

# Assisted Living



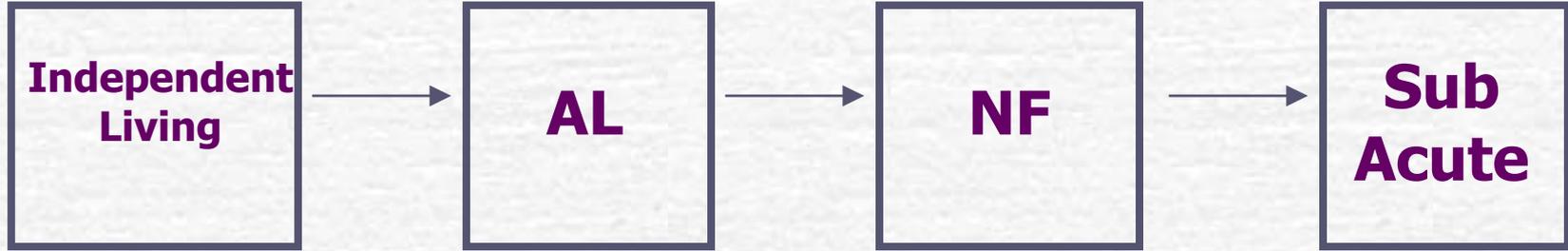
Presented by  
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National Center For Assisted Living

*Federal Trade Commission/  
Department of Justice*

*June 11, 2003*



# The LTC Spectrum



**Acuity**

A long, thin black arrow starts at the bottom left and points diagonally upwards and to the right, ending near the right side of the diagram. The word "Acuity" is written in a bold, purple, sans-serif font, slanted to follow the angle of the arrow.

# **Assisted Living Residences...**

- ☞ About 36,000 licensed residences**
- ☞ Average residence houses 40 to 50 residents but many are much smaller**
- ☞ Unit styles--**
  - 60.5% Studio
  - 31.3% One-bedroom
  - 8.2% Two-bedroom
- ☞ 87% Average Occupancy Rate**
- ☞ Average annual fees are about \$26,000**



















Vanilla Corps

POPCORN

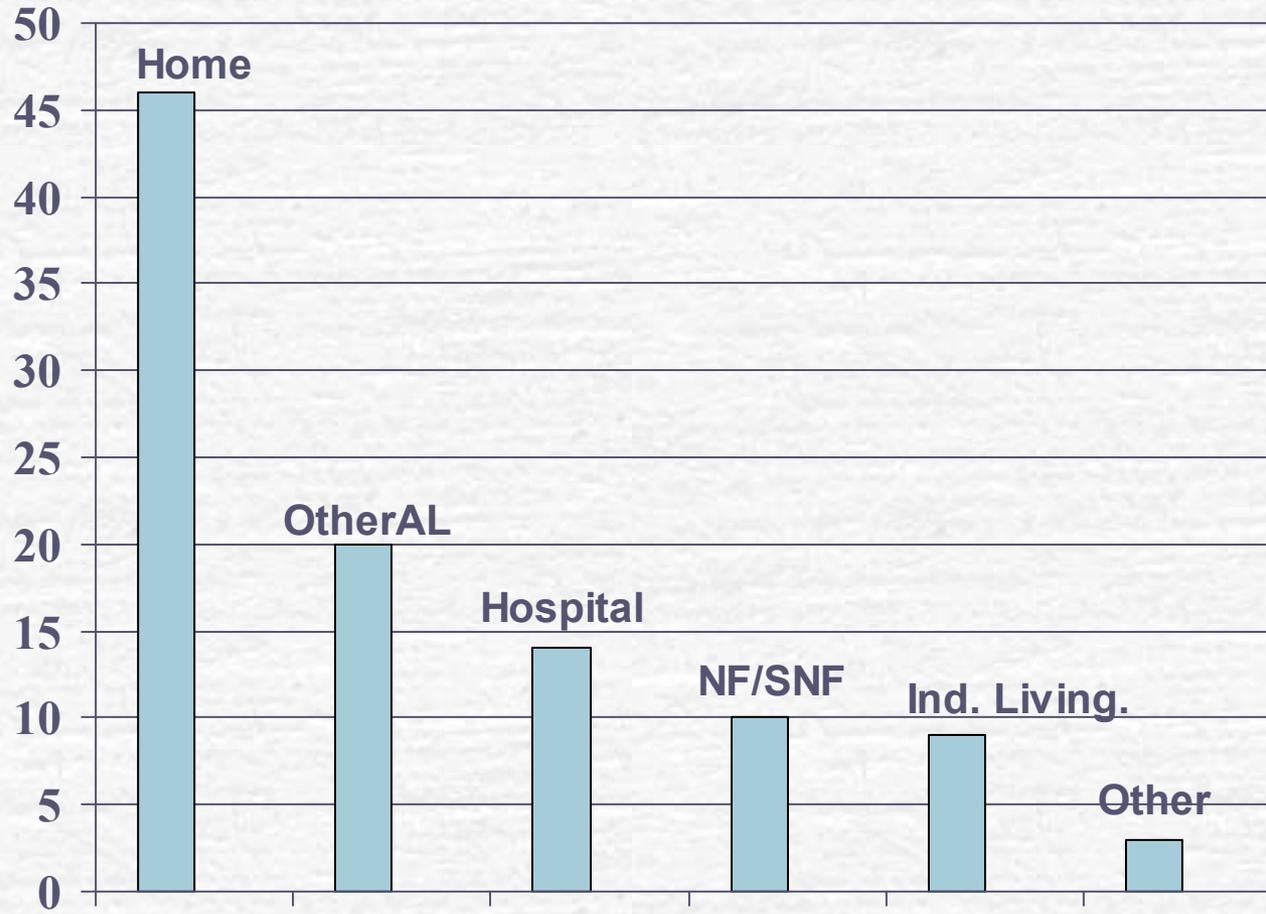
# Understanding Activities of Daily Living (ADLs)

