

WHAT DO SENIOR HOUSING PROSPECTS REALLY WANT?

2020 Senior Housing Survey
Results & Analysis

Survey conducted in partnership between:



2020

SENIOR HOUSING SURVEY

Results & Analysis

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About the Survey

The 2020 Senior Housing Survey was conducted to gather perceptions from both Seniors (prospective residents) and Adult Caregivers of Seniors (participants in the residential decisions for prospective residents) on Senior Housing. The survey results are meant to provide insights for the Senior Living industry and for those developing innovative solutions to meet the needs of these prospective residents in the future.

This survey was conducted independently and randomly by Qualtrics. Surveys were given electronically between July 15, 2020 and August 10, 2020.

Participants

Seniors

1,071 Respondents

Qualifying Criteria:

- Age 70 or greater
- Investable Assets of \$35,000 or greater

Demographics:

- Ages 70 - 93 (90% between 70 - 79)
- 59% Female, 41% Male
- Equally represented across the four regions of the country (South, Northeast, Midwest and West)

Current Residence:

- 82% Single Family
- 15% Apartment/Condo
- 2% Senior Living Community
- 1% with Family

Number of People in Household:

- 27% Live Alone
- 63% Live with One Other Person
- 10% Live with More than One Person

Adult Caregivers

1,113 Respondents

Qualifying Criteria:

- Age 45 or greater
- Investable Assets \$35,000 or greater

Demographics:

- Ages 45 - 70 (83% between 45 - 50)
- 58% Female, 42% Male
- Equally represented across the four regions of the country (South, Northeast, Midwest and West)

Current Residence of their Senior:

- 66% Single Family
- 14% Apartment/Condo
- 14% Senior Living Community
- 5% with Family

OVERVIEW OF KEY INSIGHTS

Key Takeaway

The Senior Housing industry has a unique opportunity to differentiate its value through the creation of smart environments that provide aspirational living settings and are developed on a backbone of technology intervention that brings safety and security to Seniors. In the 2020 survey, we found the following themes:

- **New Priority for Personal Safety**
- **New Appreciation for the Value of Senior Living Facility Leadership and Staff**
- **Fundamental Expectation for Senior Housing Buildings that Keep Seniors Healthy**

Survey Goal

The 2020 Senior Housing Survey was conducted to discover the perspective of Seniors on Senior Housing as a future residential option, as well as uncover insights for the Senior Housing industry that can be used to make the industry a more attractive option for these Seniors. A similar survey was undertaken in 2019, which provides a basis for comparison.

The 2020 Survey of more than 1,000 Seniors, ages 70 to 93, revealed the negative impact the COVID-19 pandemic has had on their perceptions of Senior Housing as compared to their perceptions in 2019. The majority of Seniors surveyed in 2020 did not feel that Senior Housing was currently a safe residential option, primarily due to COVID-19.

The 2020 Adult Caregiver responses reflect their perceptions in making choices with the Senior for which they provide care or supportive decision-making. Adult Caregivers in the context of this survey are NOT paid, professional caregivers, but instead family members of Seniors – generally their adult children. Adult Caregivers were more likely to consider Senior Housing as a residential option for their Senior. The negative physical and mental health effects of isolation were a strong concern for the Adult Caregivers. This made the opportunities for care and socialization found in Senior Housing of higher importance to the Adult Caregivers.

What are both groups (Seniors and Adult Caregivers) expecting from the Senior Housing industry going forward?

1. **Demonstrated safety** shown through transparent communication and concrete actions, including investment in technologies that increase the safety of the environment and operations. In 2020's survey, more Seniors were interested in applied technologies, such as monitoring and wearables in the name of safety, that in 2019 they were not, due to feelings of compromised privacy and independence.
2. **A solution for safe visitor access** is a top concern. Senior Housing must find ways to keep Seniors safe from the entrance of virus into the community while still providing Seniors access to their families.
3. **High quality leadership and staffing** at the building level. This is seen as having a significant impact on the success and desirability of a Senior Living Community.

Success Stories

Outside of prospects, we also connected with a smaller subset of current Senior Housing customers, including 25 Senior residents and 132 Adult Caregivers with Seniors who currently live in Senior Housing. The residents of Senior Living Communities that provided good care, responded well to crisis, had good leadership, and where the residents felt cared for, cherished, and safe – these Seniors and their Adult Caregivers will be the biggest advocates for the Senior Housing industry going forward. Read more about these perspectives on pages 33 - 35.

For more information or any questions regarding this survey, please contact DirectSupplyITC@Directs.com.

FAST FACTS

2020 Senior Housing Survey

1,046 Seniors

Individuals ages 70+ who are not currently living in Senior Housing



&

1,113 Adult Caregivers

Family members who care for or participate in the housing decision for Seniors ages 75+



Would consider Senior Housing

36%

for themselves

vs.

69%

for their Senior



Feel socialization is of high importance
in a Senior community

36%

vs.

70%

Where does a Senior have better **access to healthcare** –
living alone or in Senior Housing?

59%

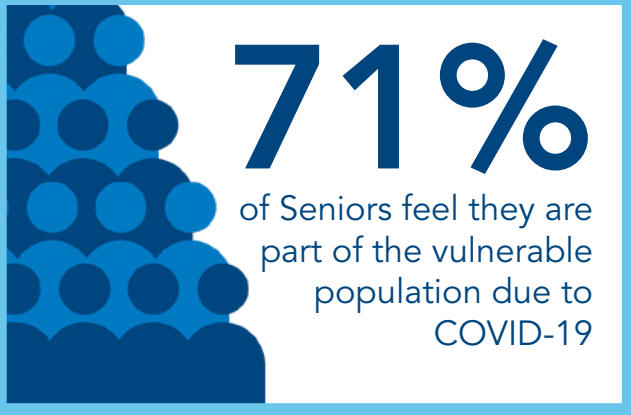
living alone



vs.

64%

Senior Housing



When asked **"Where would you want to see Senior Housing introduce technology?"** Seniors' top responses were:





- Infection Control**
- Resident Monitoring**

The most used word in Seniors' expectation of Senior Housing



TRANSPARENCY

- Most important considerations** in choosing a Senior Housing community:
- 1.**  **Demonstrated Safety**
 - 2.**  **Access to Visitors**
 - 3.**  **Quality of Staff & Leadership**

What would be a **valuable service** to Seniors if offered by a Senior Housing facility?

89% Room Service 	88% Published Safety Procedures & PPE Stock 
 80% Wearable Tracking Device	 79% Telehealth

Top areas of concern in Senior Housing:

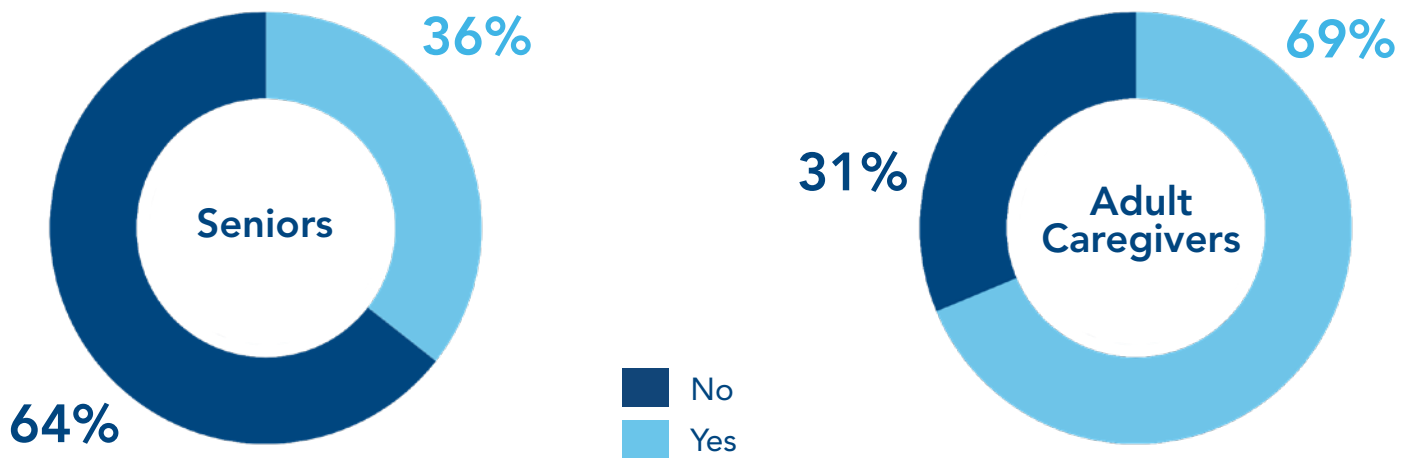
 80% Communal Dining	 70% Access to Visitors
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RESULTS + ANALYSIS

2020 Senior Housing Survey

Question 1:

Would you consider moving into Senior Housing?



Insight

We asked Seniors this exact same question in 2019. Here's how the answers compare. In 2019, 54% of Seniors responded that they would NOT consider Senior Housing. 2020 survey results represent a 10-point increase in the number of Seniors that would NOT consider Senior Housing.

The 2019 Senior Survey had 1,048 responses from Seniors ages 55 to 91. 70% of Seniors responding were between the ages of 70 to 75. That survey was conducted in May 2019.

The 2020 Adult Caregiver responses reflect their perceptions in making choices with the Senior for which they provide care or supportive decision-making. Adult Caregivers in the context of this survey are NOT paid, professional caregivers.

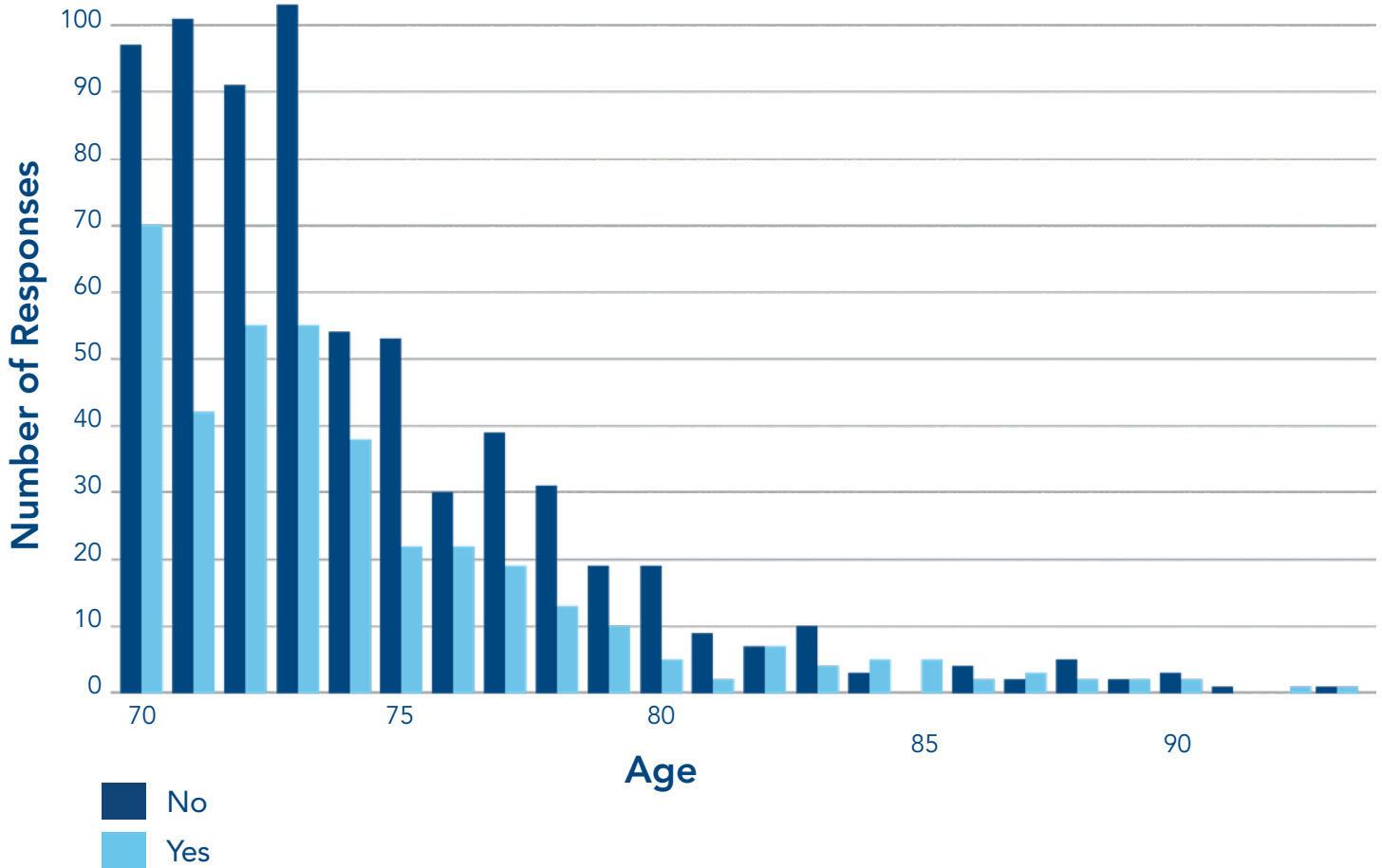
Notice the opposing nature of the responses between the Seniors themselves and the Adult Caregivers. Could these Adult Caregivers now have an increased understanding of the care required by the Senior they care for particularly in light of COVID-19? Is the Senior not fully aware of the care he or she might require?

The role of the Adult Caregiver during the COVID-19 pandemic was impacted by the vulnerability of the Senior population to this virus. As Seniors were encouraged to remain isolated, many Adult Caregivers bore a greater share of caregiving responsibilities, potentially influencing their responses.

Does this give credence to the Senior Housing industry practice of primarily marketing to the adult daughter? Not completely. While the Adult Caregiver demographics were 56% female, respondents included spouses of prospective seniors in addition to adult children. Also, the 42% of male respondents represents a large portion of the prospect landscape.

