

2023

# Senior Housing

Design & Construction

# TRENDS

**DIRECT**  
**SUPPLY**



The Senior Living design experts at Direct Supply have named Brandy Brown the 2023 color of the year. Brandy, distilled from wine or fermented fruit, is aged in a wooden barrel, which gives it the rich, brown color. Brandy Brown only becomes the color that it is because of the wood the brandy is aged in. There is no Brandy Brown without the wood from an oak tree.

For brandy, wood serves a purpose and contributes greatly to the end result. For woodworkers, it is a sturdy canvas from which they craft their masterpieces. Likewise, it symbolizes everything our industry strives to be after three tough years of health, labor and economic challenges: resilient, reliable and effective.

In this eBook you will find purposeful design solutions that help you achieve all that and more. The Direct Supply experts in design and construction have compiled design trends for 2023 that include furnishings and technology that make an impression.

## Our Senior Living Design & Construction EXPERTS

**Rebecca Keller**  
Senior Lead  
Interior Designer



**Justin Smith**  
Manager of Innovation  
& Technology



**Jeanna Swiatkowski**  
Design Manager

# TREND 1:

## Colors for 2023



It is time to restore a sense of reliability to our industry. That is why the Senior Living designers Direct Supply named **Brandy Brown the 2023 Senior Living color of the year.**

It is no secret that the past three years have been trying for all players in Senior Living. From owners and operators to staff and residents, everyone has felt the burden of the unknown through COVID-19, a severe staffing shortage and an ever-changing economic state. Following design trends flashing back to the 1970s, Direct Supply designers named Brandy Brown the color of the year to evoke a sense of strength, resilience, security and safety. Brown, the color of the earth, of the soil from which growth and life stem, relays feelings of warmth and comfort.

Yet, the way that our designers have paired Brandy Brown with the other colors in the striking 2023 color palette adds flair and fun. These earthy tones work together in geometric shapes and natural textures to create a Bohemian feel that nods to seventies-inspired design trends that are popular in residential and hospitality right now.

Taking cues from the 70s, you can use the 2023 Colors for Senior Living to create a blast to the past for your

residents. The seniors in your community are familiar with the eclectic hippie vibes of this era. Make their home familiar yet fresh by combining these colors with soft furnishings, exposed wood and era-specific art and wall decor. Learn more about this trend on page 5.



# TREND 1: Colors for 2023



Jumping on these design trends will boost your community's marketability. Besides staying current and impressive to potential residents and their loved ones, these trends, and specifically Brandy Brown, can make a bigger impact. Marketing professionals use brown in their branding to evoke a sense of reliability, dependability and nurturing in their business. Offer your staff and residents a beautiful, trendy place to live and work, and stay competitive in the market.

With the expected influx of seniors in coming years, adding a touch of flair with these trends and colors will make you an attractive player in the market, especially to this new age of seniors.

For help incorporating the 2023 colors for Senior Living in your design, visit [DirectSupply.com/Impressions](https://www.directsupply.com/impressions) and get started with a free design consultation.



# TREND 2: 70s-Inspired Decor



*Insights from Rebecca Keller,  
Senior Lead Interior Designer,  
Direct Supply Aptura*

Here are some seventies-inspired furnishings to get you started:



*Maxwell Thomas®  
Clemscot Chair*



*Maxwell Thomas®  
Arietta Lounge Chair*

After the last three years this industry has seen, it is no wonder design trends are heading the direction they are. Collectively, we crave the simple, yet creatively funky feel of interior trends of the past – of the 70s.

When we as owners, operators, investors and designers in Senior Living come out on the other side of a global pandemic, an extreme labor shortage and an economic state that led to inflation, we need some fun and flair, something to match the glimmer of hope being seen in the demographics of our population and expected influx of seniors in our communities.

So, let's design for these incoming seniors. Let's bring back the age of disco and Bohemian chic. Let's fill our common areas and dining rooms with textured fabrics and geometric patterns. We can design our spaces to be multi-use, giving the rising numbers of seniors choice and autonomy, and mimic the free-flowing spaces they saw in the 70s. Use room dividers, upholstered seating and blob furniture to create the throwback feel we all desire. My team is excited about these trends. Visit [DirectSupply.com/Impressions](https://www.DirectSupply.com/Impressions) and let us help you bring them to life in your community.



