



# THE WELLNESS REVOLUTION SHAPING SENIOR LIVING

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# KEY

## TAKEAWAYS


The word on everyone's lips today is one that senior living is in a unique position to provide: wellness.

No matter the business sector, wellness is a hot topic. In technology and health care, in restaurants and hospitals, the concept is everywhere. It's in senior living too. That's because the areas of a resident's life that senior living aims to address are all wellness-based.

For the health of their businesses and the future of their residents, it's time for senior living providers to embrace the wellness challenge and lead the charge. Wellness is not an ancillary piece of the senior living business. It is the business. Senior living providers need to do it better. This report shows how they can.

### **In these pages, senior living providers will learn:**

- Seniors need whole-person wellness — a focus on multiple, interrelated areas of a person's life
- Baby boomers demand more attention on wellness than do members of the Greatest Generation
- Senior living environments are being re-defined as spaces to promote wellness, impacting site selection, building design and technological infrastructure
- Big-name hotels are setting the pace for wellness, and senior living can and must learn from hospitality's innovative practices
- Person-centered offerings in dining, fitness and health care must be the norm
- The most promising technologies for enhancing wellness



The exterior at the Aurora Health & Wellness Center at Norterre, a multigenerational community in Liberty, Missouri. (Photo courtesy of Norterre)



# THE BUSINESS OF WELLNESS

Wellness is big business, and business is **good**.

As reported by the Global Wellness Institute, wellness is a \$3.7 trillion industry and growing. From 2013 to 2015, for instance, wellness tourism grew 14% to \$563.2 billion — more than double the growth rate of overall tourism in that time.

All over the world, people are spending big to achieve wellness. Though different sources cite anywhere from four to 12 dimensions of wellness, **there are five that are most commonly addressed in senior living**: the emotional, mental, physical, social and spiritual.

Put these and other dimensions of wellness together and you get the key concept of wellness today: whole-person wellness. It requires a multi-faceted, integrated approach, one that acknowledges the interconnected relationship between different areas of the body, along with the mind and spirit.

If the idea of combining emotional, mental, physical, social and spiritual needs sounds similar to the mission of senior living, that's right on the money. Senior living providers are already embracing wellness, and seeing the business benefits.

For example, wellness offerings increase resident satisfaction and improve quality of life. That translates to longer length of stay, leading to more stable occupancy and a healthier bottom line for senior living providers.

Lutheran Senior Services, which operates 21 locations in Missouri and Illinois, has achieved an 11% reduction in move-outs to higher levels of care among participants in its "Project Wellness." New Jersey-based Juniper Communities has extended length-of-stay through Connect4Life, a program that has slashed hospitalizations among high-acuity residents, lowering costs of care.

## WELLNESS INDUSTRY

# \$3.7 trillion

Wellness is a \$3.7 trillion industry and growing.

Efforts aimed at the emotional, physical, social and spiritual dimensions drive big spending. Along with tourism, today's top wellness sectors include:

- **Healthy eating, nutrition and weight loss**  
(\$648 billion in 2015)
- **Fitness and mind-body connection**  
(\$542 billion)
- **Preventative and personalized medicine and health care**  
(\$534 billion)
- **Spas**  
(\$98.6 billion)

Source: Global Wellness Institute, "Build Well to Live Well — Wellness Lifestyle Real Estate and Communities," 2018