Senior Responses by Age

Would you consider moving into Senior Housing?



Insight

How do those surveyed define "Senior" in terms of age? We received some insight into this in our 2019 survey. Whereas Millennials would say 59; Gen X would say 65; baby boomers and Silents would say 73¹ – the respondents of the 2019 Senior Survey said 90.

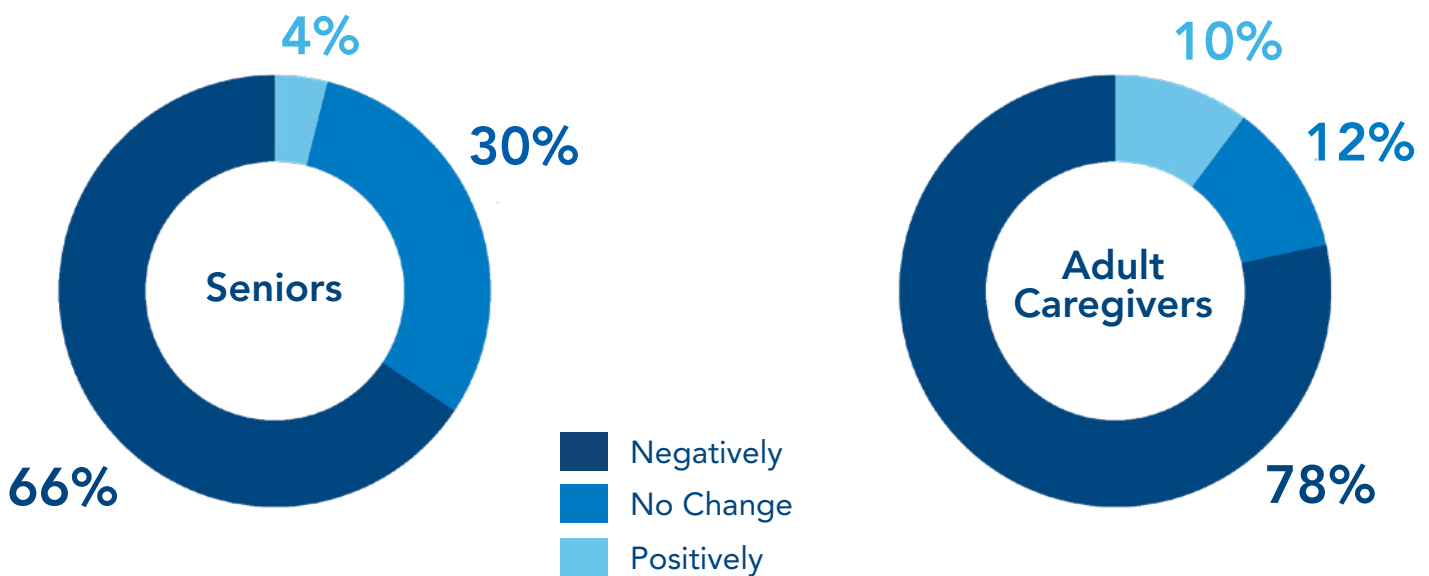
¹Based on data from a study from the US Trust, as represented by Kerri Ann Renzulli, Money Magazine, June, 2017.

RESULTS + ANALYSIS

2020 Senior Housing Survey

Question 2:

How has COVID-19 affected your perception of Senior Housing?



Insight

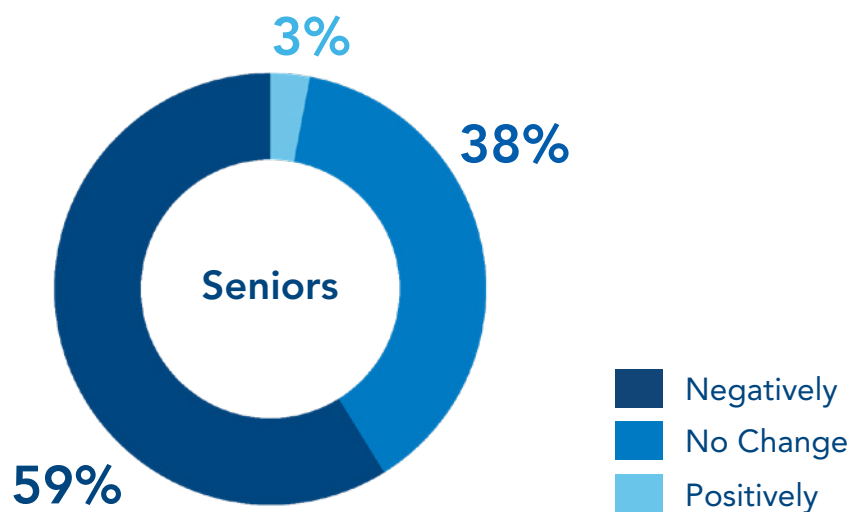
Adult Caregivers' perceptions of Senior Housing have been more influenced by COVID-19 than that of Seniors themselves – both negatively and positively. Far fewer Adult Caregivers feel their perceptions of Senior Housing have been unchanged by COVID-19.

Note

Responses for this question were text based and were categorized into affecting perceptions negatively, positively or no change. Percentages shown here are based on definable responses. A "No Change" response means that their perceptions of Senior Housing have not been negatively or positively impacted from whatever their perceptions were prior to COVID-19; it does not reveal what their prior perceptions were.

Question 3:

How has the media impacted your perception of Senior Housing?



Insight

Additionally, 7% of the Seniors specifically responded to this question saying that they have “no trust in anything the media says.”

Note

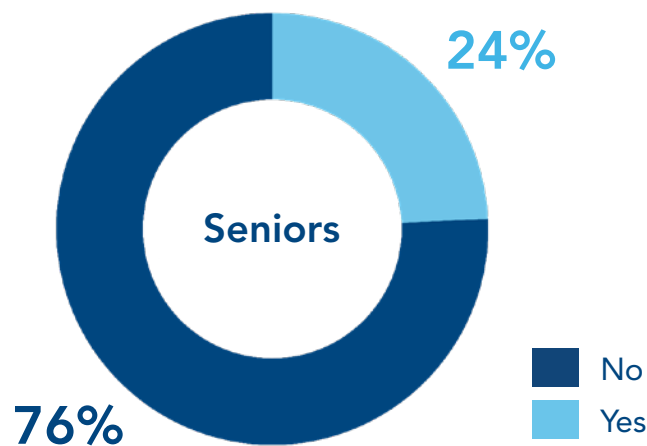
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RESULTS + ANALYSIS

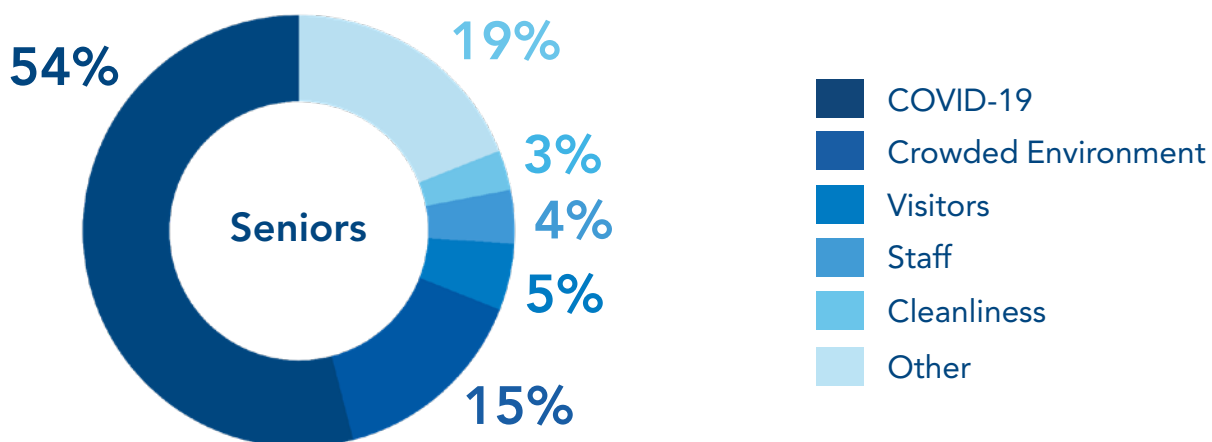
2020 Senior Housing Survey

Question 4:

Do you feel that Senior Housing is currently a safe residential option?



For Seniors who answered "No," here's why:

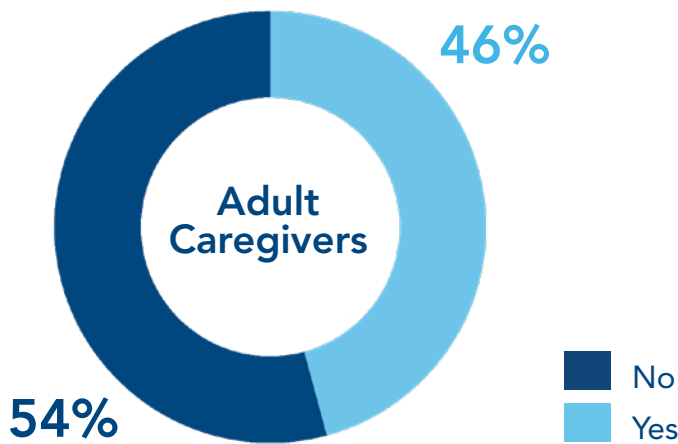


Insight

While most Seniors don't believe Senior Housing is currently a safe option, it's worth noting that the 24% of Seniors who do feel it's safe felt this way due to positive personal experiences, either for themselves or someone they know.

Question 4, cont.

Do you feel that Senior Housing is currently a safe residential option?

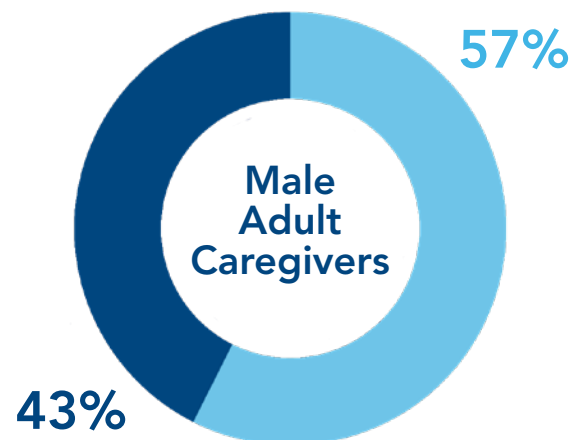
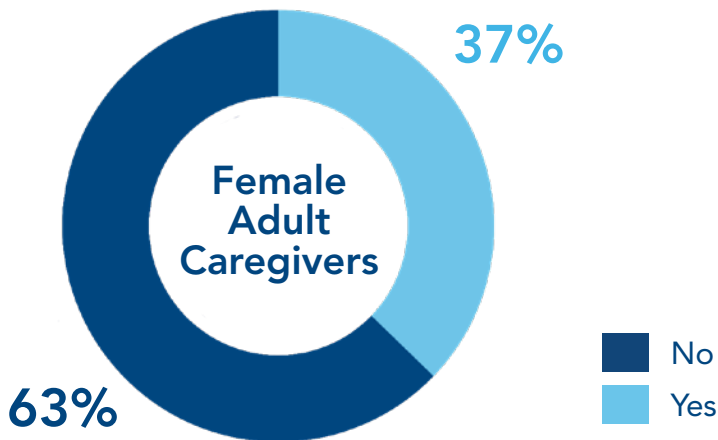


Insight

Based on the responses of Adult Caregivers shown at left, it appears they may have a much better sense of their Senior's frailty; none of us as individuals are very good at self-identity, especially as it relates to the amount of care we really need.

Insight

There is a statistical difference in the perceptions of Senior Housing as a safe environment between Male Adult Caregivers and Female Adult Caregivers. This is the only question in the 2020 survey where there is a notable difference in the responses between males and females.

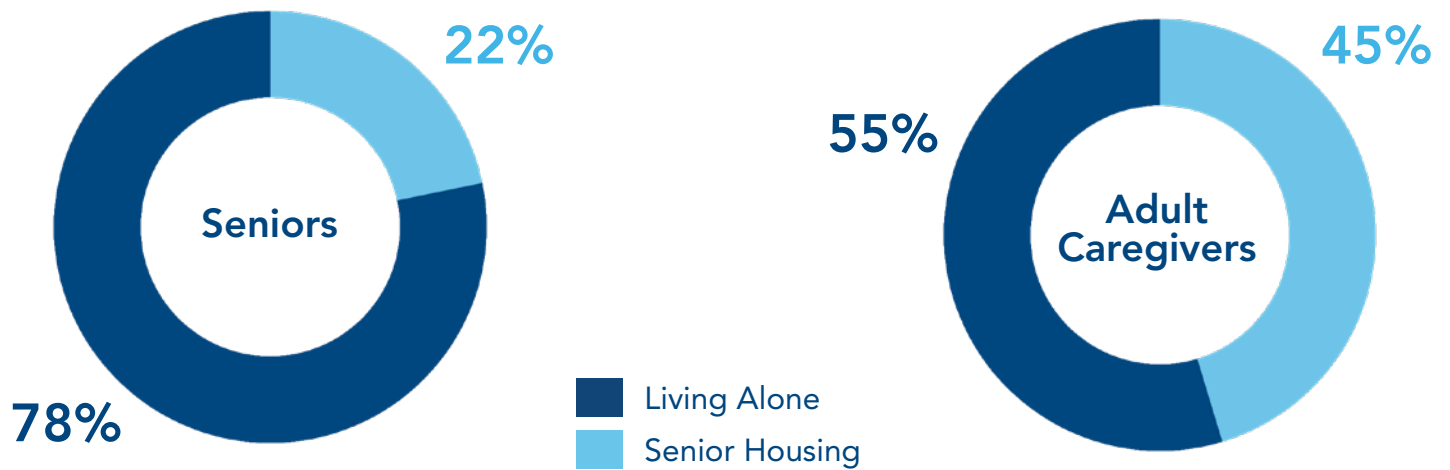


RESULTS + ANALYSIS

2020 Senior Housing Survey

Question 5:

If you (your Senior) were alone, where would you (your Senior) feel safer?