*Maxwell Thomas® Crestone  
Open-Back Loveseat*

# TREND 3:

## New Senior-Specific Furnishings



Refreshing outdated furniture with stylish and functional Senior Living furnishings can help you attract prospective residents and their families. In addition to improving marketability, new furniture can help elevate the everyday experience for your residents.

To save you time with your furnishings search, we curated a list of new products designed for Senior Living environments that are sure to make an impression in 2023.

### **Leisters Oasis Casegood Collection**

This sturdy casegood collection features attractive drawer trim and durable hardwoods that offer enduring style. The catalyzed varnish finish enhances durability and longevity and thermolaminate tops provide protection against scratching, chipping, cracking, breaking or staining. The entire collection boasts easy-to-grab fixed hardware and makes a statement in resident rooms.



### **Fairfield Lawson Wing Chair**

This distinctive transitional wing chair features exposed wood on the outside back. Nailhead trim outlines the base and outside arms. A kidney pillow adds to the comfort of the generous seat. Perfect for high-impact spaces, the traditional chair design adds the right amount of modern flair to your lobby or common area.



### **Maxwell Thomas® Toulouse Dining Armchair**

The Toulouse Dining Chair is a team player. Its sleek lines and wood-framed back lend well to almost any aesthetic, all at a budget-friendly price. The Toulouse will make residents feel at ease with long arm rests and a padded seat, and the trendy look makes an impression in all dining settings.



# TREND 3: Trending Senior-Specific Furnishings



Holsag Remy High Back Chair

## Holsag Alta Collection

The Alta upholstered chair collection from Holsag includes armchairs, counter stools and barstools versatile enough for all food and beverage spaces. This collection harnesses a sleek design with strong, beautiful European Beech hardwood frames and an elegant, curved arm design. The plush foam seat and foam back provide long-term comfort. A generous gap between the back and seat allows for easy cleaning. The antimicrobial finish helps prevent the absorption of germs, bacteria and more.



## Bernhardt Hospitality Profile Round Cocktail Table

Bernhardt is bringing something fresh with this Hospitality Profile Round Cocktail table. Boasting high-end style, the fancy face top of figured flat cut walnut veneers is paired with a plinth base wrapped in plated brass. It comes in a Tapestry Gold finish with Casters. Brighten up your common spaces or resident rooms with a fun accent piece like this Bernhardt Cocktail Table.



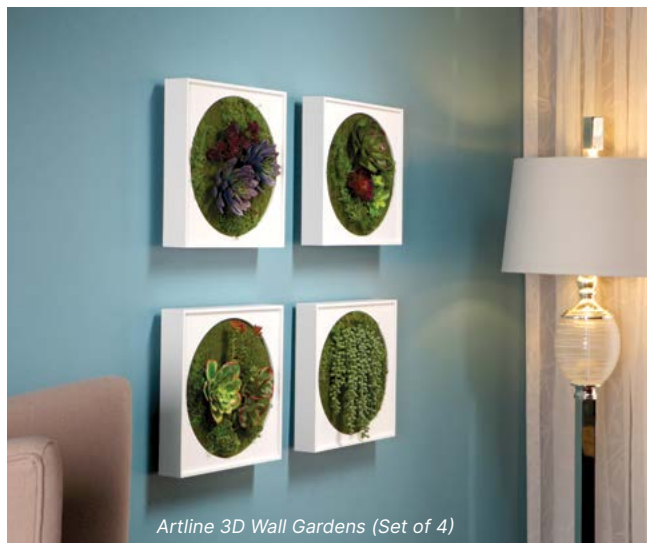
From Assisted Living furniture to Long Term Care furniture, quality furnishings enhance the look and feel of your community. Shop our Skilled Nursing, Independent and Assisted Living furnishings to refresh your Senior Living spaces and resident rooms. For complimentary assistance selecting the right products for your building, contact our professional design consultants today.

# TREND 4:

## Intentional Memory Care Design

With the demand for Memory Care communities on the rise, incorporating innovative design tricks will be key to supporting the needs of residents. In addition to reduced mobility, strength and visual acuity, residents may have added concerns, like wandering or psychological symptoms. It is important to consider integrating long-term infection control and prevention initiatives in Memory Care design and holistic Senior Living design.

When choosing fabrics, stick to lighter colorways – dark fabrics may appear as a missing space or hole. Similarly, keep the patterns simple. Complex patterns, specifically those with dots, could be mistaken for bugs or debris, while textured fabrics could encourage residents to pick at the fabric. Like in all Senior Living environments, vinyl fabrics are a great choice for Memory Care spaces because they're moisture resistant and easy to wipe down. Create a personalized entryway outside the resident's room by using recognizable décor from home. It'll help the resident find their way and feel more comfortable. Start by including photos, and consider adding memory boxes, so residents can add personal mementos.



