

2022 & 2023 BENCHMARKS AND BEYOND

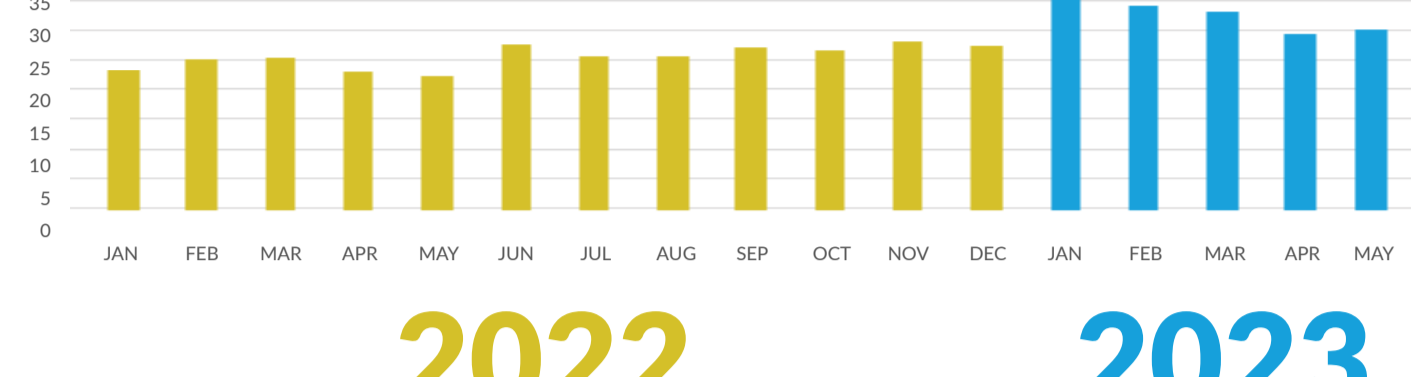
Ahead of the Curve: Taking Resident Engagement Programming to the Next Level

Resident engagement in senior living continues to rebound, with many positive trends evident in 2022 and the first half of 2023. In 2023, total engagement and contacts seem poised to continue improving. 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 2023 and beyond.

THE STATE OF RESIDENT ENGAGEMENT

AVERAGE MINUTES OF ENGAGEMENT PER RESIDENT PER DAY

Residents received on average 26 minutes of engagement per day in 2022. Moving into 2023 there is a 23% increasing trend to 32 minutes per day.



AVERAGE NUMBER OF ENGAGEMENT CONTACTS PER RESIDENT PER DAY

Average in 2022: 0.65
Average YTD in 2023: 0.93

43% ↑

increase in contacts from January to May 2023



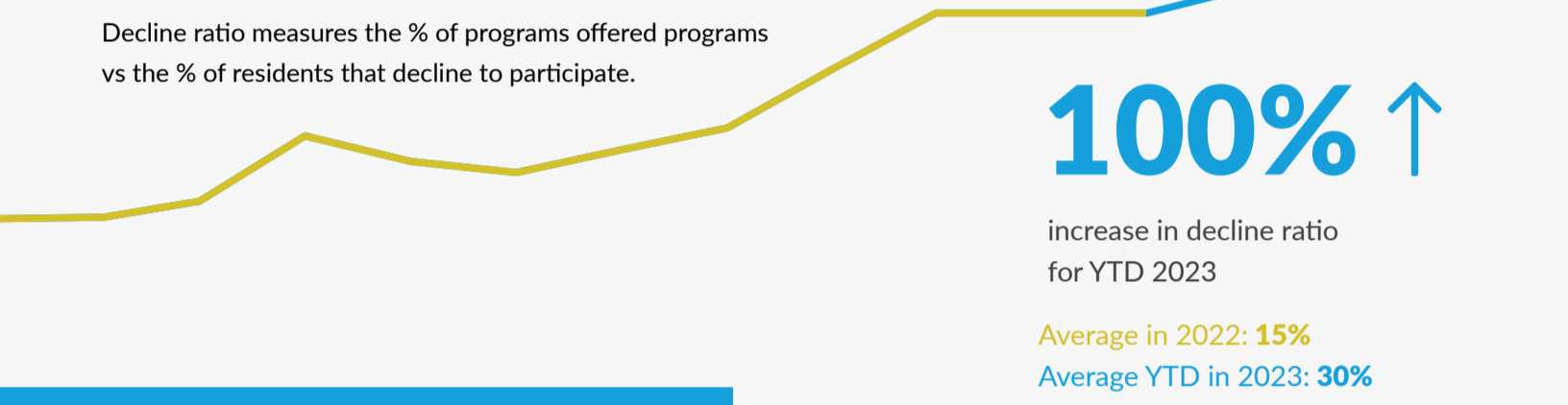
DECLINE RATIO

Decline ratio measures the % of programs offered programs vs the % of residents that decline to participate.