- ☞ **Eating**
- ☞ **Bathing**
- ☞ **Dressing**
- ☞ **Toileting**
- ☞ **Transferring**

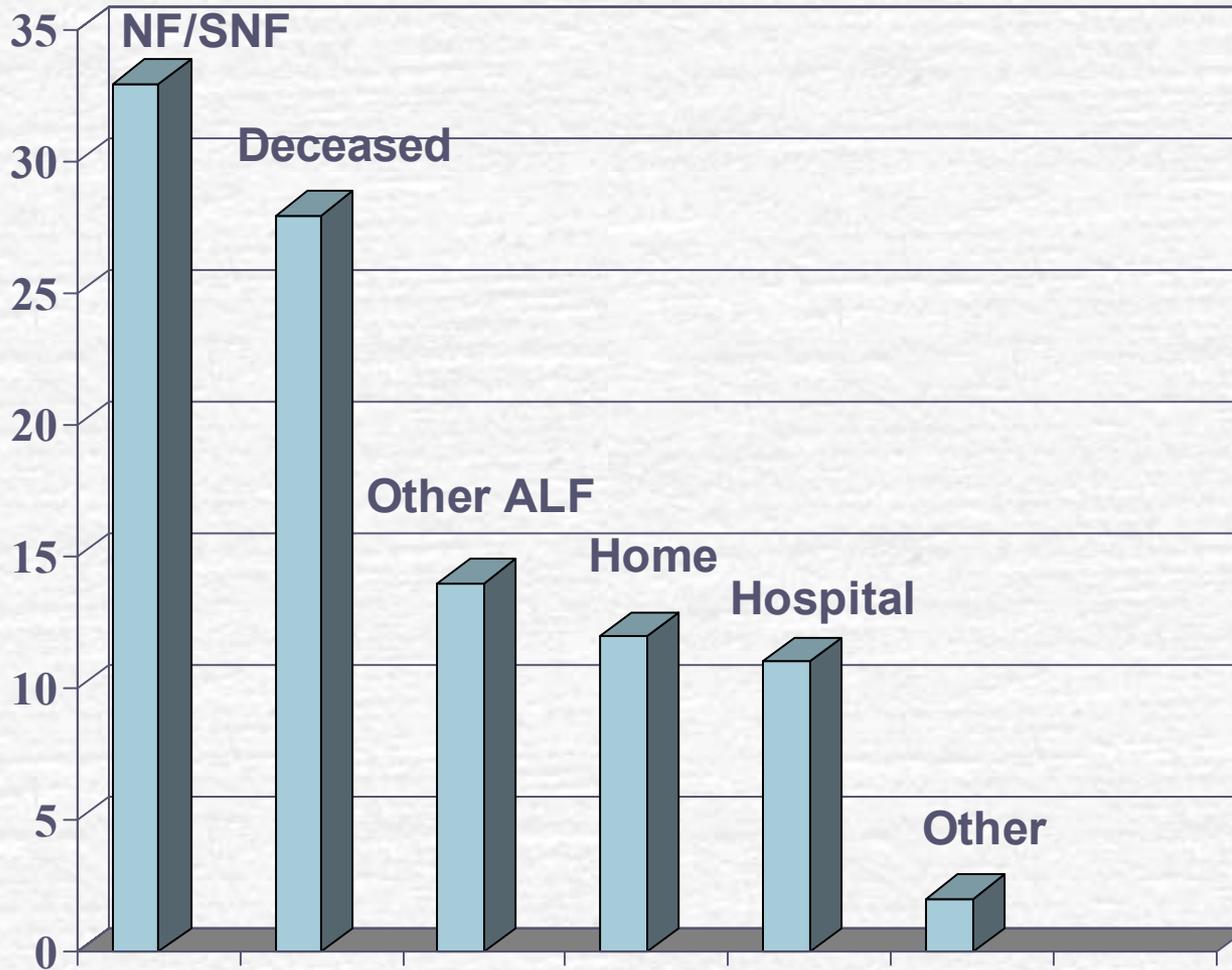
# **Assisted Living Residents...**

- ☞ Approximately 900,000 residents**
- ☞ 69% female**
- ☞ Typical resident: an 83 year-old woman**
- ☞ Needs assistance with 2.25 ADLs**
- ☞ 19% require no assistance with ADLs**
- ☞ 86% need or accept help with meds**
- ☞ Two-thirds with incomes of \$25K or less**