Color recognition can help guide residents throughout the building. Clear signage and way finding materials, like 3D texture panels, are a good place to start. By combining color and texture into a way finding material, the panels help guide residents as well as boost mood, improve behavior and increase calmness.

Interactive artwork is not only an easy refresh for a Memory Care space, it is also proven to support resident engagement. Art that encourages residents to touch, feel and hear is innovative and effective.



# TREND 4: Intentional Memory Care Design

## Featured Artwork

### *Artline Motivational Collection*

Artline serves the needs of Senior Living communities with wall murals and artwork specifically designed to enhance the living and working spaces within Independent Living, Assisted Living, Skilled Nursing and Memory Care communities. Unique and diverse product lines, like this collection of four bright and inspirational moss art pieces, feature value driven solutions for your wall décor needs.

This package encompasses the beauty of real reindeer moss for your staff and residents. With eye-catching 3D-art, the typewriter font of each message reads in a personal way to each resident. Preserved behind 100% UV acrylic to guarantee that it will sustain its natural color and texture. Each design features motivational words in a typewriter font. Each piece is finished in a white frame.

Visit [DirectSupply.com/Impressions](https://DirectSupply.com/Impressions) to schedule a free design consultation and work with industry achieve a design that helps your residents succeed.



# TREND 5:

## Reducing Resident Room Occupancy

Single-resident rooms in Skilled Nursing communities enhance privacy, feelings of home and sense of control. On February 28, 2022, the Biden administration announced new steps being taken by the Department of Health & Human Services through its Centers for Medicare & Medicaid Services (CMS), to improve the quality and safety of nursing homes and to protect vulnerable residents and the health care heroes who care for them. These steps included ones to reducing resident room crowding.

*Most nursing home residents prefer to have private rooms to protect their privacy and dignity, but shared rooms with one or more other residents remain the default option. These multi-occupancy rooms increase residents' risk of contracting infectious diseases, including COVID-19. CMS will explore ways to accelerate phasing out rooms with three or more residents and to promote single-occupancy rooms.<sup>1</sup>*

Reducing resident room occupancy improves resident wellness and overall marketability. Convert multi-resident rooms to individualized, person-centered homes that promote safety and resident well-being.

### Why reduce resident room occupancy?

- Limit exposure and risk of infection beyond Covid-19, including influenza and mrsa
- Elevate marketability to prospective residents and their families
- Reduce risk of resident anxiety and incidences of aggressive behavior
- Improve resident sleep
- Enhance privacy, feelings of home and sense of control for your residents
- Decrease risk of medication errors
- Learn more about the benefits of reducing resident room occupancy.



### How to achieve lower resident room occupancy:

- Remove extra beds, furnishings or equipment to convert a 2-bed room to a private room
- Add dividers or temporary walls to create more division between residents than a just curtain can provide

Schedule a free consultation with design experts at Direct Supply to decide what solution and products are right to convert your space quickly and efficiently.

**Visit [DirectSupply.com/Impressions](https://DirectSupply.com/Impressions) to get started.**

<sup>1</sup> The United States Government. (2022, March 14). Fact sheet: Protecting seniors by improving safety and quality of care in the nation's nursing homes. The White House. Retrieved April 18, 2022, from <https://www.whitehouse.gov/briefing-room/statements-releases/2022/02/28/fact-sheet-protecting-seniors-and-people-with-disabilities-by-improving-safety-and-quality-of-care-in-the-nations-nursing-homes/>

# TREND 6:

## Planning for an Influx of Seniors



As we look ahead to 2023, we can't help but ask, "What is next?" The last three years have each brought unique and specific challenges to Senior Living. Let's reflect together.

### 2020

The global COVID-19 pandemic reached our shores in early 2020 and threw the entire healthcare industry into a frenzy, including Senior Living. Communities had to pivot 180° and turn their focus to infection prevention that included harsh isolation regulations, PPE, sanitation and other safety requirements. The pandemic led to restrictions on resident move-ins which had a financial impact on communities. There were PPE and essential supply shortages that deeply impacted SNF facilities, who had to heavily advocate for allotment even with their residents' increased vulnerability.

Senior Living staff had to flex into emergency response mode. Safety and health stayed top of mind and brought additional costs that had a big impact on the bottom line.