Note

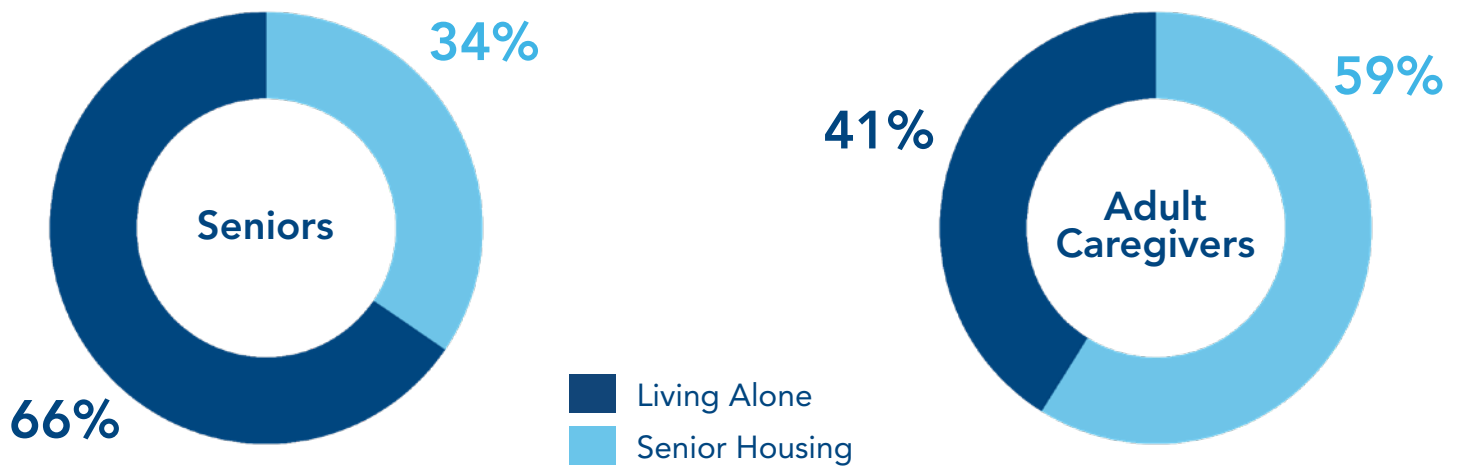
27% of the Seniors surveyed currently live alone.

Insight

This is a conflict that emerges for many families: Seniors adamantly want to age in place at home and maintain their independence, while their family members worry about their health and safety. And there's an argument to be made in both scenarios. Seniors, especially individuals who live alone, encounter multiple dangers: falls that could lead to serious injury, trouble in maintaining the lifestyle to which they've become accustomed as aging progresses, and even increased vulnerability to scams and con artists. Yet independence is vital to self-worth and plays a role in our positive mental and physical health.

Question 6:

Where do you (your Senior) feel you (your Senior) would have better access to healthcare?

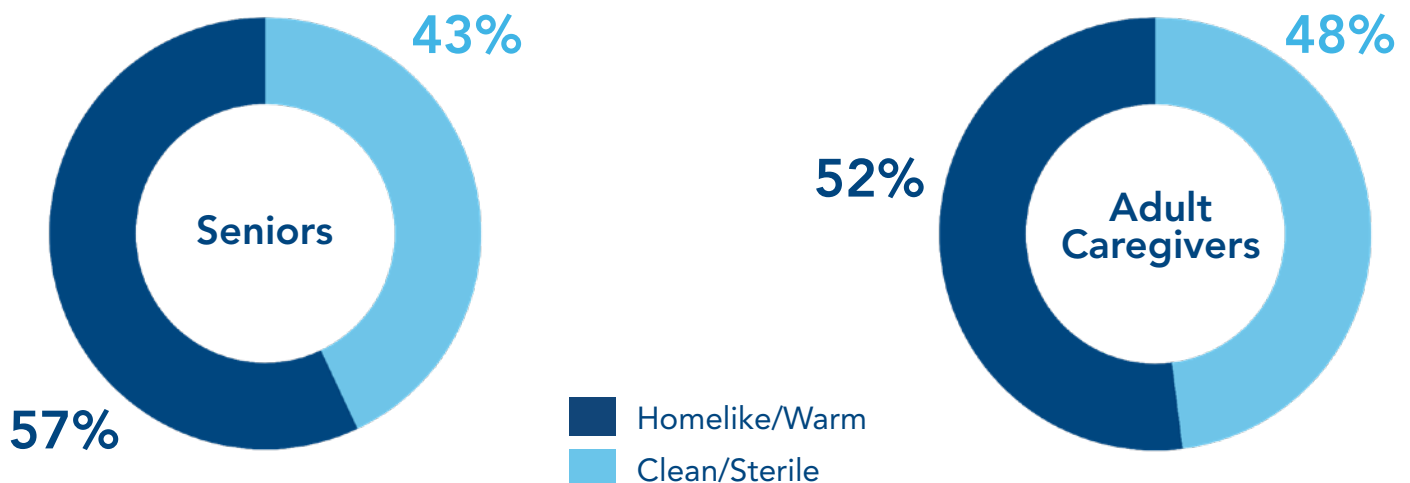


Insight

With more than 80% of Seniors currently living independently, especially in a circumstance like the COVID-19 pandemic, Senior Housing can create value for the Adult Caregivers by being on-site (24/7) "eyes and ears" to monitor health status and provide needed care.

Question 7:

What aesthetic would you prefer in a Senior Housing facility?

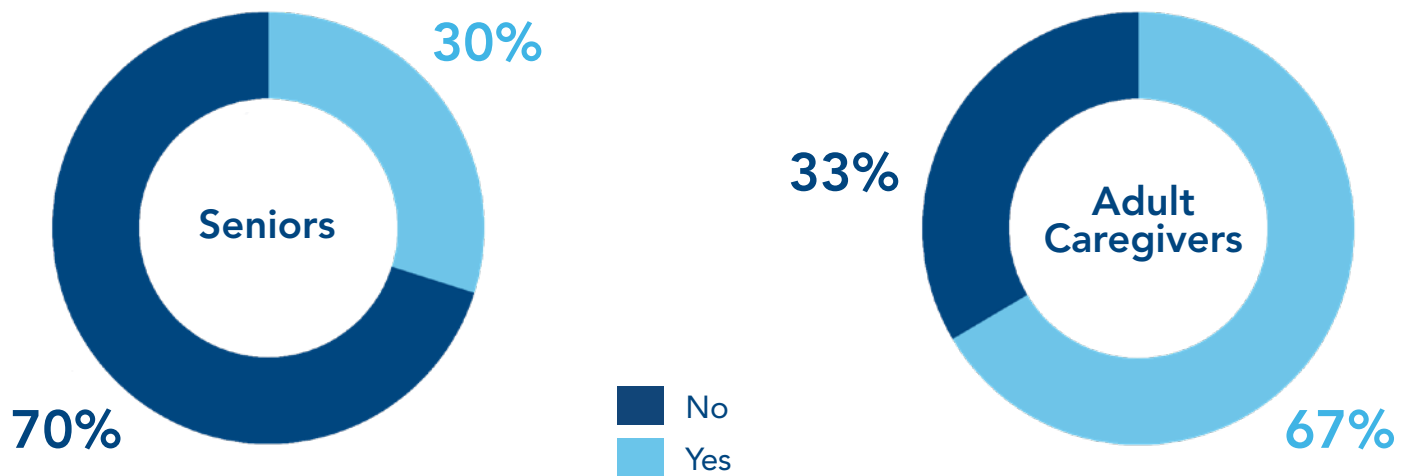


RESULTS + ANALYSIS

2020 Senior Housing Survey

Question 8:

If you (your Senior) were/are alone, would you (your Senior) be concerned about isolation?



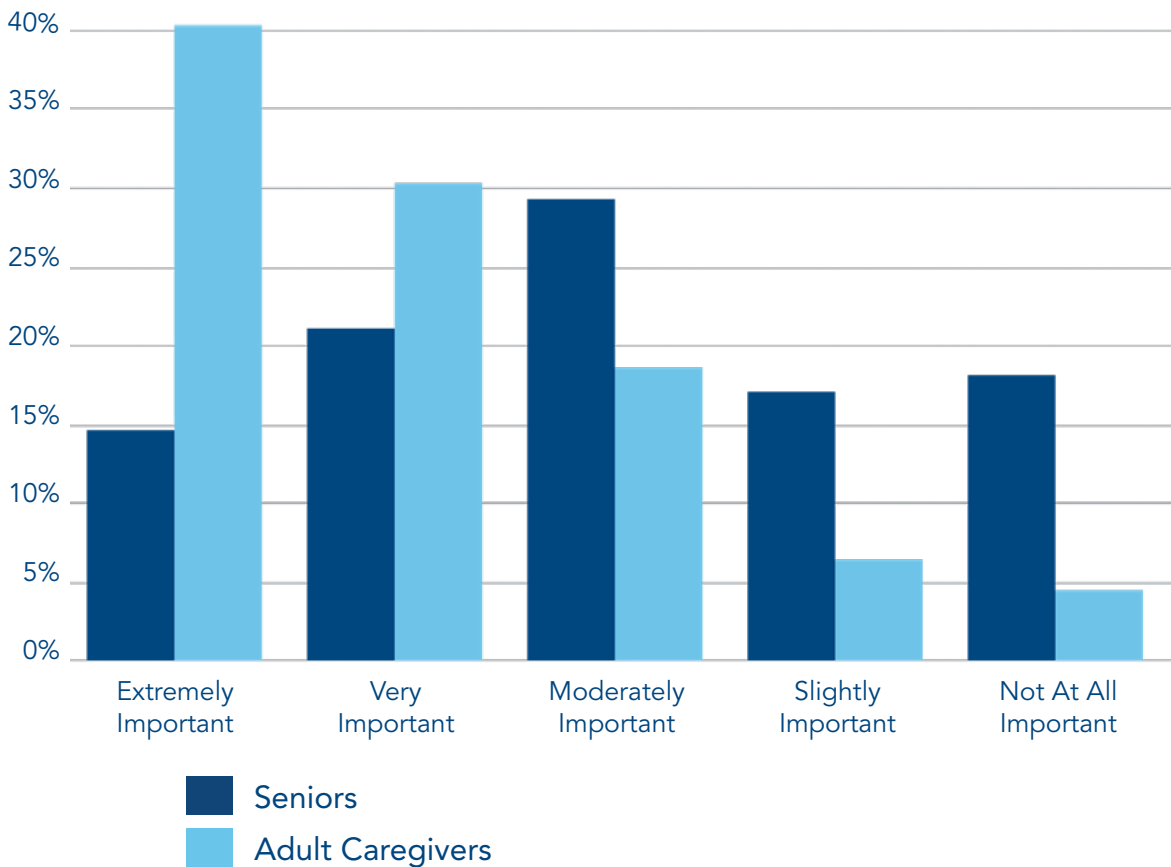
Insight

The term "isolation" in the context of the COVID-19 pandemic has broad connotations not predicted in this survey's development, but with possible implications on survey responses.

Adult Caregivers are seeing the side effects of the isolation that COVID-19 pandemic is requiring of Seniors and are escalating the conversation about mental well-being. Again, changes in mental health are not always easy to see in ourselves.

Question 9:

How important are socialization opportunities found in Senior Housing to you (your Senior)?



Insight

Whether the term “isolation” or “socialization” was used, the Seniors’ self-perception was that isolation was not a concern, nor the provision of socialization an important consideration when considering Senior Housing.

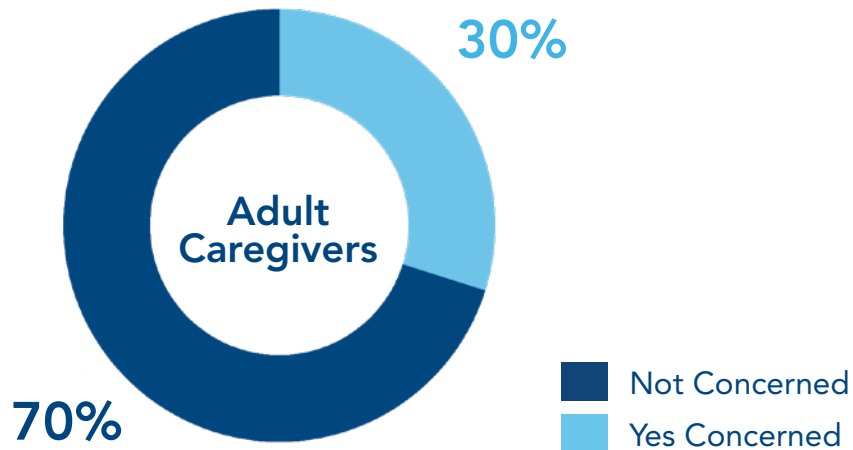
Much has been written about the negative effects of isolation or lack of socialization on Seniors (i.e. high blood pressure, heart disease, obesity, anxiety, depression, cognitive decline); also consider the demands that being the sole source of socialization can place on a caregiver. There is a much higher value placed on addressing this area by the Adult Caregiver than by the Senior directly.