# Residents Moving In



# Residents Moving Out



# Activity of Daily Living Dependence

<u>ADL</u>	<u>ALF</u>	<u>NF</u>
Bathing	72%	94%
Dressing	57%	67%
Toileting	42%	78%
Transfer	36%	73%
Eating	23%	47%

# Activity of Daily Living Independence

<u>ADL</u>	<u>ALF</u>	<u>NF</u>
Bathing	28%	6%
Dressing	43%	33%
Toileting	58%	22%
Transfer	64%	27%
Eating	77%	53%

# **Driving Forces in the Long Term Care Marketplace**

- ☞ The “Age of the Elderly” & senior affluence**
- ☞ Growing consumer awareness of long term care options**
- ☞ Changing consumer preferences for how and where care is delivered**
- ☞ The changing roles of ALFs and NFs**
- ☞ Seniors are less disabled today**

# ***Assisted Living Workgroup Report***

- ***Assuring Quality in Assisted Living: Guidelines for State Regulation, Federal Policy and Operational Models***
- **Includes 131 recommendations**
- **110 recommendations had 2/3 majority vote of ALW participants**
- **Presented to U.S. Senate Special Committee on Aging on April 29, 2003**

# **NCAL's**

## ***The Power of Ethical Marketing***

# Disclosure

(from *NCAL's Power of Ethical Marketing*)

***Builds trust between the residence  
and the consumer***

- ✓ **Marketing Materials**
- ✓ **Contracts**
- ✓ **Tours**
- ✓ **Communications with residents and families**

# **NCAL's Free Consumer Brochures**

- ☛ A Consumer's Guide to Assisted Living and Residential Care*
- ☛ Having the Conversation about Long Term Care*
- ☛ Paying for Long Term Care*
- ☛ Caring for Someone with Alzheimer's*

# American Health Care Assn. National Center for Assisted Living Consumer Web Sites

☛ [www.ncal.org](http://www.ncal.org)

☛ [www.ahca.org](http://www.ahca.org)

☛ [www.longtermcareliving.com](http://www.longtermcareliving.com)

# Defining and Measuring Quality

- ✓ **Various state regulatory approaches**
- ✓ **Several models of assisted living exist in response to consumer demand**
- ✓ **Consumer preferences and expectations vary dramatically**
- ✓ **Those expectations are changing as new generations of elderly need services**
- ✓ **Nursing home measures don't necessarily translate to assisted living**

# Defining Quality is Not Simple

**What does a high fall rate mean for a facility?**

- ☛ One resident who frequently falls?**
- ☛ Several residents with conditions that make them prone to falls?**
- ☛ My loved one will fall if he or she moves into the facility?**

**Most useful: How a facility responds**

# **Clinical Measures:**

## ***Care vs. Cure***

- ❖ **Our youth-oriented society is in denial about the reality of growing old and inexperienced about the realities of aging**
- ❖ **No cure for aging**
- ❖ **Negative outcomes may occur with the best care and service, making it difficult to precisely determine what some outcomes really say about quality**

# Other Quality Measurement Challenges

- **Potential conflict between external or internal uses of customer satisfaction results -- report card vs. quality improvement purposes**
- **Some realities of growing old are difficult and impact perception of quality of life**
  - **Declining physical and cognitive abilities**
  - **Outliving spouses, siblings, children, other relatives and friends**
  - **Some family members don't/won't visit**

# **Despite Challenges, Outcome Measures Will Be Critical**

- More research is needed to identify the outcomes that consumers believe are important**
- Outcome measures must be able to reflect individual needs and preferences of residents**
- Assisted Living Workgroup supports**
- Several states interested in testing**

# Risks of Process-Based Measures

- **Some process-based measures are appropriate**
- **Research lacking that links “best practices” and outcomes in the elderly**
- **Outcome-based measures are the future direction of quality measurement**
- **Ultimately, a combination of process and outcome measures will likely be used**

# **No Measures Will Substitute for In-person Visits and Meetings**

- Assisted living is about people**
- Complex process: Individual values, needs and preferences must be considered to make the right decision**
- High-involvement decision that requires in-person visits to several facilities and observation of residents and staff**