



Happy New Year!

Although the holiday season has come to an end, we hope that you were able to spend time with loved ones and enjoy the remainder of 2020. Moving forward into the New Year, we are excited to see all the amazing things that are to come!



5 Trends in Long Term Care for 2021

After a long year in 2020, facing many unforeseen challenges, it is important to continue to focus on ways to better the senior living environment. Find out more about how long-term care facilities can anticipate obstacles in the future.

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Designing a 2021 Resident Engagement Blueprint

Collectively, both mental and physical health has taken a toll in 2020 due to the pandemic. Learn about ways to improve the work environment and overall wellbeing of staff and residents.

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Ring in the New Year

Thinking of New Year's Resolutions that you can stick to can be tough. It's always nice to have some fresh ideas that may inspire a few new goals. Read about these 5 ways you could start 2021 off on a positive note!

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Important Messaging to Attract New Residents Now

The pandemic has changed the way potential residents view long term care communities. A survey reported by McKnight's Senior Living identifies the main concerns seniors have when considering a senior living community

today. 73% of respondents said they would be much more likely to move to a community that speaks openly about its COVID-19 protections and prevention methods.

The messaging from facilities must be clear regarding the following important points according to 70% of respondents:

- The facility is meeting/exceeding state and local guidelines for senior living communities
- The facility is meeting/exceeding all Centers for Disease Control and Prevention requirements for senior living communities
- Transparency regarding residents and staff who have tested positive for COVID-19
- The stringency of their COVID-19 testing protocols for staff and visitors
- Information regarding community requirements for mask use and facial coverings
- The ability to safely distance on the premises

Please consider proactively addressing these concerns and how they impact visitation and access to residents when speaking to prospective residents and their families.