RESULTS + ANALYSIS

2020 Senior Housing Survey

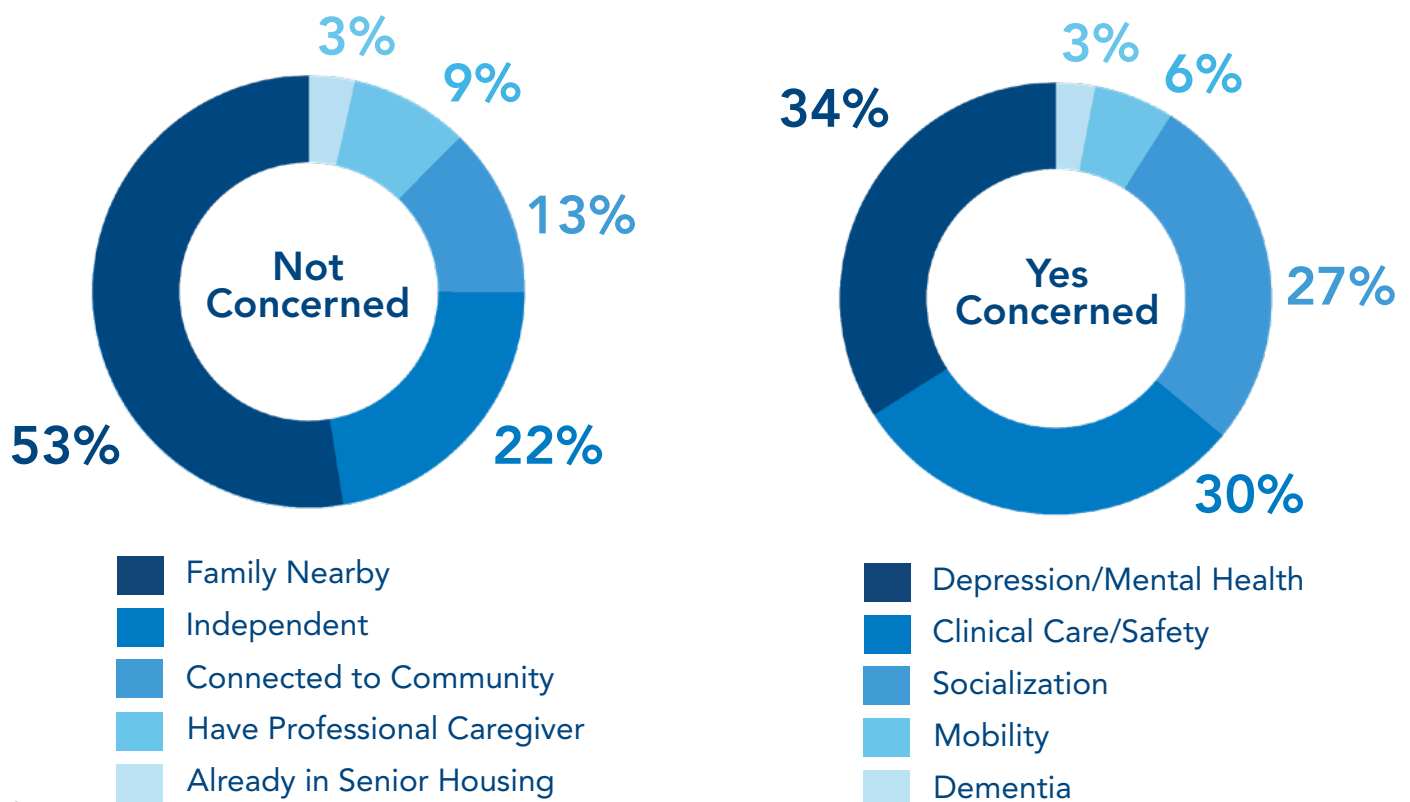
Question 10:

Would you be concerned about isolation for your Senior if they were to live alone?



Insight

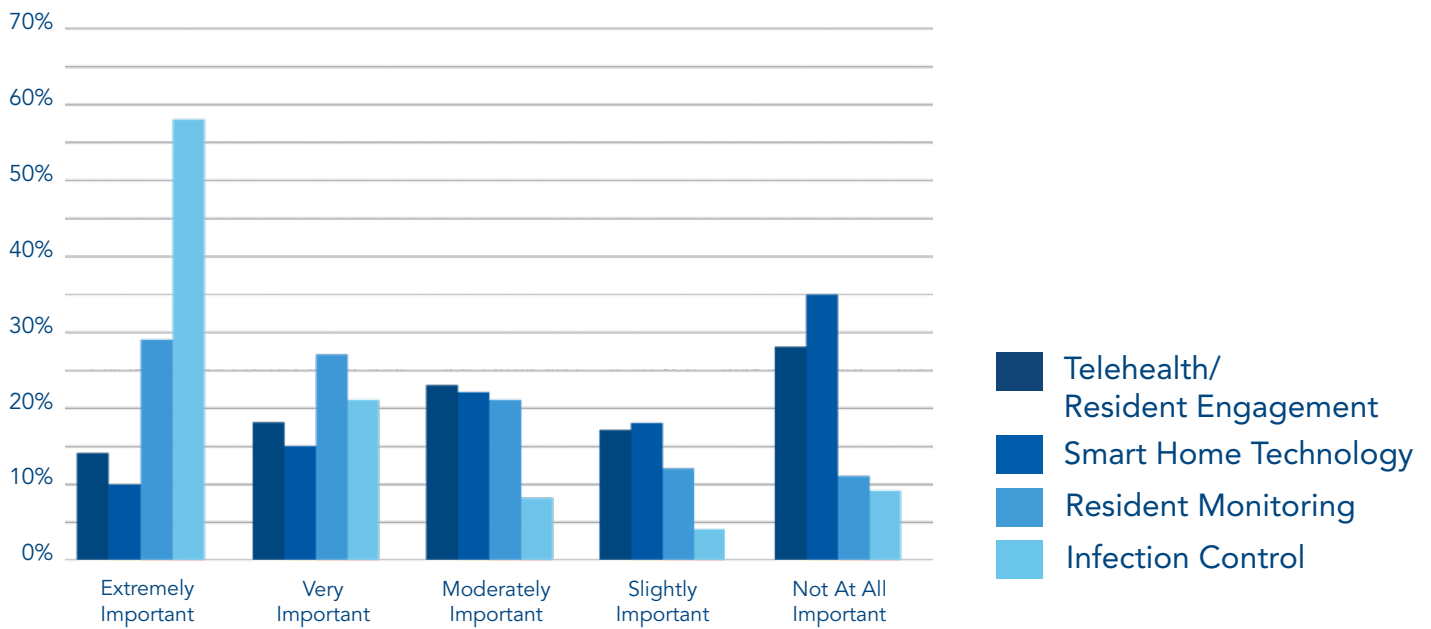
Responses to this question were text based and broken down into themes. For those Adult Caregivers who were concerned about their Senior living alone due to Clinical Care/Safety Issues, the most commonly mentioned specific safety issue was falls. See below for additional reasons why Adult Caregivers were or were not concerned.



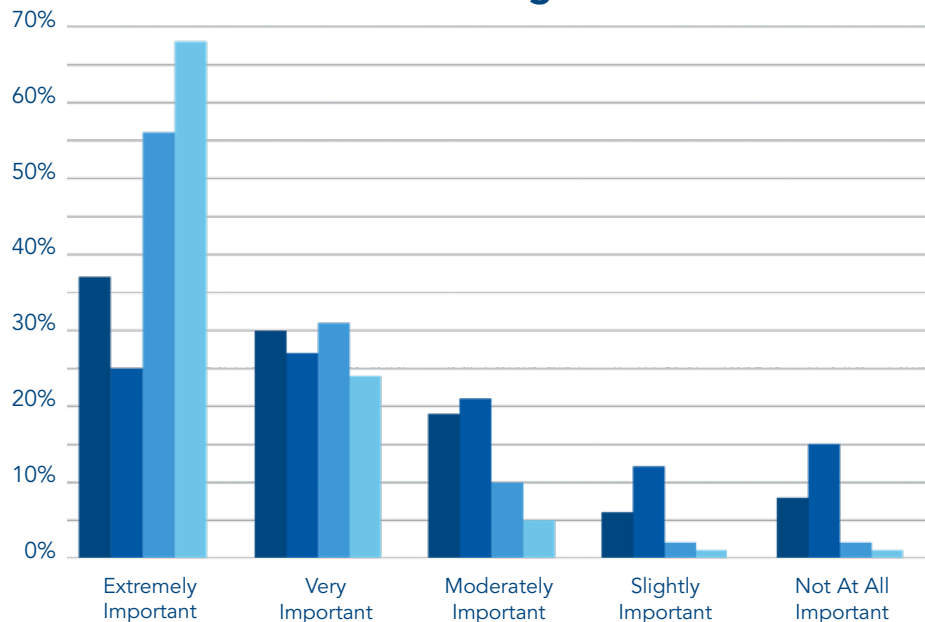
Question 11:

What types of technology investment would influence your decision-making process for choosing a new Senior residence?

Seniors



Adult Caregivers



Note

Telehealth/Resident Engagement Technology was further defined with examples – Zoom, Skype, Facetime

Smart Home Technology was further defined with examples – Alexa, Google Home

Resident Monitoring was further defined with examples – Location, Falls, Activity

Infection Control was further defined with examples – Site Sanitization, Visitor Health Screening

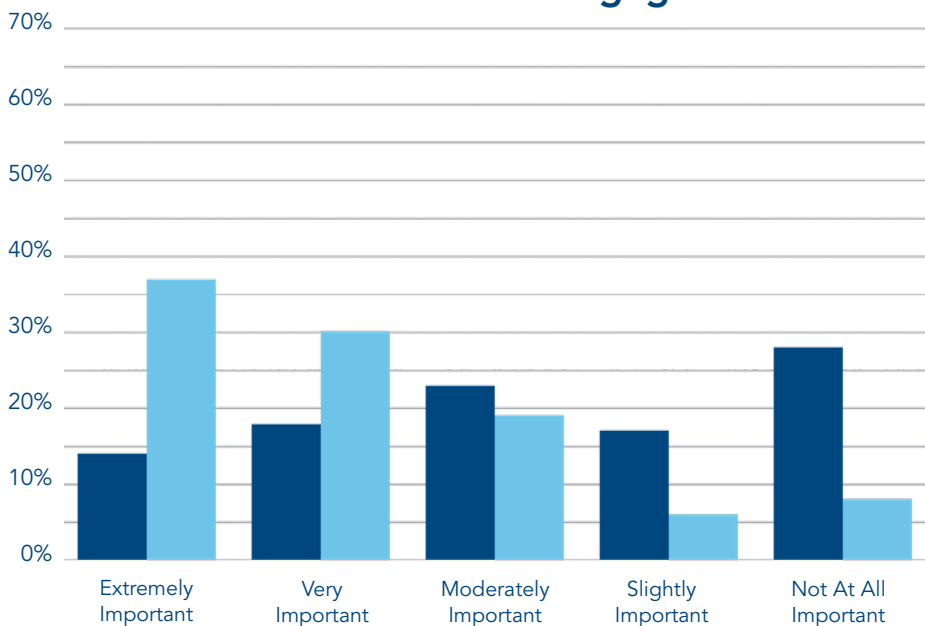
RESULTS + ANALYSIS

2020 Senior Housing Survey

Question 11, cont.

What types of technology investment would influence your decision-making process for choosing a new Senior residence?

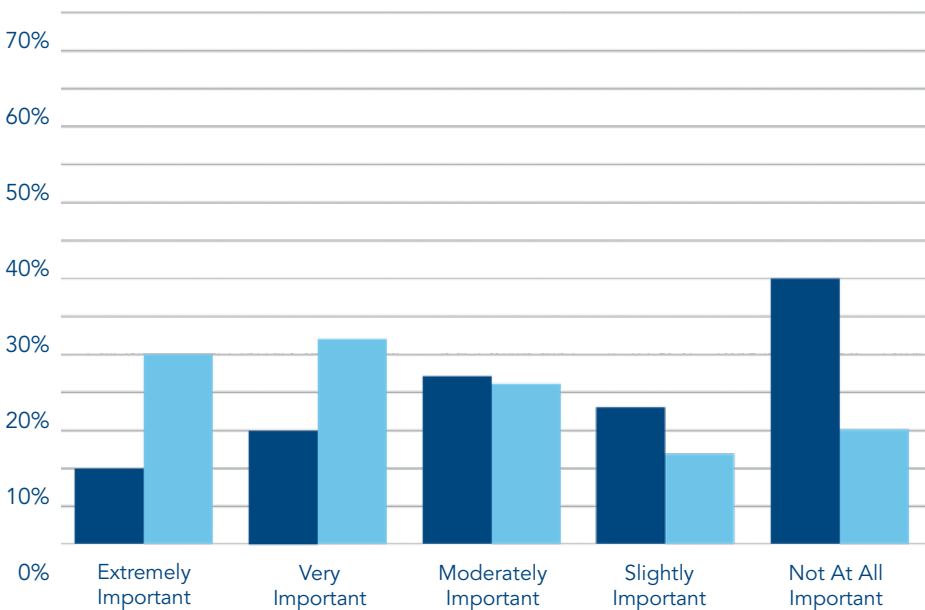
Telehealth/Resident Engagement



Insight

The easing of regulations that has taken place during the COVID-19 pandemic is making Telehealth more accessible for the Senior Housing industry to bring care to Seniors.

