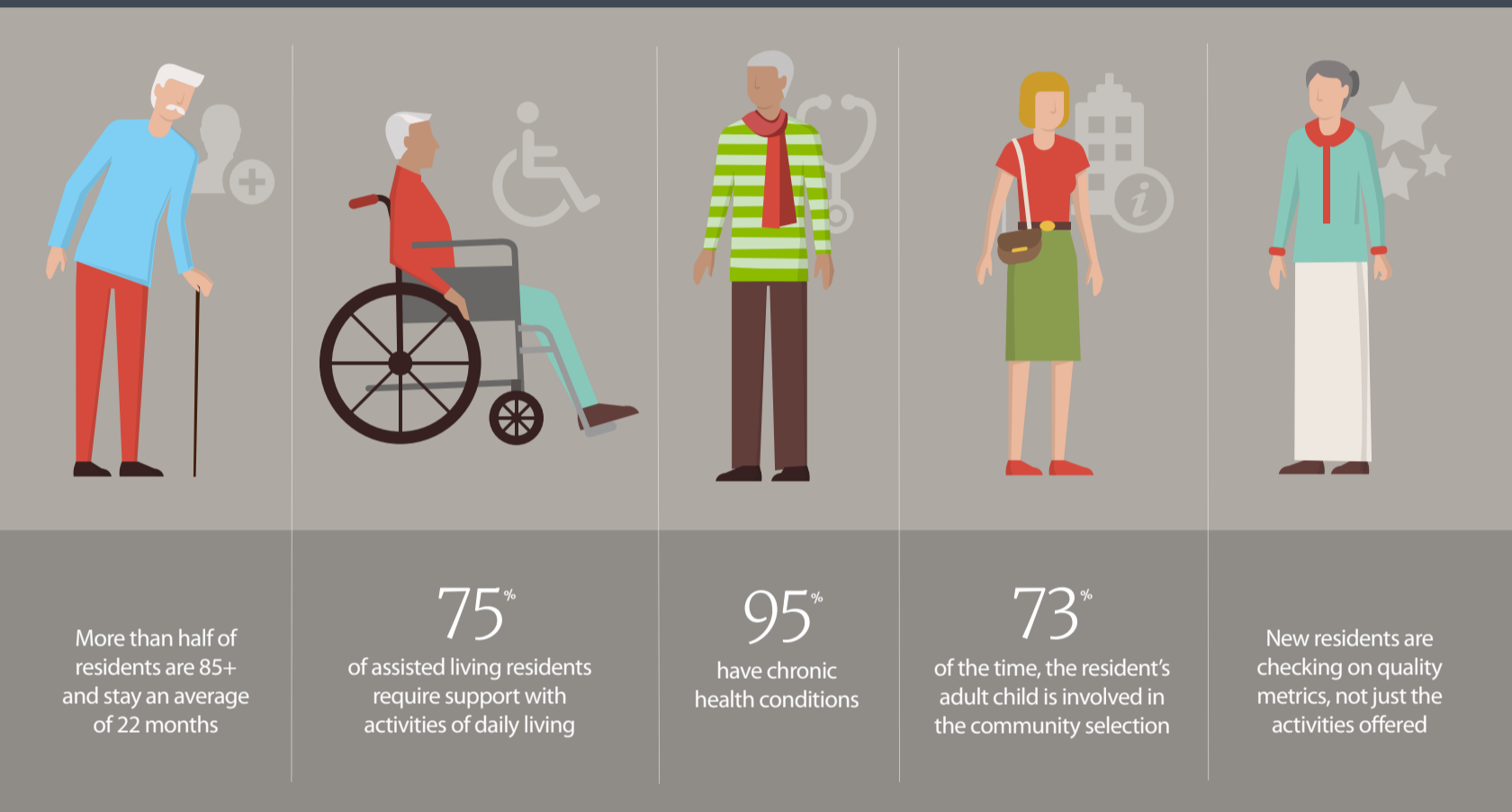
How to go from Good to Great

The challenge of maintaining high resident occupancy is universal. It's the way in which providers address that challenge that separates the winners from everyone else.

How are they doing it? By knowing the needs of the new consumer. The shift in the senior aging population is bringing a new customer through the door of providers with service expectations focused on wellness, not the opulence of the lobby fountain.



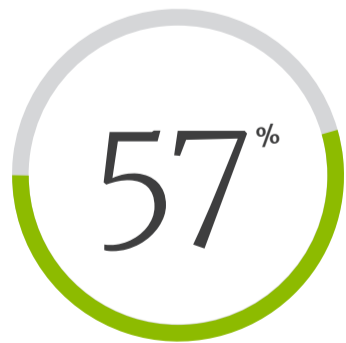
Who is the new consumer?



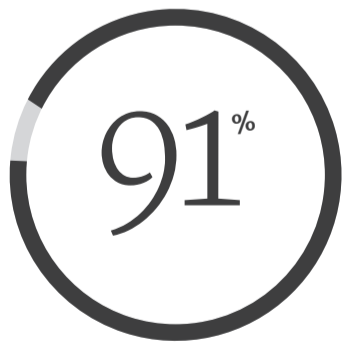
To maintain occupancy, operators need to meet these needs with service plans designed to enhance and adapt to the wellness requirements of today's seniors during the tenure of their stay.

HOW?

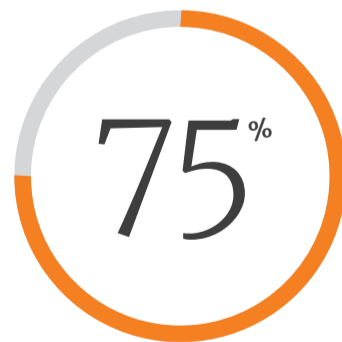
Instead of reducing IT budgets to build lobby fountains, leading operators are investing in technology designed to manage and improve resident care.



recognize their residents have a greater need for clinical support.



of operators agree that electronic health records are an important technology to invest in, delivering greater visibility and access to information.



of providers report that their electronic health records enable them to deliver better care.

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