SENTRICS.

Senior Living Transformation

COVID-19 Will Accelerate Your Transformation of Senior Living

COVID-19 Will Forever Transform Senior Living

The landscape of the senior living industry is changing fast.

While senior living communities were already evolving from their hospitality roots, COVID-19 is accelerating that change at an unprecedented pace. A shift from safety and comfort was already being replaced with much higher levels of engagement, the addition of primary care and preventive services, and a new focus on healthcare-based risk management. COVID-19 has brought each of these areas to the forefront—in a big way.

Put simply, what was a slow-moving stream of hospitality and healthcare convergence, has become a full tidal wave of change, altering everything in its path.

No one anticipated a long-term pandemic. Healthy residents now stay in their apartments away from social activity. Those infected could have long-term health impacts that need to be managed. And screening employees and family members have limited effectiveness on a virus that takes days to present and is transferrable long before symptoms appear.

COVID-19 means a new level of prevention and proactivity like no one has ever seen before.

So, what does this mean for you?

In the following pages, we'll trace the changes and the challenges senior living communities face and then propose the technological remedy.

Before We Had COVID, We Had Shifting Tides

While COVID-19 is now accelerating the speed of change, the metamorphosis of senior living and care was already underway. What was driving it? And what has changed with COVID-19? There are really three primary forces driving change in senior living:

- Healthcare management and prevention have taken center stage
- Resident expectations are changing
- High caregiver turnover will become even harder to manage

Healthcare Management and Prevention Have Taken Center Stage

It's a simple fact that seniors drive a large part of healthcare consumption.

Among Medicare recipients, 32 million — a full 68% — have three or more chronic conditions, which require more healthcare to manage. (Source: 2020 Seniors Housing Data Book, page 23. ATI Advisory. May 2020.)

New healthcare models cut healthcare costs by transferring payment incentives from volume to value. Instead of paying a provider to perform a service, a provider receives payment for the desired outcome. These value models emphasize health maintenance, care management, and illness prevention. They focus on providing better care in the name of better outcomes. The models are ideal for managing chronic conditions.

People aged 55+ account for **>50%** of the total health spending

People aged 65+ account for **36%** of US healthcare spend

Residents infected with COVID-19 could experience long-term health issues. These issues could act very much like a chronic condition that will need to be managed. Infected residents become great candidates for the value-based care models provided by or in partnership with the community itself; as long as communities can manage the risk.

Challenge:
How do you manage the cost of providing more care without putting your community at risk?

Resident Expectations are Changing

The movement of baby boomers into senior living communities has also already started to impact the senior living landscape. The baby boomers expect much more than a hospitality model. They expect a higher level of entertainment and engagement. They expect to use technology to stay connected with friends and family. More importantly, they expect a safe environment, free from contagious illnesses.

Since health and experience factor highly into the length of a resident's stay, it is in the community's best interest to deliver on both fronts.

> If a community has 100 residents, each paying an average of $4,000 per month,
>
> an extension of just two months per resident nets $640,000 per year, when the community is at 80% capacity.

Challenge:
How can you make your residents healthier and happier?

High Caregiver Turnover Will Become Even Harder to Manage

We already know that the senior living system is facing a significant caregiver problem; turnover is rampant in the industry. The 2017 rate of staff turnover averaged 40-75%. An organization with 100 direct-care employees at the top end of that spectrum is spending upwards of $375,000 in employee turnover over the course of the year.

Why is that? It comes down to three primary factors:

* The job is incredibly physical and emotional
* Less demanding jobs are available at a commensurate rate of pay
* Employee morale is typically low

Caregivers play an important role in senior living communities. They have been frustrated by the lack of growth opportunities, and they now worry about their health safety or infecting a resident. As a result of this widespread turnover, senior living communities are constantly hiring and training.

Challenge:
How can you help the staff be more efficient, feel more valued, and stay healthy?

Senior Living Transformation: Reassess and Reprioritize Care

To handle these emerging healthcare challenges, senior living communities must reassess the way they think about and manage the care and wellbeing of their residents. This retrospection provides an opportunity to transition the social climate of the community and the way care is delivered. To move away from reactive care toward a system that focuses on proactive and preemptive care.

But how?

Expansion of Primary Care in Senior Living Communities

In recent years, healthcare and senior living have started to converge. The reason for this integration is obvious—no one is better suited to "care for" all of the needs of seniors than a senior living community. In fact, senior living is the perfect environment in which to implement a successful managed care program.

How so?

It's simple, really—these communities have round-the-clock access to their residents. They are already responsible for the oversight of that resident including, but not limited to, their physical, medical, social, and behavioral health needs. They manage activities of daily living and are attuned to the ongoing needs of each person. As a result, community caregivers are more likely to see and better predict when a resident might require more care than a primary care doctor who may only meet with them a few times a year.

Because of this, a growing number of senior living communities are exploring the idea of adding primary care to help prevent or manage health conditions before they become acute and require hospitalization. Still, others are accepting healthcare risk, which is not for the faint of heart. While this is a new concept in senior living, the community's whole view of the resident makes assuming risk more plausible. The ability to transform operations from react and respond to predict and prevent allows community leaders to predict success for their stakeholders, families, and most importantly, their residents.

In healthcare, Medicare Advantage (MA) plans have proven to manage the cost, outcomes, and experience of its beneficiaries better than traditional Medicare. We now see these ideas coming together: Senior living communities have started to participate in MA plans, either through partners or the formation and assumption of full risk. This forces us to think differently about how to manage care and risk.

Engagement Plays a Large Role in Length of Stay

On page 4, we've talked about the extraordinary benefits a community has by extending every resident stay just two months. When the care is great, that decision to stay often comes down to providing a better resident experience. Three factors impact resident experience:

- Residents need to feel connected inside and outside the organization
- Family members need to be confident that their loved ones are engaged and happy
- Both residents and family need to believe that the community is doing everything it can to prevent and manage infectious illnesses

Gone are the days of scheduling a few group activities and serving dinner at 5:00 PM. Today's residents want more options. They want to see multiple engagement choices, to be able to organize their own groups and clubs easily and to have meaningful activities they can do right from their units that help to maintain their physical and mental health.

In the past, family members had little visibility into a resident's daily activity. They relied on resident reports and the community to assess how well they were doing. Unfortunately, residents often embellish their stories while communities typically paint the happiest picture since "bad news" fails to inspire confidence in the efficacy of the care.

Now communities can use technology to augment traditional experiences and make them transparent to family members. Data can track health statistics, help the community control outbreaks, and even help identify and isolate high-risk residents.

Efficiency and Engagement Drive Caregiver Satisfaction

A caregiver's day is hectic. Running from room to room, and alarm to alarm, the caregiver rarely has time to breathe let alone enjoy the residents in their care. Nurturers by nature, it is easy to see how this constant rush of activity can take its toll on a caregiver. Add the fear of contracting or spreading an infectious condition, and the role of the caregiver becomes harder.

Finding ways to help caregivers be more efficient is the key to improving their outlook. Alerting the closest caregiver to a resident in need prevents racing across the community from alarm to alarm. Providing fingertip access to medical history helps caregivers prepare before answering a resident's call for assistance. Receiving an alert when a resident is away from a needed walker allows them to help that resident before a fall happens. And knowing where, when and with whom a resident has been before a diagnosis of COVID-19, or another infectious illness, helps prevent the spread.

Communities driven by smart data provide more opportunities for caregivers to have meaningful interactions with the residents, allowing them to make a difference in their day, feel fulfilled, and feel safe.

New Technologies are Transforming Senior Living from Reactive to Proactive Care

Modern, senior living communities are creating high-tech, high-touch models to manage these issues. Of course, technology helps communities manage and facilitate day-to-day tasks. Machine learning and Artificial Intelligence (AI) is quickly becoming a part of everyday life. In a world where robots perform complex surgeries, computers define individual medicinal cocktails based on genomics, and EMR data is now in every provider's office, why wouldn't a senior living community leverage technology to manage these issues and more? But how?