Smart Home Technology

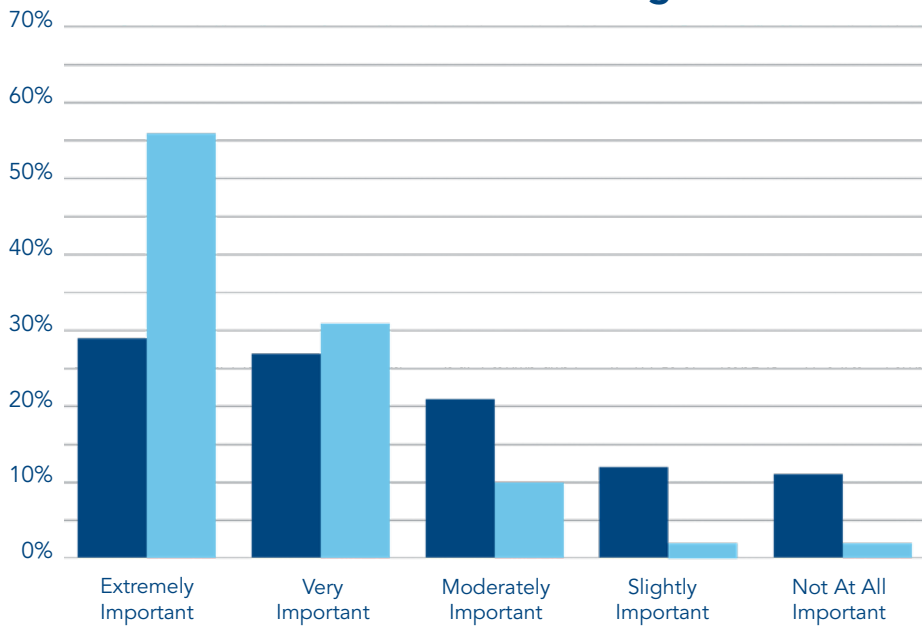


■ Seniors
■ Adult Caregivers

Question 11, cont.

What types of technology investment would influence your decision-making process for choosing a new Senior residence?

Resident Monitoring

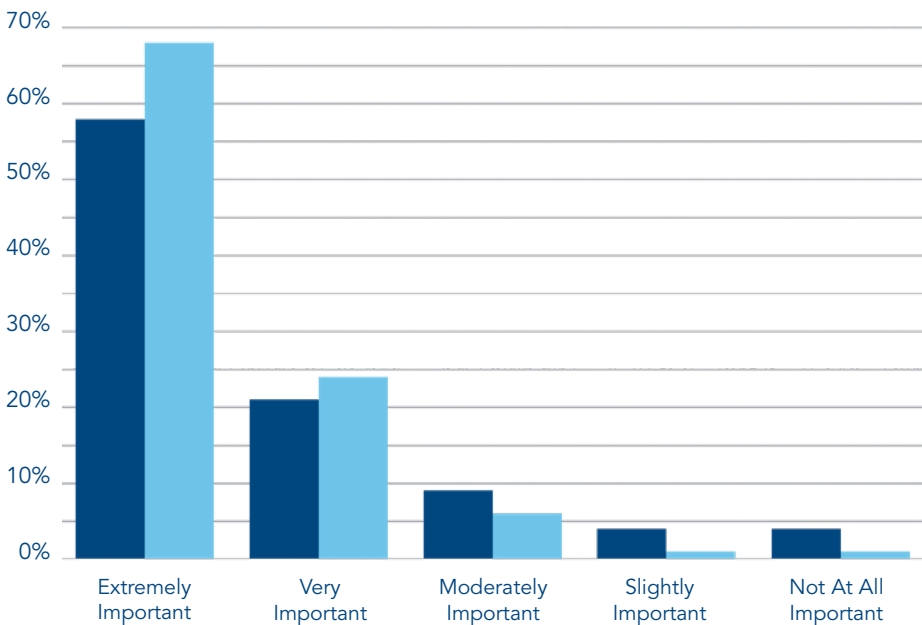


Insight

In our 2019 survey, a dominant theme was privacy. In several instances in our 2020 survey, we saw indications that COVID-19 has accelerated the acceptance of technology in the name of “safety.” Seniors and Adult Caregivers are much more willing to support technologies (e.g., monitoring) if there is a clear safety benefit.

In Question 10, we noted that risk of falls was the top Clinical Care/ Safety concern for Adult Caregivers with Seniors living alone. Resident monitoring used specifically to help reduce falls is a unique value that a congregate care setting can provide.

Infection Control



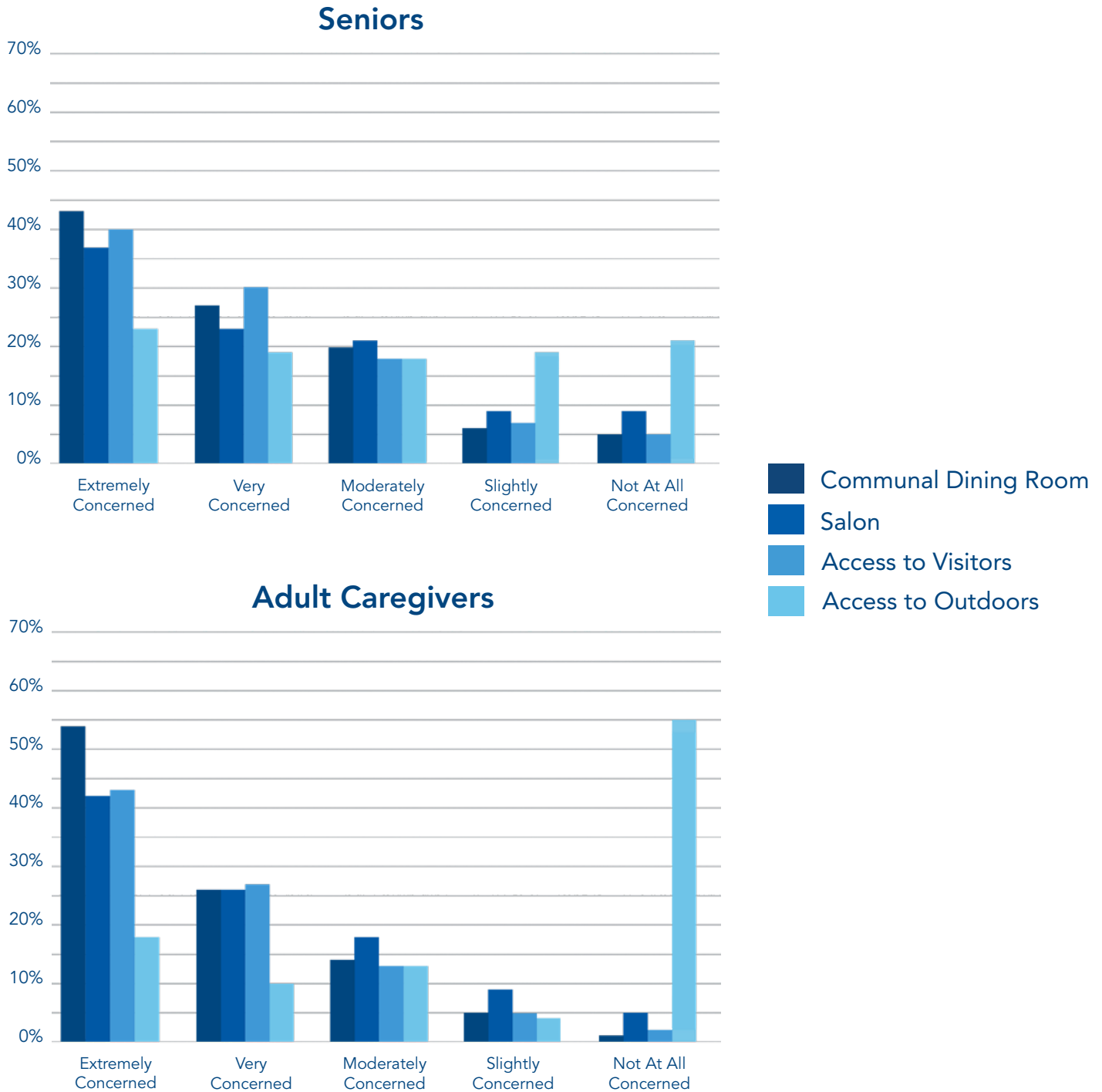
Seniors
Adult Caregivers

RESULTS + ANALYSIS

2020 Senior Housing Survey

Question 12:

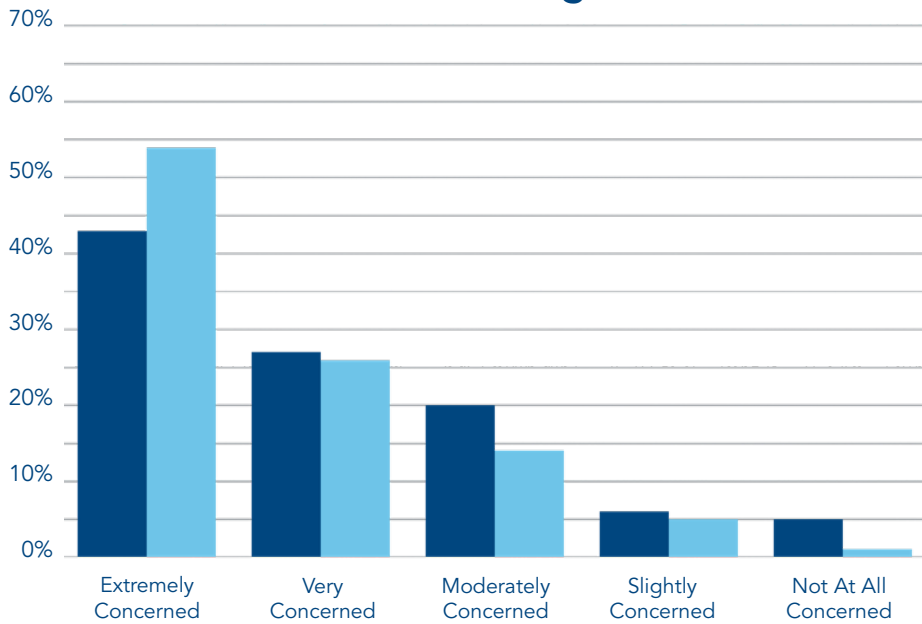
How concerned are you, in light of COVID-19, about these areas of Senior Housing?



Question 12, cont.

How concerned are you, in light of COVID-19, about these areas of Senior Housing?

Communal Dining Room

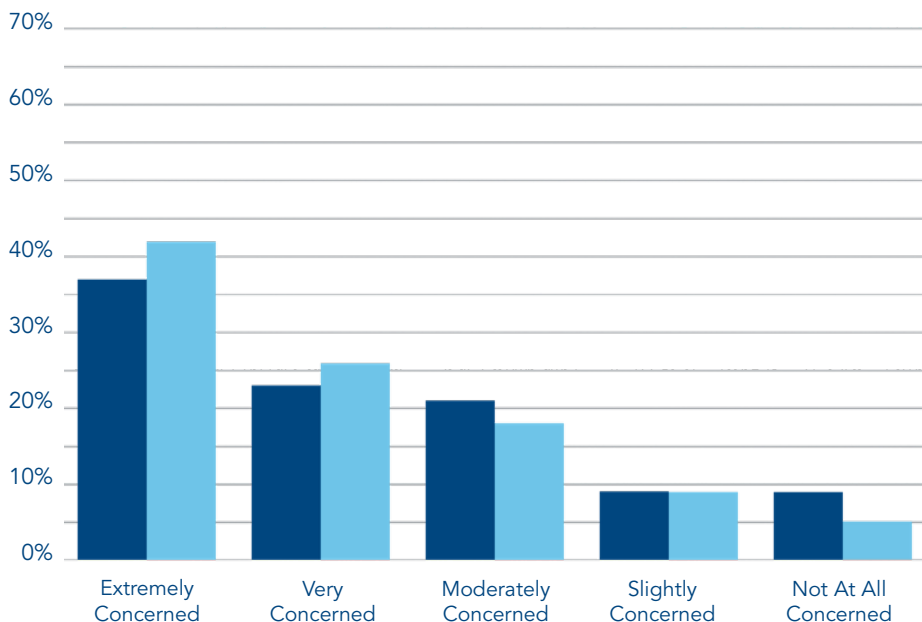


Insight

Prior to the COVID-19 pandemic, the communal dining room was the social heart of many Senior Living communities. In the pandemic, it was the first space to close. For the Senior Housing industry during the pandemic, this dining space became unusable square footage.

- Seniors
- Adult Caregivers

Salon



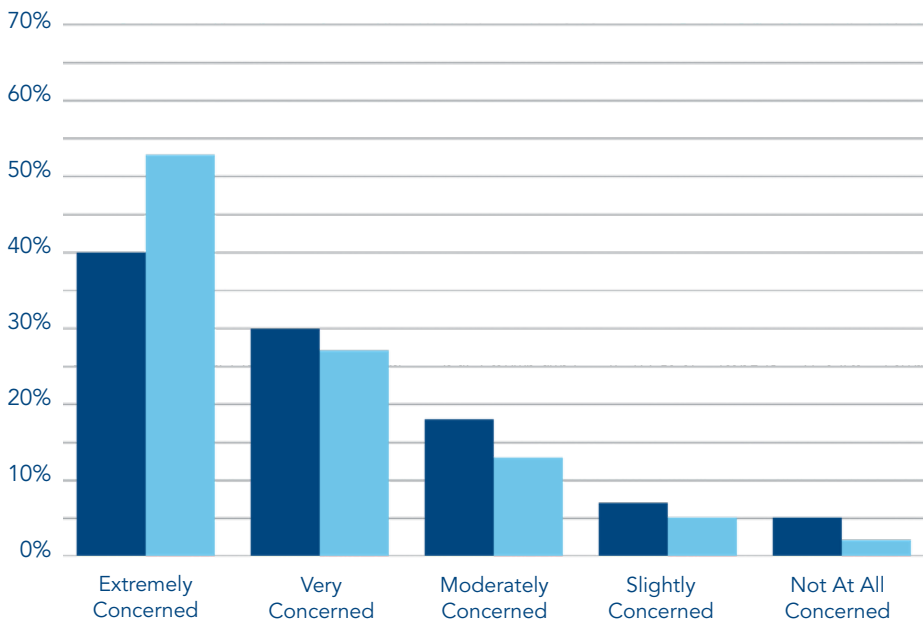
RESULTS + ANALYSIS

2020 Senior Housing Survey

Question 12, cont.

How concerned are you, in light of COVID-19, about these areas of Senior Housing?

