

Why Senior Living Should Embrace Hospice

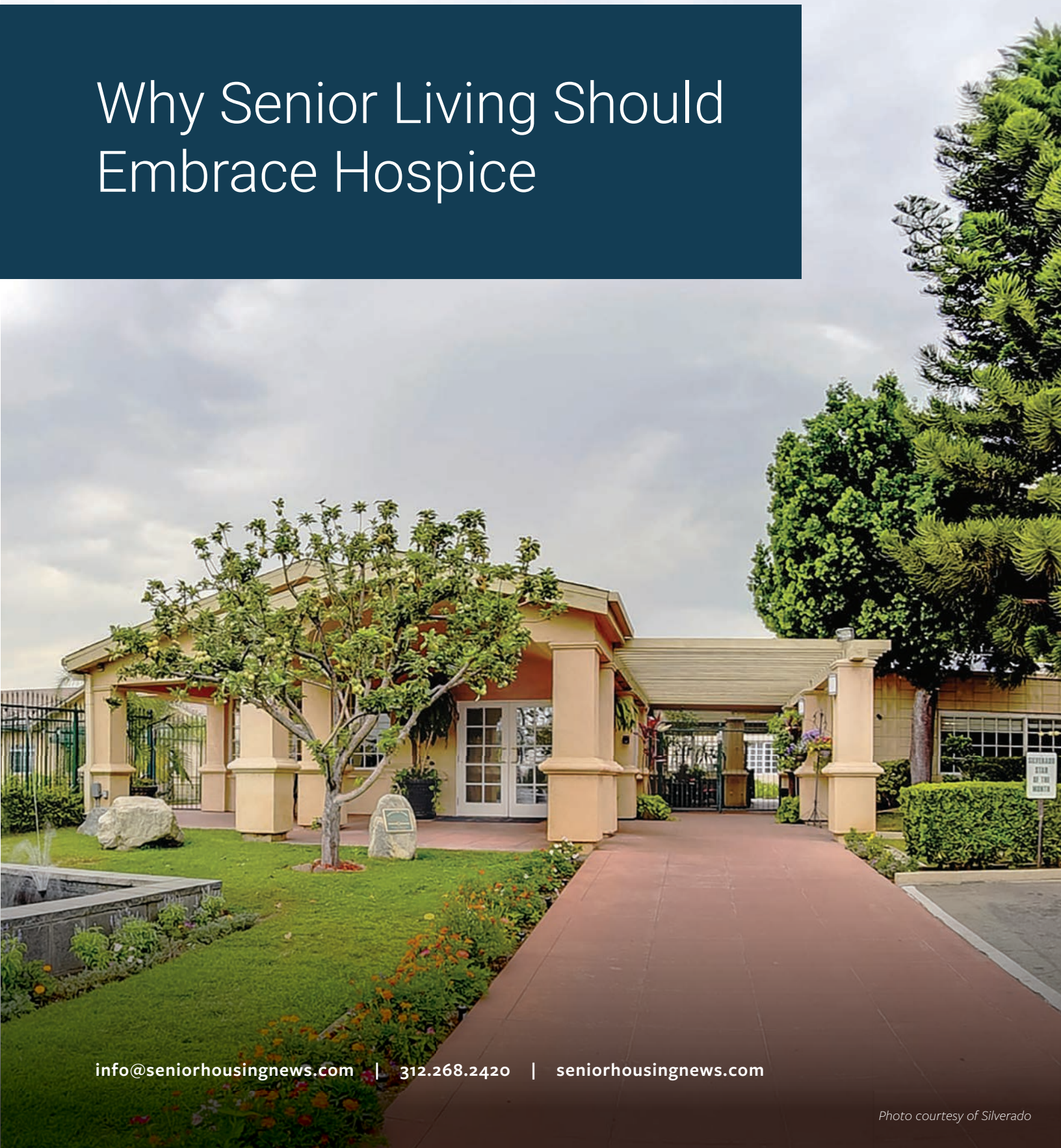


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About Senior Housing News

Senior Housing News (SHN) is the leading source of news and information covering the senior housing industry.

With a national reach of more than 30,000 professionals, SHN boasts a readership that includes senior housing operators,

developers, banking institutions, real estate investment trusts, private equity and service providers catering to the industry. SHN provides a cutting-edge and targeted platform unlike any other publication, giving you the opportunity to reach decision-makers every day

Key Takeaways

- Senior housing operators have identified three approaches for facilitating hospice for their residents, meaning organizations have options for what suits them best
- Hospice is ripe in AL: utilization in the U.S. is up 35% since 2011, yet up more than 100% in that time in assisted living
- There are 6 major trends that show senior housing's hospice opportunity, including longer length of stay in assisted living than any other setting
- Hospice improves quality of life and reduces hospitalizations
- Senior housing operators that aren't facilitating hospice for their residents are missing out on several benefits, including revenue

The golden age of senior housing hospice

Hospice is designed to make patients comfortable. Yet its utilization has lagged due to its prospective users' emotional discomfort about the service itself.

Not anymore.

Hospice is entering a golden age, and nowhere has its rise been more pronounced than in senior living. In less than ten years, the prospects of hospice services in assisted living and memory care communities compared to nursing homes and skilled nursing facilities has completely flipped. In 2011, AL comprised about 14% of all hospice patients, while nursing homes and SNFs had 27%.

Today, nursing homes and SNFs are down to 23% of hospice patients, while AL is up to 21%.

That is just one of the many trends illuminating the growing positivity around hospice in senior living. Fueled by several factors — including the stripping away of hospice's taboo, improved quality of life outcomes, the shift to value-based care and greater cost savings for the chronically ill — the public's awareness of and appreciation for hospice's value is booming.

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Photo courtesy of PHS