

2024 BENCHMARKS

Blazing the Trail in Senior Living: Next-Level Resident Engagement

Resident engagement in senior living continues to rebound, with many positive trends evident in 2023. If you're reading this report you have likely already successfully implemented a person-centered environment for your senior living community. What is the next step? This benchmark report will help you take resident engagement to the next level in 2024 and beyond.

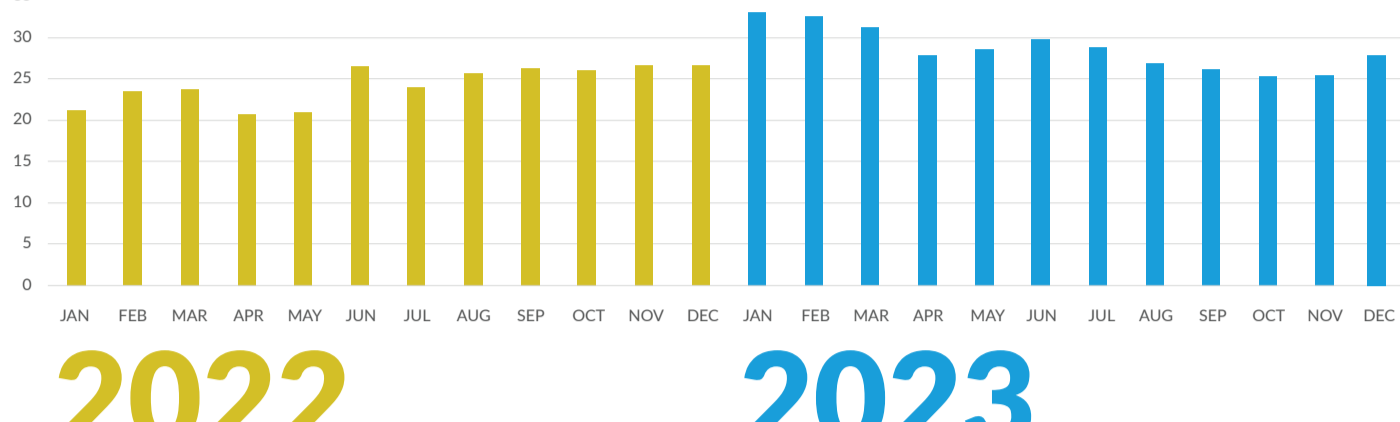


THE STATE OF RESIDENT ENGAGEMENT

AVERAGE NUMBER OF MINUTES OF ENGAGEMENT PER RESIDENT PER DAY

Residents received on average 24 minutes of engagement per day in 2022.

We see a 20% increase to that average in 2023 reaching 29 minutes per day.



CONTACTS PER DAY

The Linked Senior Resident Engagement Institute is excited to introduce a new KPI: Contact per day. Defined by the average number of contacts a resident receives per day. This can be an accepted or declined program. The default goal is 1 per day or more.

Average in 2022: 0.6  
Average in 2023: 0.8

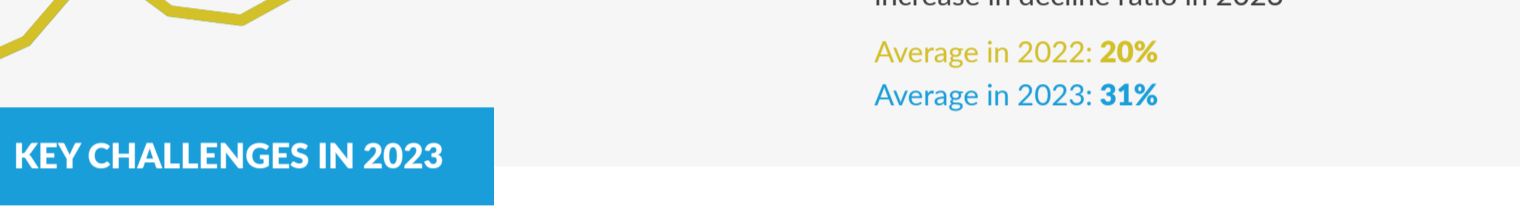
33% ↑ increase in contacts in 2023



DECLINE RATIO

Decline ratio measures the % of programs offered vs the % of residents that decline to participate. Residents declining programs proves they are voicing their opinions; it is a healthy feedback mechanism for Senior Living.