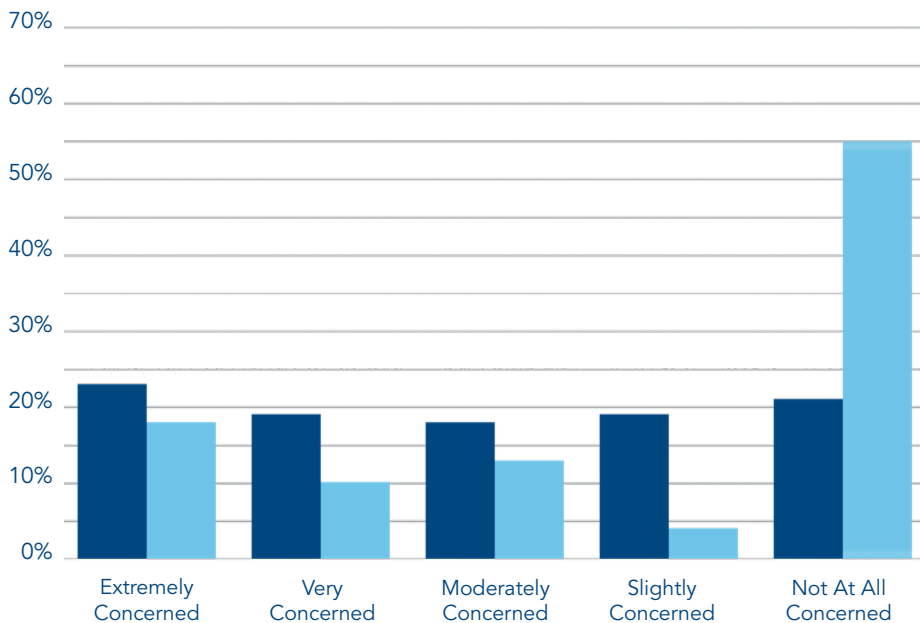
Access to Visitors



Insight

The concern around Access to Visitors is a two-pronged dilemma for both Seniors and Adult Caregivers. While there is a fear of COVID-19 entering Senior Housing through visitors, both Seniors and their Adult Caregivers want to see friends and family. Adult Caregivers in particular are worried about isolation for their Seniors.

Access to Outdoors

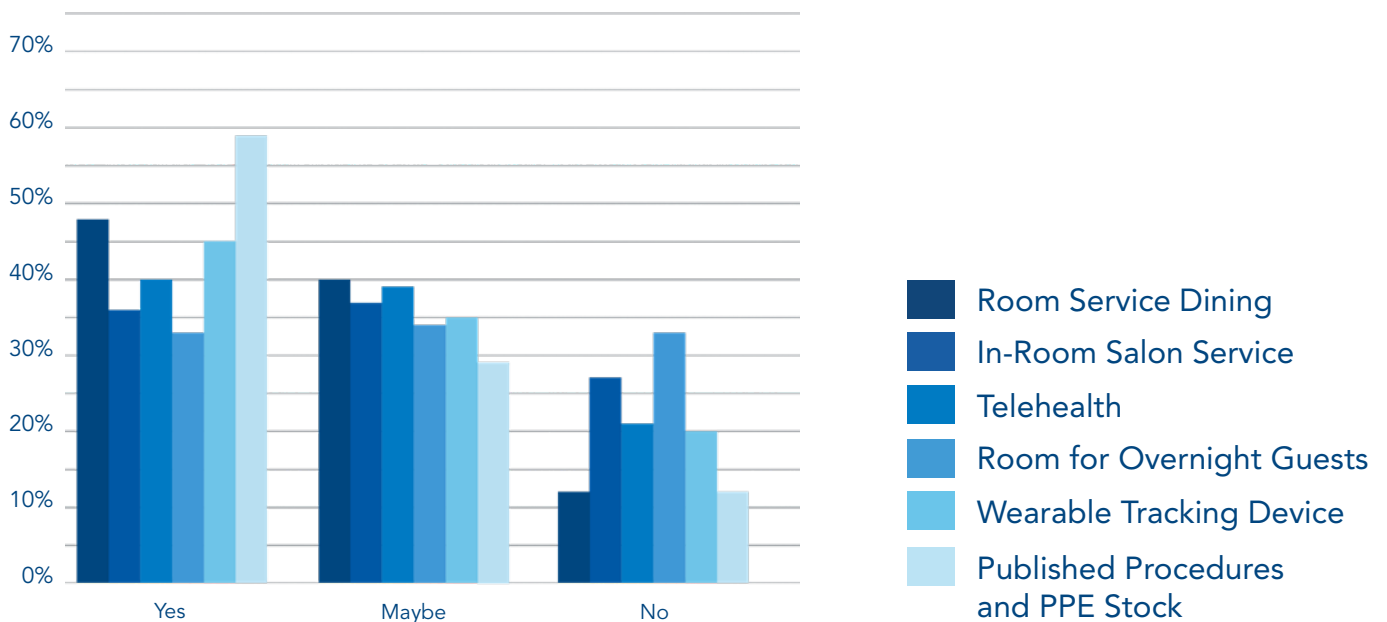


■ Seniors
■ Adult Caregivers

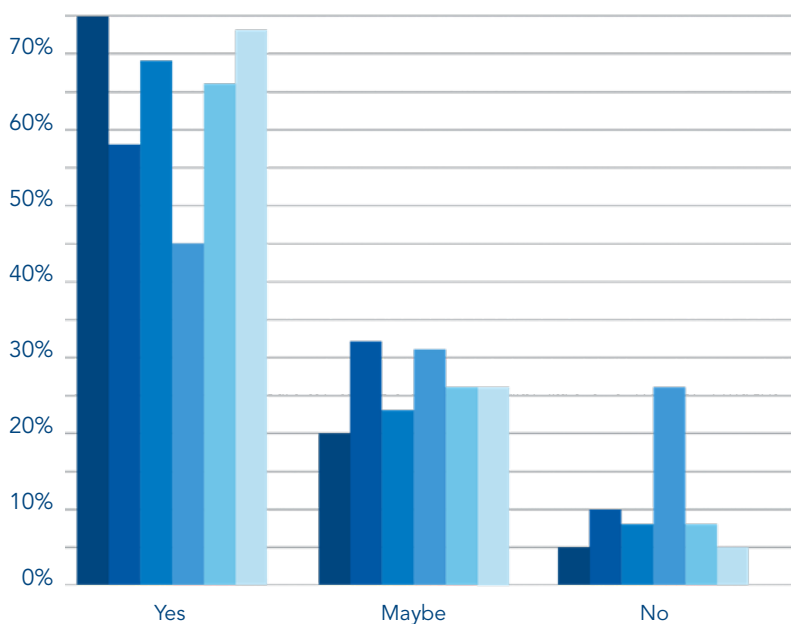
Question 13:

Would this be a valuable service if offered in a Senior Housing facility?

Seniors



Adult Caregivers



Note

In-Room Salon Service was further defined with examples – Hair, Manicure, Pedicure

Wearable Tracking Device was further defined “to monitor movement for tracking potential infection spread”

Published Procedures and PPE Stock was further defined “to address future infection risks”

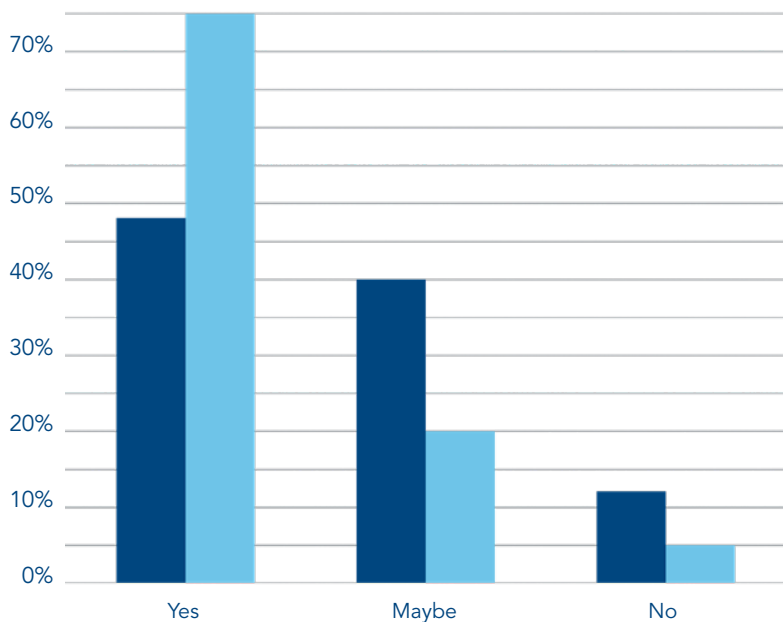
RESULTS + ANALYSIS

2020 Senior Housing Survey

Question 13, cont.

Would this be a valuable service if offered in a Senior Housing facility?

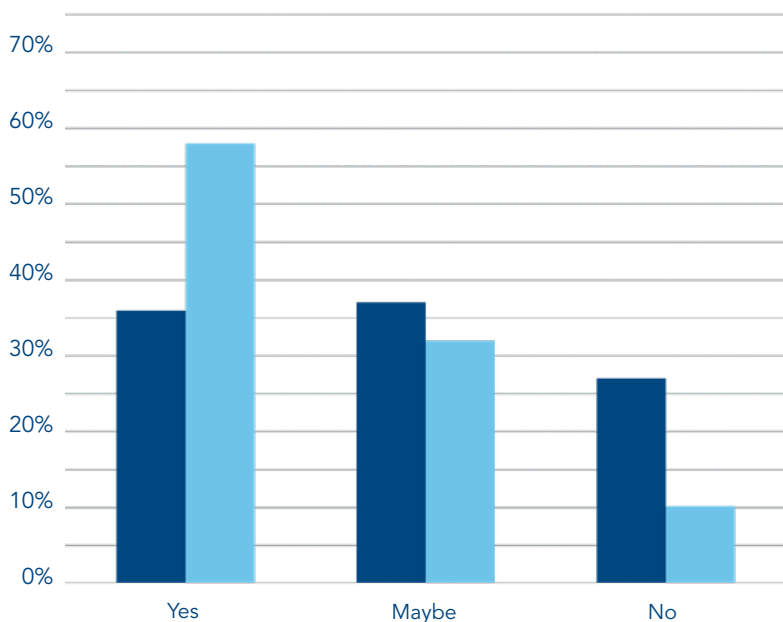
Room Service Dining



Insight

Offering Room Service to all residents of a Senior Living Community brings unique challenges, including staffing implications, additional equipment needed to deliver, and a resident's capability to eat fully independently. The Senior Housing industry may consider alternate solutions, which could range from partitions or other separation features, tracking technology to monitor population movement and ensure appropriate distancing, and smaller flexible venues that in necessary circumstances can become dining areas for smaller segments of a community.

In-Room Salon Service

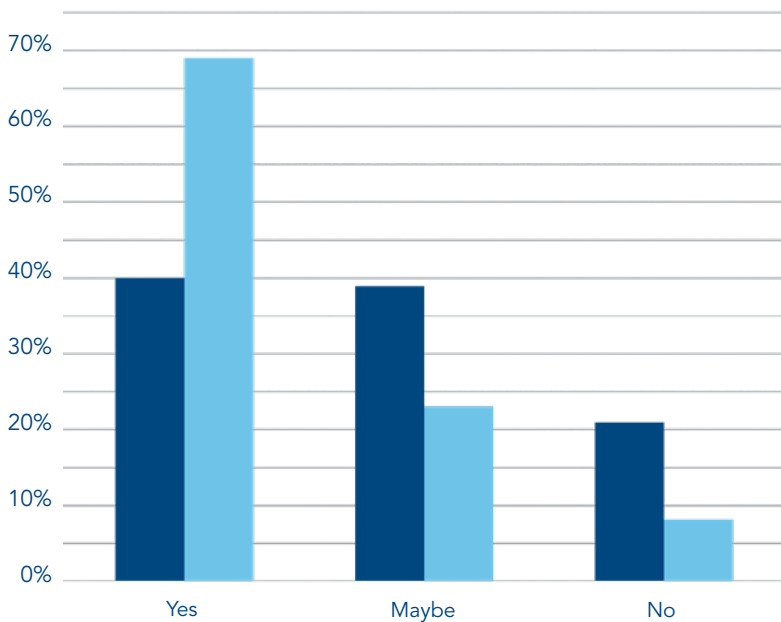


■ Seniors
■ Adult Caregivers

Question 13, cont.

Would this be a valuable service if offered in a Senior Housing facility?

Telehealth

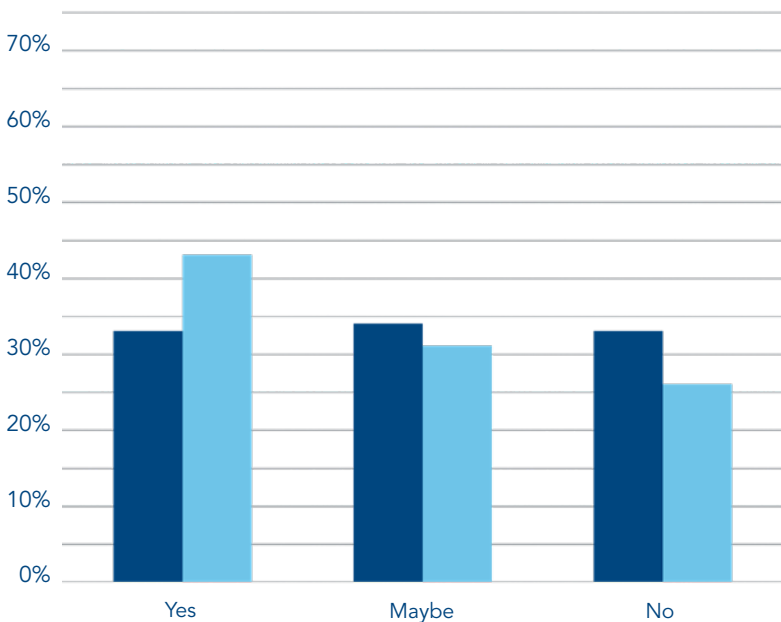


Insight

The use of telehealth has increased significantly since the COVID-19 pandemic began. Telehealth has primarily been used for routine primary care, followed by emergent health issues and mental or behavioral health.² It remains to be seen whether policy changes that support telehealth will continue post-COVID.