### 2021

The relief funding for Senior Living communities during COVID-19 dried up very quickly and 2021 brought a national labor shortage. Companies across the U.S. struggled to attract and retain workers despite higher levels of unemployment. A staff shortage is not new to the healthcare industry, however. In 2009, there were predictions that by 2025 there will be a shortage of between 124,000 and 160,000 full-time physicians.<sup>1</sup> The national labor shortage of 2021 sped up this industry shortage and as of the start of 2022, Long Term Care facilities had lost more than 420,000 employees. That is 12% of the total industry workforce.<sup>2</sup>



### 2022

Global supply shortages, rising labor costs, interest rates and other factors have led to price increases across the board. Halfway through this year, the Bureau of Labor Statistics reported that the all-items index increased 8.6% over the previous 12 months – the largest 12-month increase since 1981.<sup>3</sup> Overall price increases directly impact owners, operators, investors, staff and residents in Senior Living, including those relying on Medicare and Medicaid.

Destabilized global supply chains drive longer lead times and increase logistics costs, on top of inflationary product price increases.

# TREND 6: Planning for an Influx of Seniors

## 2023 & Beyond

So, what is next? The U.S. Census Bureau projected that the U.S. population over 85 years of age will more than double in the next 20 years. This is a glimmer of hope when contrasted with the current state of occupancy rates and related financial pressure.

Exacerbated occupancy challenges that plagued the last few years have resulted in further tapering of development activities. Even before COVID-19, many said that meeting occupancy and census was the biggest challenge for the Senior Living industry.

Demographics in upcoming years should turn into a powerful tailwind as the aging population continues to increase, starting with increases in occupancy rates and then shifting to demand for new construction.

How we flex, just like in past years, is crucial. While this influx is a solution, it is still a challenge. As an industry, we must work together to meet this demand.

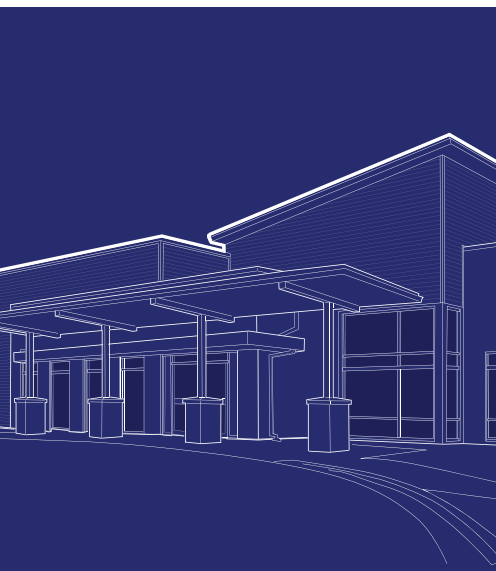
With 60% of existing Senior Living buildings being 17 years old or older, plus rising costs of construction and financing, renovating or refreshing existing buildings can serve as an attractive short-term investment in many cases.<sup>4</sup>

The aging demographics show that demand will likely exceed inventory at the current rate of construction in the next 5-10 years. We must balance short-term ROI and profitable operations with massive mid- and long-term opportunities. We must prepare – and design – communities for this growth.

Room must be made for these residents while ensuring a profitable business model. As we look to the future, we cannot expect that past hurdles will go away. Operators, owners, regulators and funders need to work together to meet the demand while promoting infection prevention, battling labor shortages and facing pricing issues.

Alignment with the right partners will ensure your community is well-prepared to take on future challenges. It's been a turbulent time to invest in this market, but mid- and long-term demographics and market outlook show immense opportunity. Partnering with a Real Estate Investment Group or working with your investor to prioritize projects can help you achieve improved resident outcomes with a positive ROI.

To plan, procure and execute on your capital investments, visit [DirectSupply.com/Impressions](https://www.directsupply.com/Impressions) to partner with Direct Supply and boost your project outcomes.



<sup>1</sup>National Academy of Sciences. (2009). Supply and demand in the health care workforce - NCBI bookshelf. National Library of Medicine. [www.ncbi.nlm.nih.gov/books/NBK215247/](https://www.ncbi.nlm.nih.gov/books/NBK215247/) <sup>2</sup>Bernstein, L.; Van Dam, A. (2022, January 7). Nursing Home staff shortages are worsening problems at overwhelmed hospitals. The Washington Post. [www.washingtonpost.com/health/2021/12/28/nursing-home-hospital-staff-shortages/](https://www.washingtonpost.com/health/2021/12/28/nursing-home-hospital-staff-shortages/) <sup>3</sup>U.S. Department of Labor. (2022, June 10). Transmission of material in this release is embargoed until USDL-22-1113. BLS. <https://www.bls.gov/news.release/pdf/cpi.pdf> <sup>4</sup>Sudo, C. (2020, March 9). It's sobering: Why older senior housing stock is hard to reposition for middle market. Senior Housing News. <https://seniorhousingnews.com/2020/03/07/its-sobering-why-older-senior-housing-stock-is-hard-to-reposition-for-middle-market>

# TREND 7:

## Integrated Technology



Along with the interiors and workflows of your building, incorporating technology into your Senior Living design needs to be considered to increase revenue, drive out costs and improve resident outcomes. Our team of tech experts at Direct Supply's Innovation and Technology Center have consolidated emerging Senior Living technology trends to help navigate considerations for 2023 and beyond.

With an aging population and staffing shortages, robotics is an up-and-coming solution. Technology can be used to fill gaps in staffing, like moving food between your kitchen and dining room. Food running can be done automatically using a robotic carrier. Staff in the kitchen can put food on the device and staff in the dining room can take it from the device and serve it to residents. These robotics, a different caliber of dining staff, cut costs and dramatically reduce the burden on staff.

Digital ordering, through kiosks, tablets or mobile devices, can also help streamline efficiency in the dining room. There are many futuristic solutions currently being implemented like technology to automate creating healthy meals such as salads and grain bowls. This type of solution allows residents to have more autonomy and could be seen in a bistro

area or café. The system consists of a refrigerated cabinet stocked with fresh produce and proteins that makes an on-demand, custom salad.

Technology for the future and productivity tools in dining are heavily robotic. While these systems cannot replace everything that happens in a kitchen, they can complete simple tasks to fill in staffing gaps. Robotic systems are being used in the fast food industry for tasks like flipping burgers. These systems and others like it are being tested, and our experts predict they will soon be available for the healthcare industry as well.

“In Senior Living communities where these robots are being used for the first time, we are seeing residents and older adults really enjoy being a part of the pilot. There have been a lot of text messages being sent to grandkids about the ‘cool new robot cruising around’. There is still a person there to complete the final mile delivery, and there is a coolness factor about being around it - all while reducing costs.”



– **Justin Smith,**  
Manager of Innovation & Technology,  
Direct Supply

# TREND 7: Integrated Technology

The use of cameras in resident rooms is increasing without sacrificing privacy. Cellphone and tablet cameras can be used to monitor heart rate, oxygen levels, blood pressure and other vitals in under 90 seconds.

Keep residents safer with artificial intelligence fall detection technology. Falls increased 20% since the start of the pandemic, but SafelyYou's fall detection technology decreases falls up to 40% and ER visits up to 80%. This technology has doubled the length of stay in Memory Care communities which translates to an additional \$100,000 in revenue for a 30-bed memory care unit in only six months.\*

These technologies will advance electronic health records and the recording of clinical diagnostics necessary to make decisions about patient care. Future technology will result in improving the quality of care we can offer.

As senior care technology becomes more complex, we can help you bridge the gap between technology of today and the future with our technology design services. To find out which solution will best meet your unique needs, visit [DirectSupply.com/Impressions](https://DirectSupply.com/Impressions) for a free tech design consultation.



\*220% increase based on comparison of two four-week periods, one before COVID-19 and one when COVID-19 distancing protocols were in effect. Data based on detected falls in 23 communities using the SafelyYou solution.

\*Aggregated data from facilities prior to and after implementing the SafelyYou solution during a 32 week period in 2019-2020. Individual and community results will vary based on a variety of factors.

\*Xiong GL, Bayen E, Nickels S, et al. Real-time video detection of falls in dementia care facility and reduced emergency care. Am J Manag Care. 2019;25(7):314-315.

\*\$100,000 in revenue for a 30-bed memory care unit in only six months if charging \$7,000 per month for memory care. Includes the following assumptions: 68% starting occupancy, 480-day average length of stay before SafelyYou, 85% opt-in with SafelyYou, 3-month average ramp-time with SafelyYou, and no additional investments in quality of care.



Start implementing these trends in your buildings today.  
Schedule a free consultation at [DirectSupply.com/Impressions](https://DirectSupply.com/Impressions).