55% ↑ increase in decline ratio in 2023

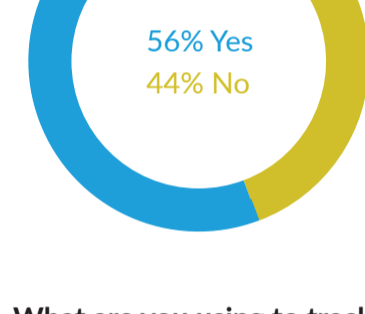


Average in 2022: 20%  
Average in 2023: 31%

KEY CHALLENGES IN 2023

SURVEY INSIGHTS

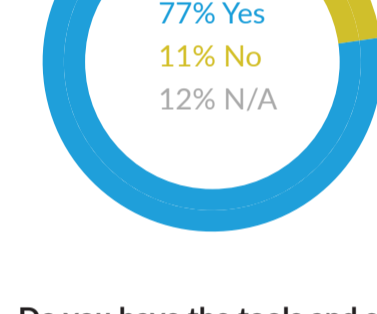
Are you consistently getting help from other departments?  
472 respondents from 11/2023 Survey



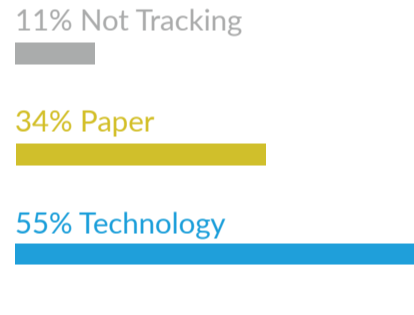
How frequently do you collaborate with your sales and marketing department?  
472 respondents from 11/2023 Survey



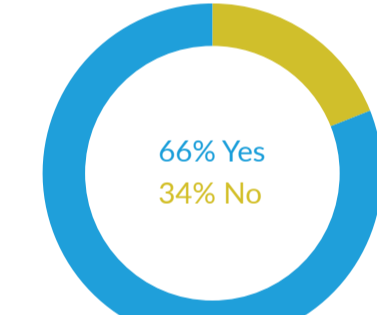
Do you get help from your clinical / care department with managing behavior expressions?  
427 respondents from 11/2023 Survey



What are you using to track attendance?  
427 respondents from 11/2023 Survey



Do you have the tools and staff to engage all of your residents with purpose?  
498 respondents from 12/2023 Survey



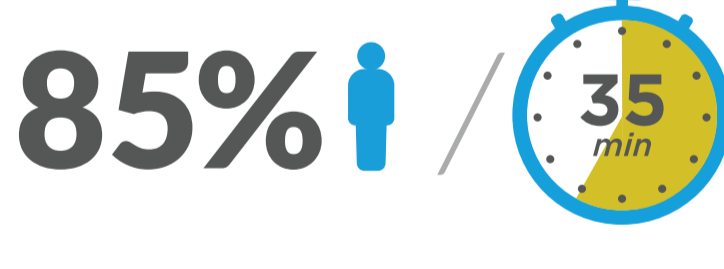
GETTING OUT OF THE RESIDENT ENGAGEMENT PLATEAU

Enhance Engagement with Interdisciplinary Teamwork

Resident engagement is the responsibility of all: Physicians, nurses, dietary aides, and anyone working in a senior living community needs to be educated in how to learn a resident's life story so that they can engage them based on their unique needs and preferences. It is time that every community starts to consider life enrichment as important as any other discipline. Activity and life enrichment professionals should have an opportunity to be represented in some capacity in an organization's C-suite.

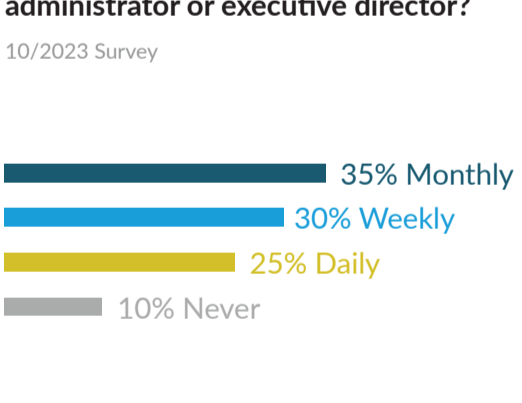
Implement the 85/35 Rule

Linked Senior believes in the 85/35 Rule which means that senior living providers should set a goal of engaging at least 85% of their residents on a monthly basis and prescribe at least 35 minutes of meaningful engagement per resident per day.