Room for Overnight Guests



²The Future of Telehealth in Senior Living July 20, 2020 by Donna Childress

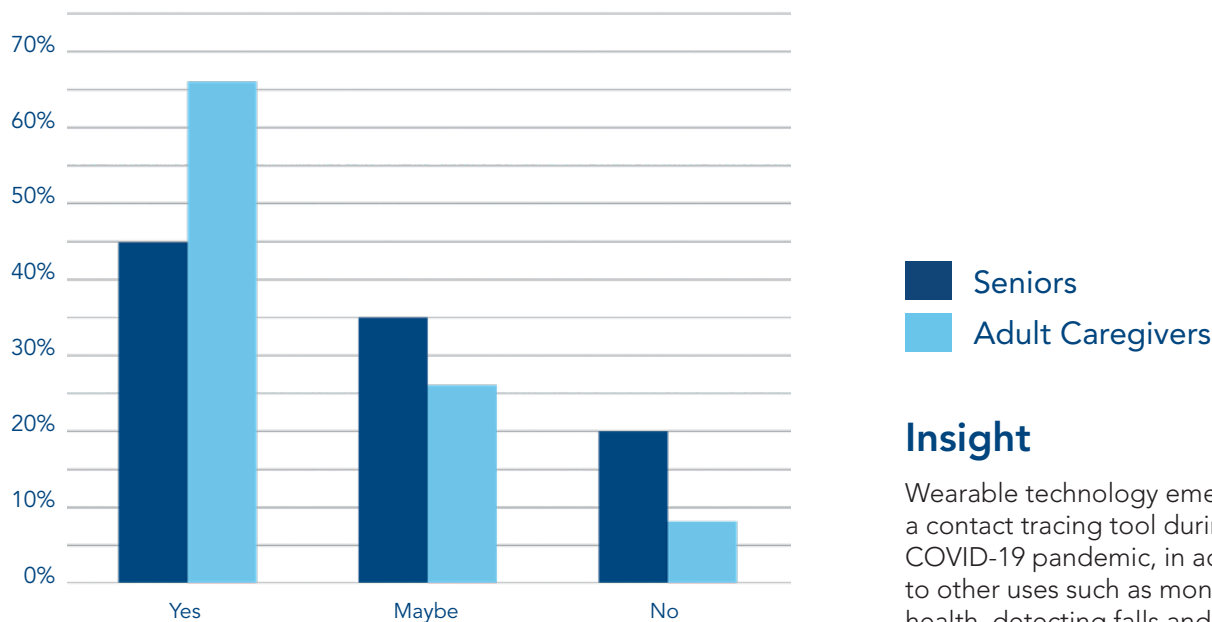
RESULTS + ANALYSIS

2020 Senior Housing Survey

Question 13, cont.

Would this be a valuable service if offered in a Senior Housing facility?

Wearable Tracking Device

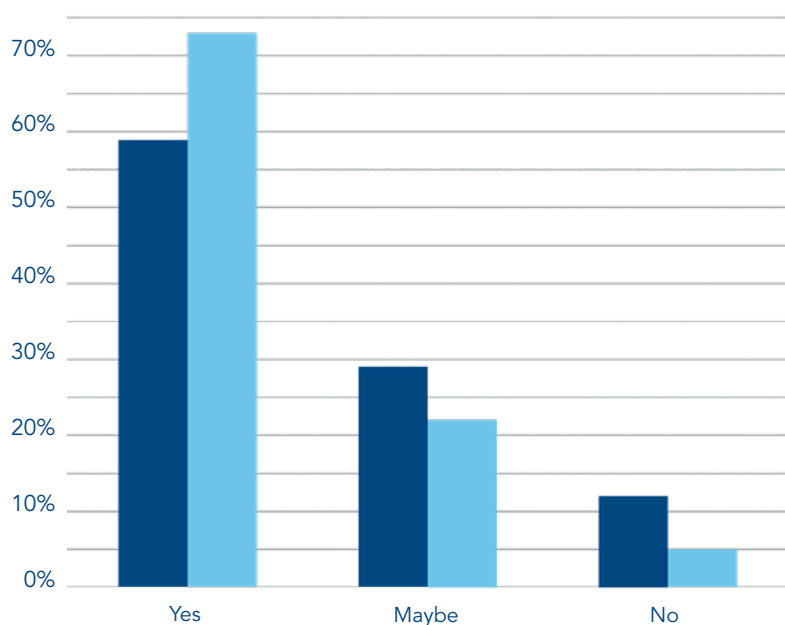


Seniors
Adult Caregivers

Insight

Wearable technology emerged as a contact tracing tool during the COVID-19 pandemic, in addition to other uses such as monitoring health, detecting falls and protecting dementia patients from wandering.

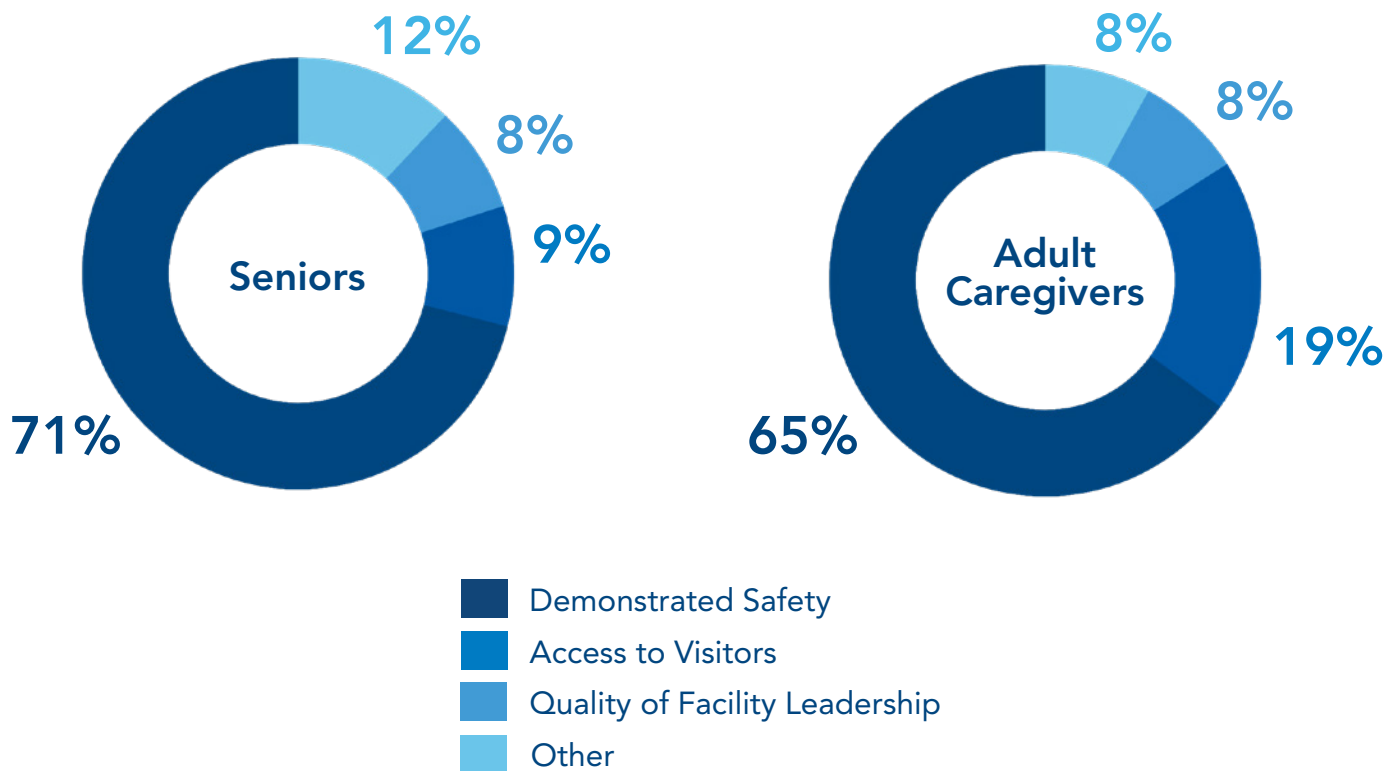
Published Procedures and PPE Stock



Transparency builds trust. The Senior Housing industry can gain the trust of prospective residents and their Adult Caregivers by clearly communicating and showcasing the protective measures being taken. Authentic, empathetic and truthful information will also help eliminate panic and false assumptions, as well as present opportunities to share the positive stories of care and engagement.

Question 14:

What could Senior Housing do to make you feel more comfortable about your concerns or any other services they offer?



Insight

Fear is associated with a lack of transparency. The more the Senior Housing industry is able to show the practices it has implemented to address the themes above, the better the industry's ability to demonstrate the value congregate care can provide to Seniors, especially in times of crisis.

None of these themes were mentioned in the 2019 survey. The top three themes from 2019 were 1) Personal Living Space, 2) Privacy and Independence and 3) Age Diversity.

RESULTS + ANALYSIS

2020 Senior Housing Survey

Question 14, cont.

What could Senior Housing do to make you feel more comfortable about your concerns or any other services they offer?

Response Theme: Demonstrated Safety

The responses under the theme of “Demonstrated Safety” cover a wide range of possible steps that Senior Housing can take to increase its appeal to Seniors and Adult Caregivers. These fall into two categories: Transparency and Actions.

Transparency	Actions
Publish Record	Cleaning and Sanitizing
Open, Honest	Testing
Statement of Protocols	Use of PPE
Share Comprehensive Plan	Stock of PPE
Show Data	Social Distancing Measures
Demonstrate Procedures	State-of-the-Art Technology
Prove Standards	Air Purification Strategy
Video Testimonials	COVID-19 Positive Plan

Insight

Is Demonstrated Safety something that Seniors and Adult Caregivers will want forever, or are these expectations solely a result of the COVID-19 pandemic and will pass? The consumer will continue to link Senior Housing to healthcare. Communicable diseases (e.g., flu) will always be a concern for Senior Housing, as it cares for a vulnerable population. Finding ways to “Demonstrate Safety” is an opportunity for the Senior Housing industry to demonstrate its value.

How can Senior Housing buildings support better healthcare? In the past, the focus of these facilities has been on lifestyle and aspirational choices, but now these buildings must adapt to this healthcare crisis and its longer-term caregiving impact. These Seniors and Adult Caregivers are very informed consumers.

Response Theme: Access to Visitors

The responses under theme of “Access to Visitors” ask Senior Housing to solve two divergent concerns:

Fear

The desire for Senior Housing to close down to visitors knowing COVID-19 does not originate from within the facility and has to be brought in from the outside.

Family

The desire to stay connected to and physically see loved ones.

Response Theme: Quality of Facility Leadership/Staff

The responses under the theme of “Quality of Staff/Leadership” reflected high value placed on “Professional Managers” in leadership positions at the local levels. Administrators and department heads in Nursing, Facilities, Dining were all key to promoting confidence in a Senior Living Community. “Quality Staff” was perceived as a differentiating factor between facilities that had been successful in navigating COVID-19 and those that were not.

Response Theme: Lifestyle Amenities

Lifestyle amenities that would positively impact the desirability of Senior Housing were:

- Importance of pets
- Concept of separate entrances and individual units (vs. hotel, apartment or dorm feel)
- Availability of multiple healthcare options through a facility
- Personal outdoor space
- Walking paths and other community outdoor spaces

Insight

In the 2019 survey, lifestyle amenities dominated the responses to how Senior Housing could positively impact the desirability of the communities it offered. In 2020, Lifestyle Amenities have significantly less prominence than the themes of Demonstrated Safety, Access to Visitors and Quality of Facility Leadership/Staff.

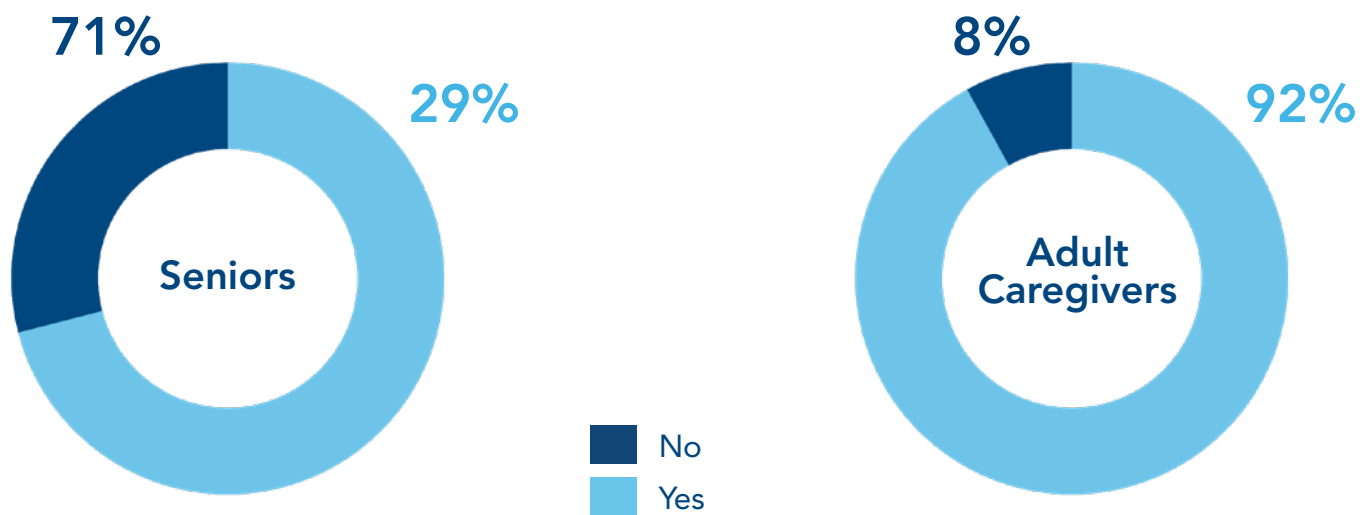
In the Adult Caregiver responses specifically, two items were mentioned that were not mentioned by the Seniors. The Adult Caregivers were reluctant to comment, in many cases, on what would make them more comfortable with Senior Housing beyond the availability of a vaccine. Almost no Seniors mentioned the vaccine. Also in the category of technology that would make an Adult Caregiver feel his or her Senior was safe, several mentioned the use of cameras. No Senior mentioned the use of cameras.

