

# Assisted Living

A decorative horizontal band featuring a dark grey background with several white, rectangular shapes resembling pieces of paper or documents scattered across it. Below the band, there are several thick, black, wavy lines that create a sense of movement or a stylized horizon.

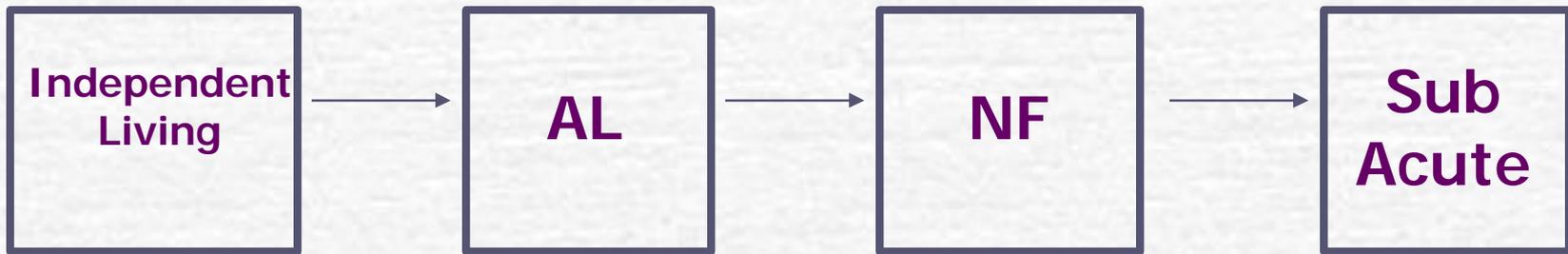
Presented by  
Jan Thayer  
National Center For Assisted Living

*Federal Trade Commission/  
Department of Justice*

*June 11, 2003*

A thick, black, wavy line that spans the width of the slide, positioned at the bottom.

# The LTC Spectrum



**Acuity**

A long, thin arrow starts from the bottom left and points towards the top right, passing below the four boxes of the LTC Spectrum. The word "Acuity" is written in purple, bold, italicized font along the arrow, indicating that the level of acuity increases as one moves from Independent Living to Sub Acute.



# 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
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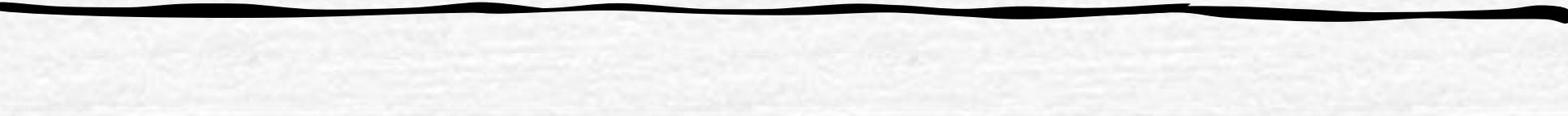