100% ↑

increase in decline ratio for YTD 2023

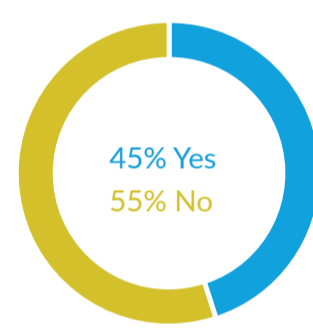
Average in 2022: 15%
Average YTD in 2023: 30%



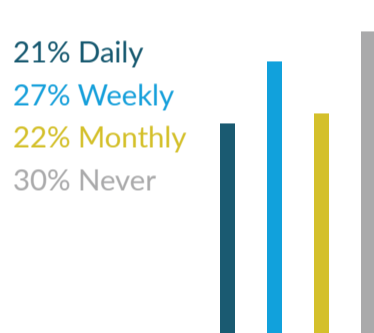
KEY CHALLENGES IN 2022 AND 2023

SURVEY INSIGHTS

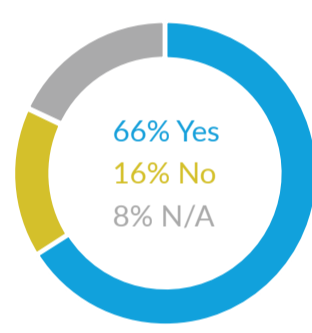
Are you consistently getting help from other departments?
142 respondents from 11/22/2022 Survey



How frequently do you collaborate with your sales and marketing department?
269 respondents from 9/6/2022 Survey



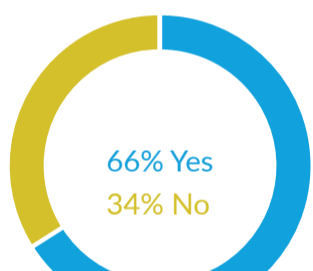
Do you get help from your clinical / care department with managing behavior expressions?
395 respondents from 10/25/2022 Survey



What are you using to track attendance?
161 respondents from 12/13/2022 Survey



Do you have the tools and staff to engage all of your residents with purpose?
299 respondents from 8/23/2022 Survey



What type of technology do you use to engage residents?
395 respondents from 10/25/2022 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.

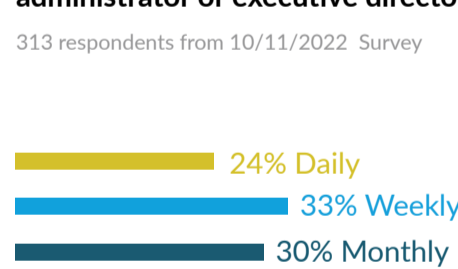
Implement the 85/35 Rule

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.



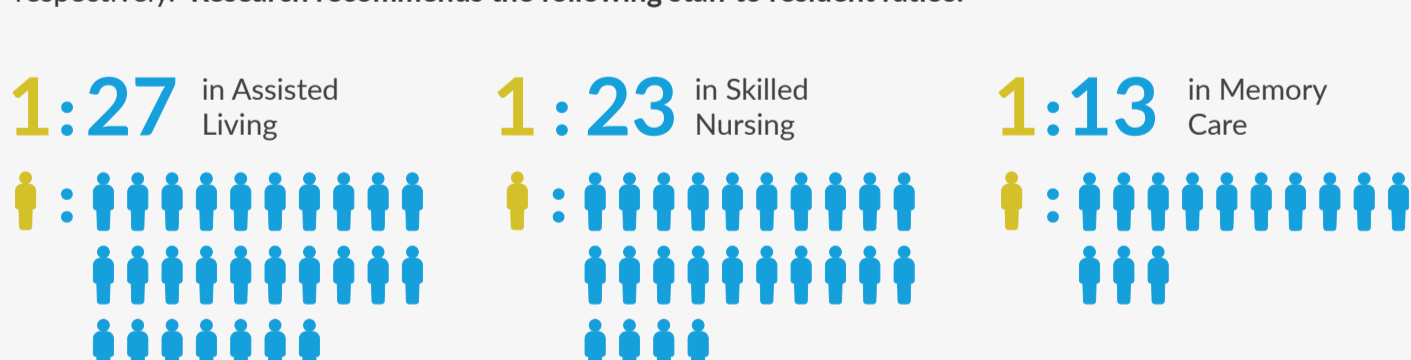
SURVEY INSIGHTS

How frequently do you discuss resident and family satisfaction with your administrator or executive director?
313 respondents from 10/11/2022 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:



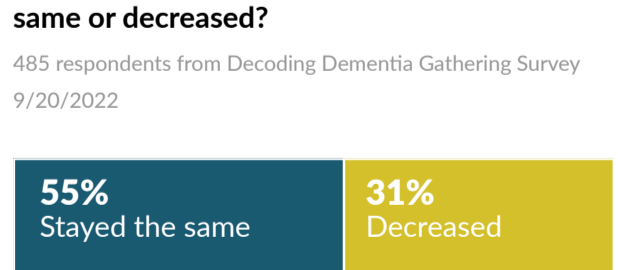
Optimize Technology Implementation to Drive Person-Centered Care

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 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

In the past 3 months, has the number of people on your team increased, stayed the same or decreased?
485 respondents from Decoding Dementia Gathering Survey 9/20/2022



SURVEY INSIGHTS*

When resident preference data is stored electronically, staff are:

2x more likely to create individualized plans for each resident

133% more likely to build community and groups

When using electronic engagement platforms, staff are:

162% more likely to report knowing if residents are engaged in programs in real-time

183% more likely to report they know if programs match resident preferences

*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).