RESULTS + ANALYSIS

2020 Senior Housing Survey

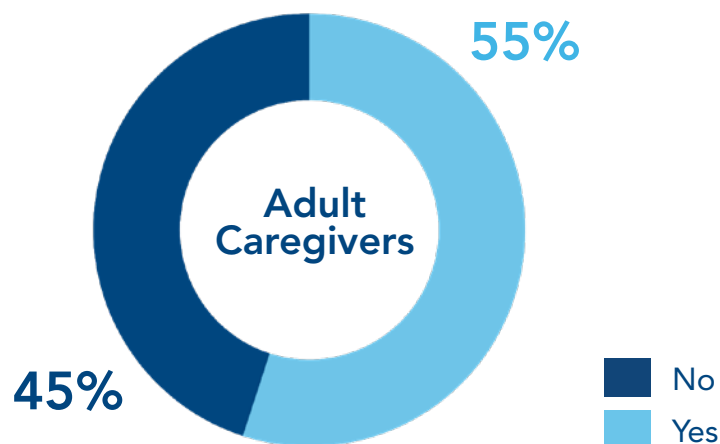
Question 15:

Do you feel that you (Senior or Adult Caregiver about their Senior) are part of the “vulnerable” population due to COVID-19?



Question 15a:

Do you feel that you (Adult Caregiver personally about themselves) are part of the “vulnerable” population due to COVID-19?



SENIOR HOUSING PERCEPTIONS

from current residents and their families

Bonus Round: What Do Current Residents Think?

Beyond prospects, we also connected with 132 Adult Caregivers with Seniors currently living in Senior Housing and 25 current Senior residents. Explore the following pages to see their answers compared to prospects on a couple key questions.

What Did Senior Housing Do Well for Its Residents?

"Excellent PPE, distancing and testing."

- Current Resident in Senior Housing

"They are doing a good job at keeping him safe and they test all residents and staff regularly for COVID. They provide activities and regular meals."

- Adult Caregiver with Senior living in Senior Housing

"They've taken a lot of precautions for safety and they care about his entire well-being. They are using Zoom technology."

- Adult Caregiver with Senior living in Senior Housing

"The Senior Housing admin is the key. Our admin did a terrific job."

- Current Resident in Senior Housing

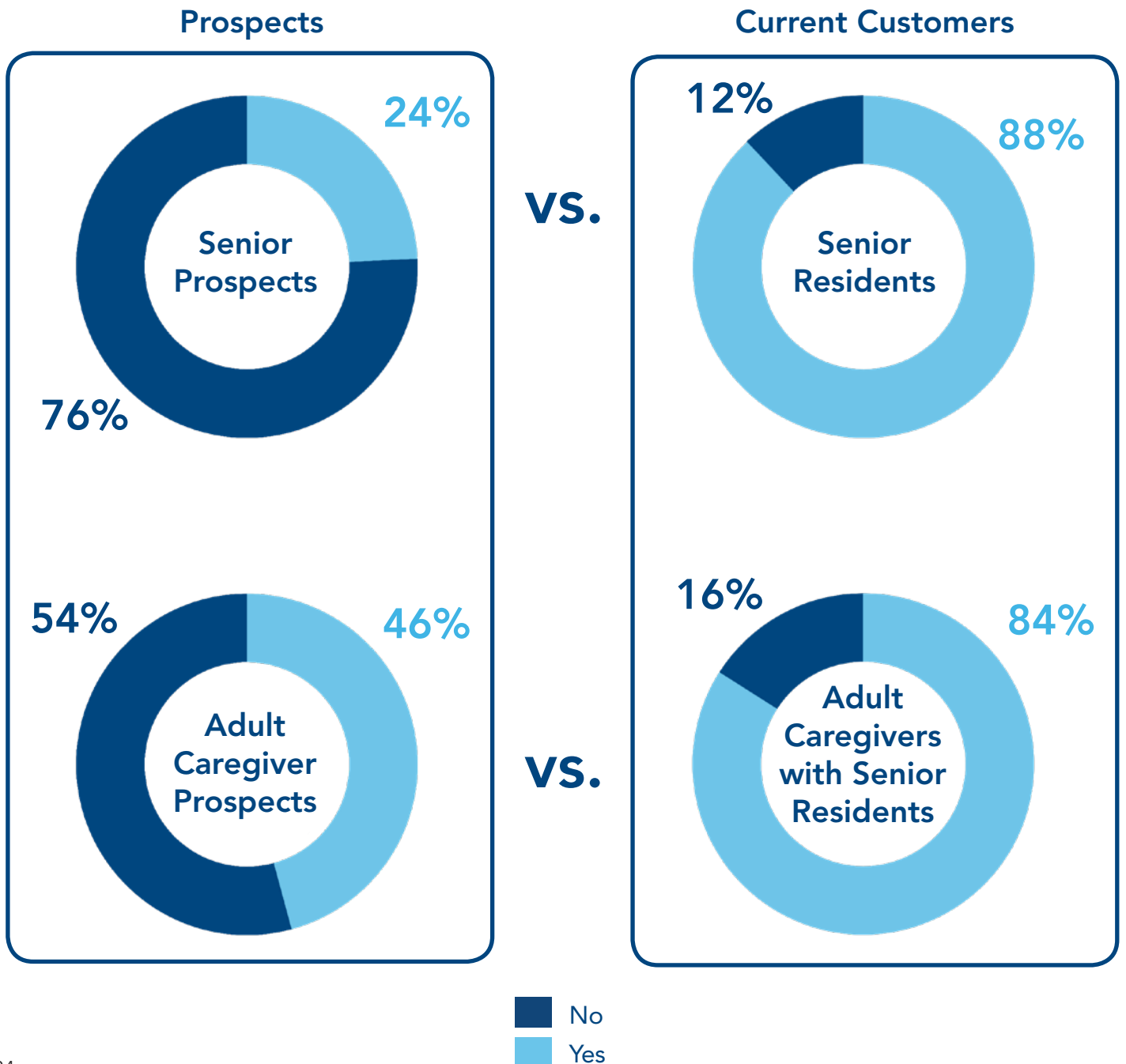
SENIOR HOUSING PERCEPTIONS

from current residents and their families

Question 4, revisited:

Do you feel that Senior Housing is currently a safe residential option?

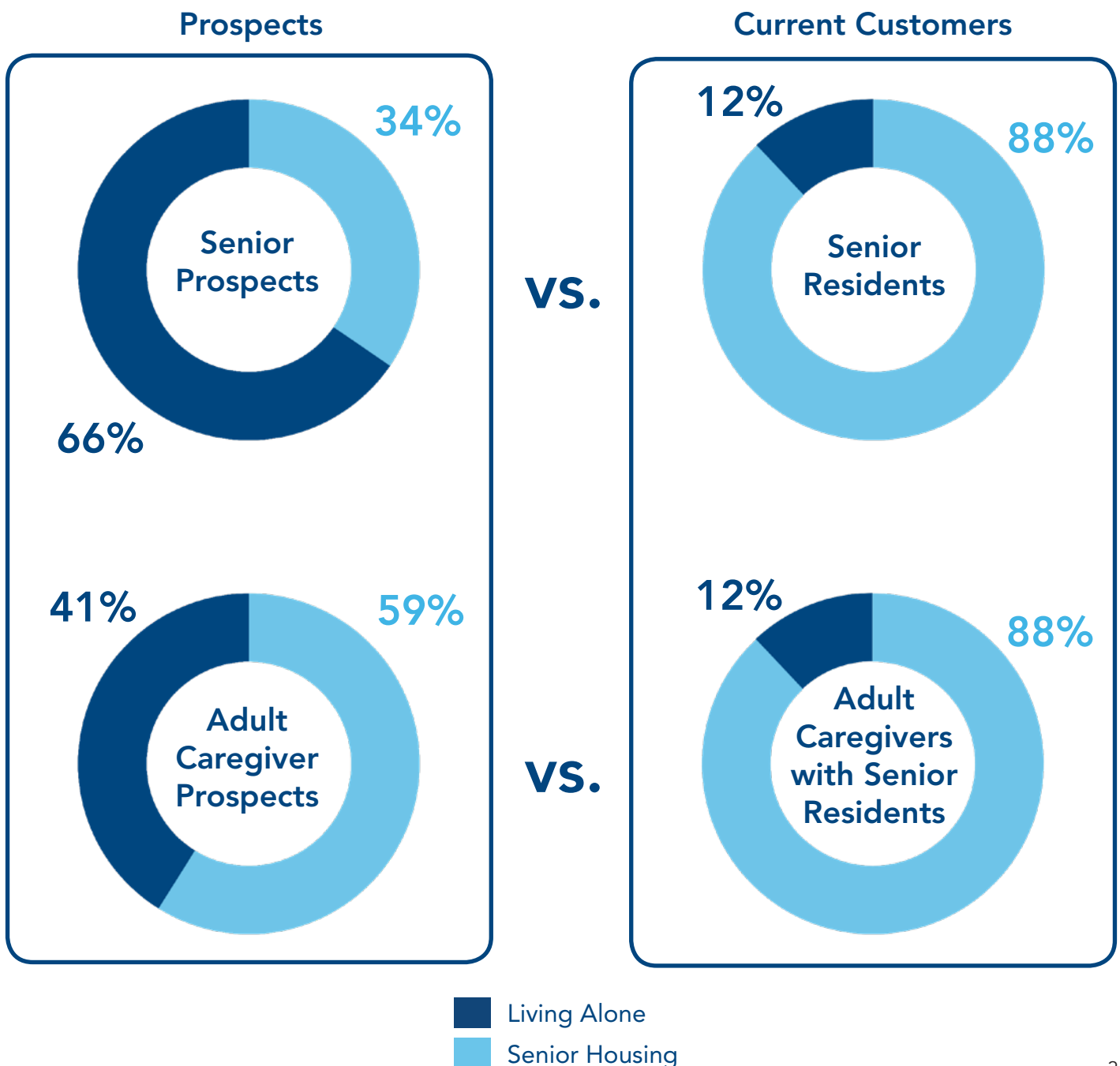
We compared the responses from our core survey of Senior Housing prospects against responses from current Senior Housing customers, including 132 Adult Caregivers of Senior residents and 25 Senior residents. See how responses to Question 4 on pages 12 - 13 compare between these two groups below:



Question 6, revisited:

Where would a Senior have access to better healthcare?

The residents of Senior Living Communities that provided good care, responded well to crisis, had good leadership, and where the residents felt cared for, cherished and safe – these Seniors and their Adult Caregivers will be the biggest advocates for the Senior Housing industry going forward.



ACKNOWLEDGEMENTS

2020 Senior Housing Survey

Thank You

Our sincere thanks goes to the **Developers Collective Board** and the **Direct Supply Innovation & Technology Center** for their initiative in driving this effort and their enthusiastic support of Voice of Customer (prospective residents, specifically) research.

The Developers Collective is hosted by Direct Supply and designed to provide an opportunity for Developers, Property Owners, Operator/Developers and the supporting financial community to network, share best practices and learn innovative trends to transform Senior Housing.

Developers Collective Board Members:

Lori Alford – Co-Founder and COO of Avanti Senior Living
Kathryn Burton-Gray – Founding Principal of Seniors Capital LLC
Joe Daniels – Vice President Business Development at Direct Supply
David Dronet – Managing Partner at Olympus Real Estate Group
Charlie Jennings – Chief Development Officer at Harbor Retirement Associates
David Simon – Partner at ISL Ventures
Bob Sweet – Co-CEO at Meridian Senior Living
Marco Vakili – Managing Director Senior Housing at Alliance Residential Co.

The Direct Supply Innovation & Technology Center is the dedicated arm of Direct Supply seeking to improve existing technologies and develop forward-thinking innovations related to senior health. The Center is 55,000 sq. ft. dedicated to the future of Senior Health, located in Milwaukee, Wisconsin and is the largest of its kind in the US.



APPENDIX

2020 Senior Housing Survey

Definitions of Terms Used

Adult Caregiver

Caregiver of a Senior (Age 75+) or a participant in the residential decision-making for a Senior (age 75+)

Senior Housing

Active Adult Community, Independent or Assisted Living, Memory Care or Skilled Nursing/Rehabilitation

Telehealth/Resident Engagement Technology

Examples given were Zoom, Skype and Facetime

Smart Home Technology

Examples given were Alexa and Google Home

Resident Monitoring Technology

Use-case examples given were location, falls and activity

Infection Control Technology

Use-case examples given were site sanitization and visitor health screening

In-Room Salon Service

Examples given were hair, manicure and pedicure

Wearable Tracking Device Service

Use-case example given was to monitor movement for tracking potential infection spread

Published Procedures and PPE Stock Service

Use-case example given was to address future infection risks

2020

SENIOR HOUSING SURVEY

The analysis of these survey results was conducted by Direct Supply to extract insights for the Senior Housing industry. While the Senior Care industry evolves at a faster and faster pace every year, Direct Supply is dedicated to finding the latest insights and sharing them to help bring what's next to Senior Care.

Learn more and reach out anytime at DirectSupply.com.

Survey conducted in partnership between:

