

**QUALITY OF LIFE IN
ASSISTED LIVING
COMMUNITIES:
THE INDUSTRY'S
NEXT BIG SHIFT**





Assisted living is facing more competition than ever. As residents search for greater independence and more flexible care options, quality of life will be critical to ensuring the industry's survival.

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PROVIDING THE CARE THAT RESIDENTS WANT

Assisted living communities are more than medical facilities, and increasingly, older Americans want more from them.

The face of older America is changing. Members of today's older generation are less likely to identify with the term "seniors," and tend to resist upending their lives to join a new living community. These Americans want independence, freedom, a sense of purpose, and activities they actually enjoy. Straightforward medical care and living assistance are no longer enough to ensure your business stays competitive.



CHANGING PRIORITIES IN THE COVID-ERA

The COVID-19 pandemic is at least partially responsible for this recent shift in priorities. From 2020 to 2021, Americans reported an increased emphasis on the role that society and institutions play in their [sense of purpose](#). By comparison, the number of people who say they found meaning through romantic relationships and material goods declined.

Interestingly, American's emphasis on physical health also fell during this time. After dealing with COVID-era isolation, more people said that social connection and physical meeting spaces were more important than traditional markers of stability.

This change was particularly stark for respondents over age 64. In 2020, only 10% of individuals aged 65 or older said that society, places, and institutions contributed notably to their sense of purpose. By late 2021, though, that number was [up to 24%](#).

More than ever, older Americans are looking to institutions to give them a sense of purpose. That includes assisted living communities.

10%

In 2020, only 10% of individuals aged 65 or older said that society, places, and institutions contributed notably to their sense of purpose.

24%

By late 2021, that number was [up to 24%](#).



Demands for Robust Programming

Today's generation of aging Americans voice a **strong resistance** to being "put" in a healthcare facility by their family members. If they are going to join a community, it must be because they want to. And to create that desire, assisted living leaders need to create genuinely enticing programming.

The increasing demand for programming comes with a new need for staffing. In addition to qualified healthcare professionals, communities need workers who can provide cultural, educational, and recreational programming.

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HOW STAFFING AFFECTS QUALITY OF CARE

So, assisted living is changing. But how can owners and operators begin to respond to these changes? By better managing the most important part of their business: their talent network.

With effective recruitment, hiring, onboarding, and employee management, leaders in assisted living can rise to the challenges of a transforming industry.



SUPPORTING INDEPENDENT AND SEMI-INDEPENDENT LIVING

[77% of Americans over 50](#) say they want to remain in their homes for as long as possible. This could spell bad news for assisted living—but it could also be an opportunity to provide more options for partially or entirely at-home care.

Aging Americans' preferences aren't the only thing driving the popularity of aging-in-place. For many, this is also the only financial possibility. While the demographic of high-income seniors is growing, by 2029, the number of middle-income older Americans will have [increased by 83%](#). This will make 43% of older Americans middle-income. For many in this group, full-time residency will be out of reach. Assisted living must find care options that work for middle-class Americans' medical, social, and financial needs.

The Growing Need for Home Health Aides

Even if an individual isn't prepared for full-time residency, they may still be interested in in-home care options that include access to your community's social events. These kinds of flexible care plans can appeal to more patients, but they also put pressure on employers to make sure they have the right staff in place.

Home health aides and personal assistants are some of the [fastest-growing roles](#) in the entire healthcare industry. Workers with backgrounds in-home healthcare are vital in assisted living and only become more important as more people strive to age with independence.



BUILDING REAL COMMUNITY

Loneliness is a public health crisis, and it affects older individuals at disproportionately high rates.

For full-time residents, your assisted living community is inevitably central to their social lives. As such, residents want real social bonds, cultural programming, and the kind of entertainment they could access if they continued to live at home.

50%

Lonely older adults are at a **50% greater risk of dementia**, and at an increased risk of heart disease, stroke, and mental health crises, including suicide.



EFFECTIVE HIRING FOR STRONGER COMMUNITY

Nothing has a bigger impact on your quality of care than the people you employ.

For many of your residents, your employees are confidantes and friends. With your workers serving such an important role in residents' lives, screening for baseline qualifications may not be enough. You need to access workers who have critical soft skills: empathy, patience, and a real interest in other people.

But these workers are in tremendous demand. To connect with the best candidates, you'll need to beat the sizable competition. That means hiring quickly, before applicants can accept a job elsewhere.





HOW APLOI HELPS ASSISTED LIVING EMPLOYERS IMPROVE QUALITY OF CARE

88%

Apploi customers see an
88% candidate conversion rate.

Recruiting

Apploi customers see an 88% candidate conversion rate and a 71% reduction in days-to-hire with long-term use. With unlimited texting and automated communication, Apploi users improve employer reputation and [candidate response rates](#). By speeding up hiring, we help employers staff their facilities with the very best.

Onboarding

Apploi lets employers automatically send new hires onboarding packets specific to their position. With standard and comprehensive onboarding, you can ensure your new hires are prepared to provide a high level of resident care.

Compliance

Apploi automatically verifies medical licensure during the hiring process, and then re-verifies credentials daily. Easily check that your workforce is in compliance with credential requirements and vaccination mandates from the Apploi analytics dashboard.

Workforce Happiness

With more effective staffing tools, you can reduce strain on your healthcare workers and avoid overworking employees. Check in with our unlimited automated texts and emails to maintain the passion that drives quality of care.



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ABOUT APPLOI



Apploi is on a mission to help healthcare hire, onboard, and retain staff more successfully with smart job distribution, digital credential management, and streamlined onboarding. With automatically created digital employee records and up-to-date credential analytics, we make it easier to keep your staff work-ready, whether you're a team of tens or hundreds.

Interested in learning more about how you can recruit, hire, and onboard healthcare staff quickly?

Contact us today for a free demo of our end-to-end solution.

CONTACT US TODAY