> With a whole-resident view and powerful technology platforms such as Sentrics360^{SM}

The key to transforming a business starts with seeing residents differently. Sentrics believes that senior living communities must have new insights into the physical, medical, social, and behavioral components of a resident's life. It uses technology to help ensure the life safety of a resident. To entertain residents with content relevant to them, while connecting them to the outside world with powerful communications tools. A key part of the Sentrics solution engages a resident individually and allows them to experience everything from physical activity to health and wellness tools in ways that are unique to them. We believe that we need to capture the micro-moments of a resident's life, find the patterns, and predict outcomes so that the communities themselves can help the residents be happier and healthier.

The Sentrics high-tech, high-touch approach leverages a comprehensive suite of vibrant technological solutions that work together to surround seniors with care:

- **Ensure360^{SM}**. Sophisticated life safety products that use the resident's own motions to improve care and reduce risk.
- **Entertain360^{SM}**. Customized TV programming, Internet and Voice for a new world of entertainment.
- **Engage360^{SM}**. Interactive engagement that targets the mind, body, and spirit while connecting residents with community, friends, and family.
- **Enrich360^{SM}**. Actionable data for prediction and prevention.

ENSURE360^{SM}

The average caregiver sees a senior living resident for just 2 to 3 hours every day. Add insights from housekeeping, concierge, dining staff, and drivers, and a community could easily have 5-20 hours where it is unaware of what the resident is doing or what they might need.

Ensure360 integrates proven emergency call (eCall) technology, with motion and location services to answer the who, what, when, where, and why questions. It's a given that a community uses eCall technology to keep residents safe and able to "call" for help when they need it. Critical to the Ensure360 solution is its ability to gather thousands of data points on each resident per day to give you better insights on your residents' needs.

Today's safety solutions, combined with location services, ultimately serve five critical purposes:

- A real-time sophisticated location management system to route caregivers to residents quickly and efficiently, and provide powerful contact tracing capabilities
- Sensor-based devices to help identify resident needs
- Sophisticated alarm management that provides details about the alarm, services provided, notes included, and time with the resident
- Real-time EHR data capture
- Powerful data visualizations that assist in decision-making

For your team, this creates efficiencies, keeps them satisfied, reduces labor costs, and improves risk management. For residents, this leads to improved care that's focused on prevention, increased satisfaction, and longer stays. For families, it leads to peace of mind.

Plus, by keeping this data disclosed on an essential, need-to-know basis, residents still maintain their sense of privacy.

ENTERTAIN360 SM

Seniors spend a significant amount of their time watching TV. It is often their primary source of entertainment.

Entertain360 is a modern entertainment system custom-built for seniors and boasts impressive features, including:

- Intuitive, easy-to-use, voice-controlled remotes, guides, and a DVR to capture the shows they want to watch
- Automatic reminders about upcoming programs of interest
- Bundled internet, IT and voice capabilities that save the community money and offer the same features residents enjoyed in their own homes
- An engine for sophisticated engagement tools
- Software that keeps track of their activity to know how much TV they are watching and when. This is important because it gives staff actionable information about whether or not their care plan might require adjustment.

It's not just entertainment. It's entertainment that is one equal part of a comprehensive technological solution for senior residents.

≡NGAGE360 _{SM}

Engage360 transforms the TV into an engagement engine, providing seniors with a better, more interactive user experience right from their apartment. Leveraging the same easy-to-use, voice-controlled remote that comes with Entertain360, it helps connect residents to their families and the staff while creating a host of other benefits, including:

- Access to mood-altering music therapy and faith programming
- The ability to access and perform safe exercises from the comfort of the apartment
- Online access to sign up for scheduled events and add them to a personal online calendar
- The ability to see dining options and local weather
- An application that allows family members to view activities, dining, weather, and a resident's personal schedule
- An online request app to make it easy to request and track services
- On-screen notifications for both emergencies, activities and calendar reminders of programs scheduled

Extenuating circumstances — weather conditions, health scares, power outages — might force seniors to spend more time alone in their apartments. Engage360 helps ensure that residents are engaged, involved, motivated, and informed, so you keep them, and their families, happy. This leads to improved levels of satisfaction and extended stays.