# Understanding Activities of Daily Living (ADLs)

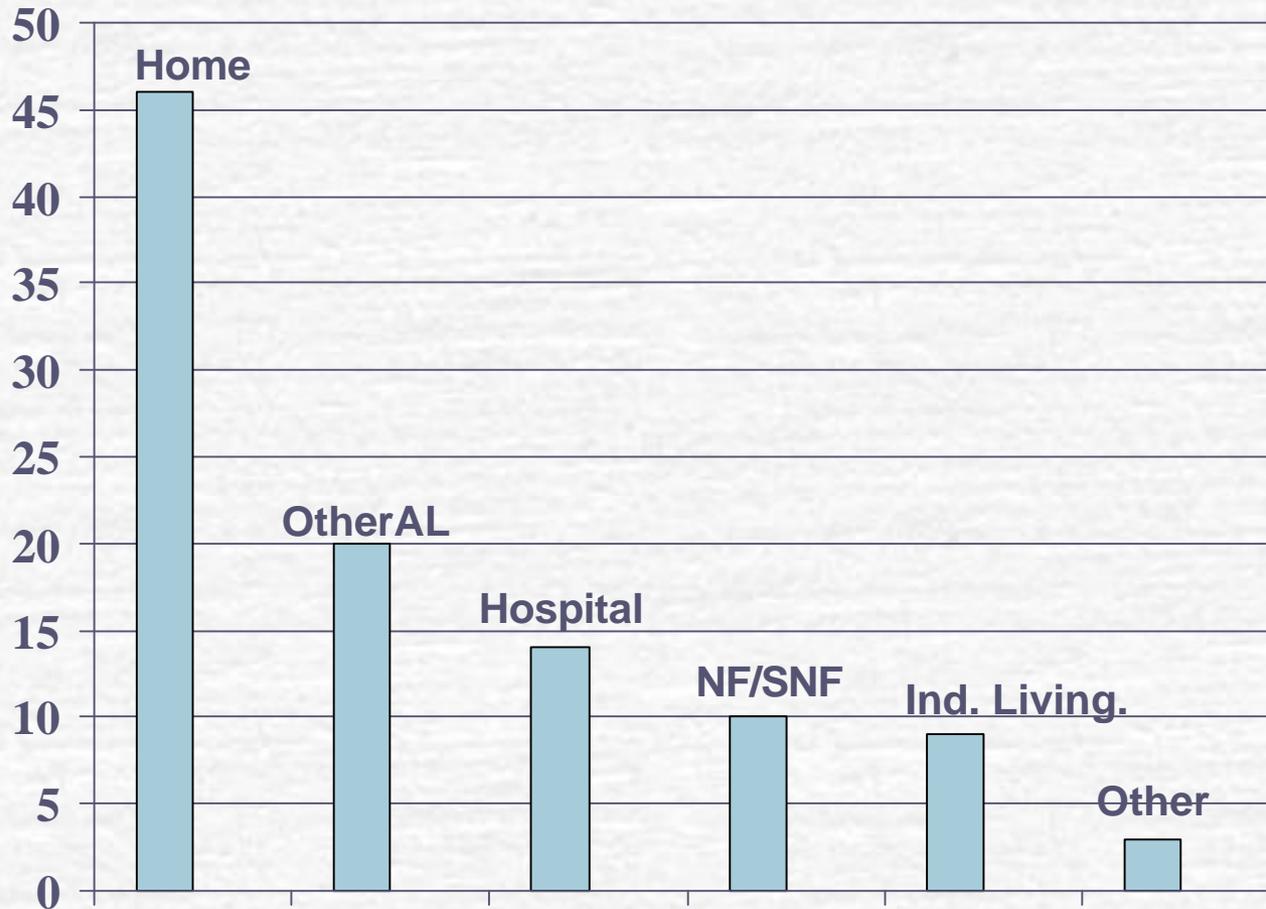
- ☞ Eating
  - ☞ Bathing
  - ☞ Dressing
  - ☞ Toileting
  - ☞ Transferring
- 



