FOUR BIG TRENDS IN SENIOR LIVING CENTERS

By 2030, more than 20% of Americans will be 65 or older, compared to 13.1% in 2010 and 9.8% in 1970[1]. This influx of seniors will create both opportunities and challenges for senior living communities, and the future success of these communities will depend on their ability to innovate around four key drivers:

TREND #1: TECHNOLOGY

It's not just for kids anymore. Seniors expect mobile technology. Consider the following statistics from the Pew Research Center:

28M
Facebook users are over the age of 55.

68%
of Americans in their early 70s go online.

3X
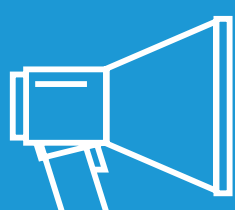Social media usage among seniors has tripled since 2005.

25%
Tablet ownership among seniors is 25%, tripling since 2011.

THE TAKEAWAY
The senior living community's computer lab is evolving. Today's seniors expect and enjoy wireless connectivity at their fingertips with tablets, smartphones or personal computers.
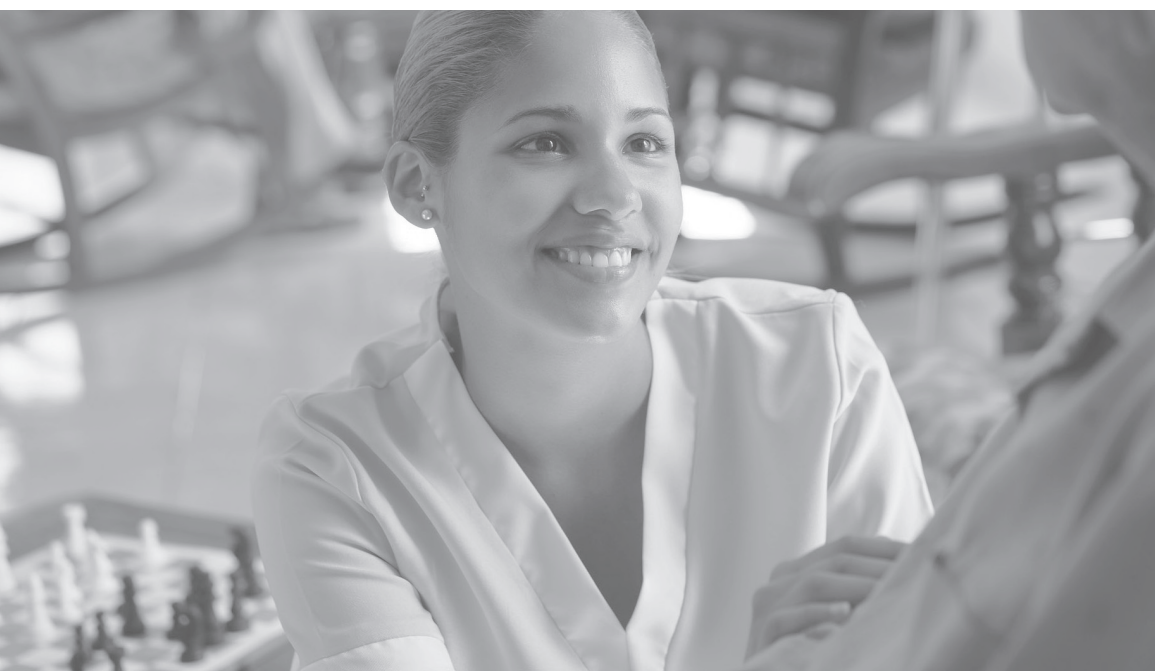
A recent report by Argentum found that 22% of Millennials would consider a career in the senior living industry

(as compared to 11% of Baby Boomers and 14% of Gen X).

TREND #2: VOICE

Every generation has one in senior living care. Three generations will drive senior living communities' adoption of technology:

THE TAKEAWAY
The future success of senior living communities depends on addressing the technological needs of the Baby Boomers, Generation Xers and Millennials.

BABY BOOMERS
ultimately select and reside in your community, and they are the most important voice in ongoing satisfaction ratings and resident engagement.

GENERATION XERS
will play an increased role in caring for and keeping their loved ones in your community; they care about time, money and value.

THE MILLENNIALS
are your future workforce and the key to resident satisfaction and your ability to provide exceptional care.

Studies show that IT innovations in senior care communities have a positive impact on quality of care.

- Greg Alexander, professor in the Sinclair School of Nursing at the University of Missouri, and researcher on IT adoption in nursing homes.

TREND #3: DATA

It will drive your business. While the healthcare industry as a whole has adopted major information technology advances, senior living communities have lagged behind.

Only **20%** of senior living communities have someone heading up IT.

Only **20%** of senior living communities use electronic health records[2]

20%
A 2017 study of employee retention saw 20% of respondents saying that insufficient technology was a factor in employee burnout.

THE TAKEAWAY
Senior living communities that invest in technology will have measurable data to help inform their decisions regarding resident wellness, sales and marketing, operations and even community expansion. This leads to a more proactive approach to fulfill both resident and staff needs.

Increased Internet access and use by senior citizens enables them to connect with sources of social support when face-to-face interaction becomes more difficult.

- Phoenix Center visiting scholar Dr. Sherry G. Ford.[5]

TREND #4: COMMUNICATION

This could be your game changer. Here's what an integrated communications platform can do for your community:

THE TAKEAWAY
As your community evolves, paper newsletters and community bulletin boards just won't cut it. Senior living communities should be ready to use technology to provide integrated, timely communications.

STAFF COMMUNICATIONS AND TRAINING
Streamlining and tracking staff communications and training programs in one platform ensures all lines of communication are clear and consistent and improves workforce development. An integrated communications platform also promotes staff efficiency, productivity and transparency.

RESIDENT ENGAGEMENT ACTIVITIES
Online calendars and apps allow residents, families and staff to track community activities, appointments, messages, prescription refills and more, at all times.

COMPLIANT COMMUNICATIONS
All digital data must be protected to avoid potential security breaches. The right engagement platform vendor will provide strong data security measures.

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(888) 996 6993 | info@caremerge.com