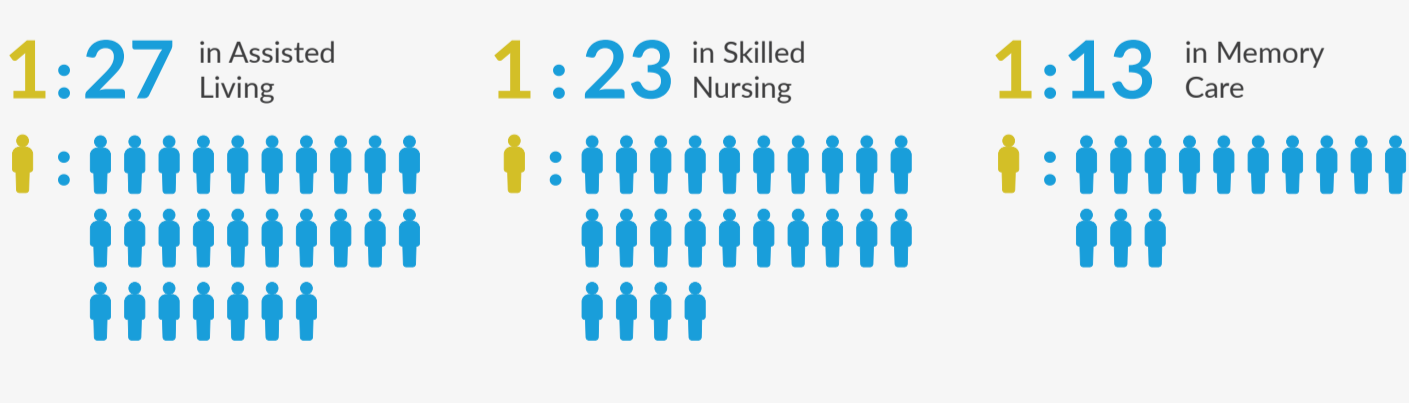
SURVEY INSIGHTS

How frequently do you discuss resident and family satisfaction with your administrator or executive director?  
10/2023 Survey



Optimize Staffing to Support Residents

How many staff does a community need to engage each resident at 35 minutes a day? Staple programs usually consist of large and small groups and one-on-one engagement at the standard size of - 15, 5 and 1 respectively. Research recommends the following staff to resident ratios:



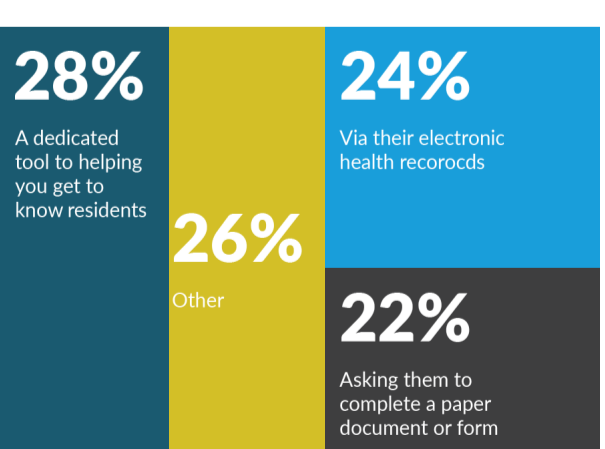
Optimize Technology Implementation to Drive Person-Centered Care

Most communities cannot issue social prescriptions today because they simply do not have digital tools in place that allow them to assess, plan, implement and evaluate (APIE) resident engagement based on data about every resident's life story in real time.

Once we move beyond paper, and invest in these technologies, we can help connect every resident to the activities that are most meaningful to them which will have the most positive impact on their health and wellbeing.

SURVEY INSIGHTS

How do you get to know your residents?  
10/2023 Survey



SURVEY INSIGHTS\*

When resident preference data is stored electronically, staff are:



When using electronic engagement platforms, staff are:



\*Exclusive Resident Engagement Institute data based on 700+ submissions as of November 20, 2020. Corporate level responses were removed and descriptive statistical analysis was used (n=428). Electronic platforms use results focused on assisted living, skilled nursing, and memory care and used inferential statistical analysis (n=440).