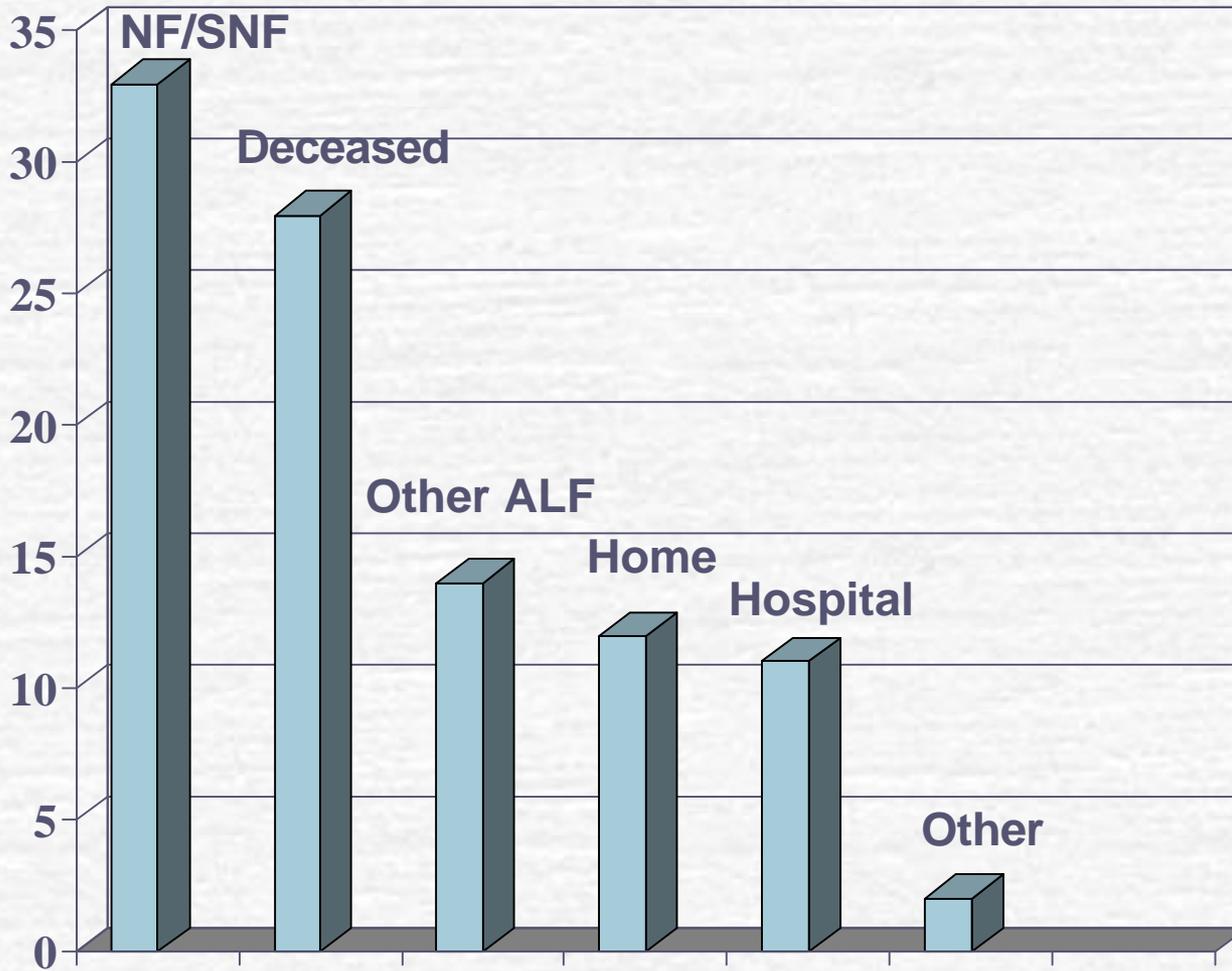
# Assisted Living Residents...

- 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
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# 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
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# *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
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# 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
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# 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
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# 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

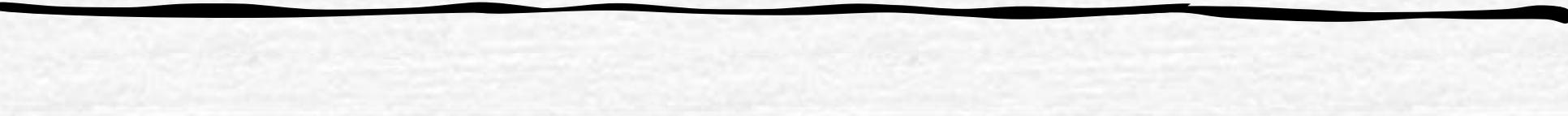


# Despite Challenges, Outcome Measures Will Be Critical

- 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
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# 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
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# **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**
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