≡NRICH360 _{SM}

The final piece of the puzzle, Enrich360, is the analytics platform. It integrates and analyzes the thousands of data points collected from each of the other solutions, including non-Sentrics systems, to create real actionable insights that help caregivers anticipate and act before an adverse event occurs.

It captures, analyzes, correlates, and reports on multiple systems used by caregivers and residents within a community. It is a critical piece of the longitudinal and latitudinal views that come with a 360-degree focus on your residents. It's what turns data into information. Information into action. And action into insight.

Predict and Prevent With Sentrics360℠

COVID-19 has brought preemptive, preventative care to the forefront. Fortunately, technology is ready to expand the bounds of what you thought possible. Now, Sentrics360 can help caregivers anticipate care needs and act on them before they happen.

At its core, Sentrics360 creates a 360-view of your residents that helps you predict and prevent adverse events. Seniors are healthier and happier. Caregivers are less hectic, more efficient, and more satisfied. Family members have peace of mind. And you do too because you are better prepared to manage whatever unforeseen circumstance comes next.
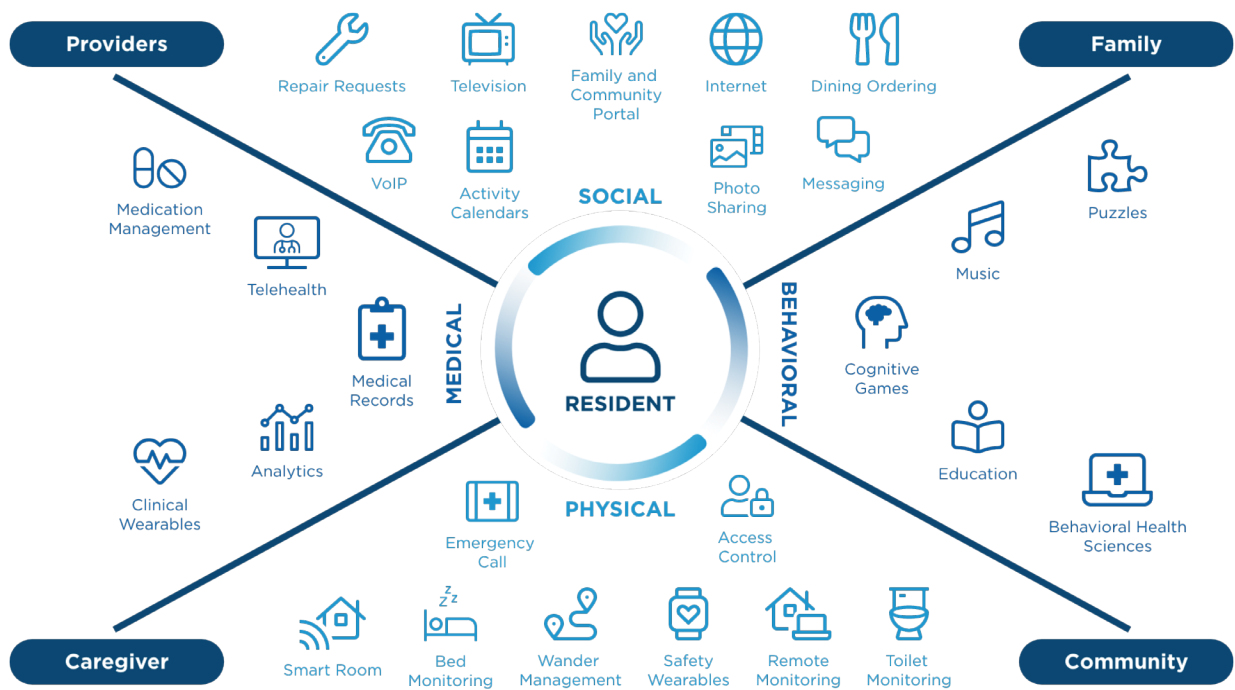
Sentrics360 creates a vibrant, technological nexus that converges physical, medical, social, and behavioral health to deliver a transformative ecosystem of data-driven solutions. This 360-degree snapshot of your residents' profiles, and your ability to respond proactively to it, now make it possible to transform your senior living community into the new reality your market, and our healthcare system needs.

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