

# Assisted Living



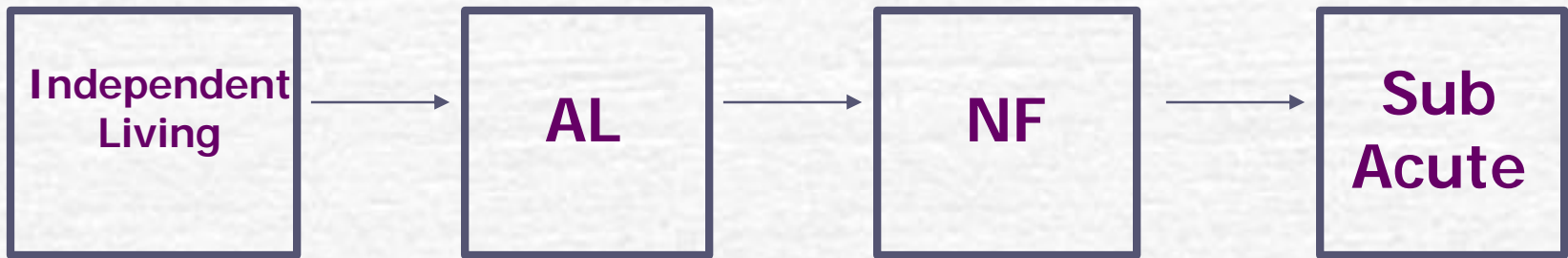
Presented by  
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National Center For Assisted Living

*Federal Trade Commission/  
Department of Justice*

*June 11, 2003*



# The LTC Spectrum




**Acuity**

A long, thin arrow starts below the first box and points diagonally upwards towards the fourth box, indicating a progression or increase in acuity across the spectrum.



# 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)

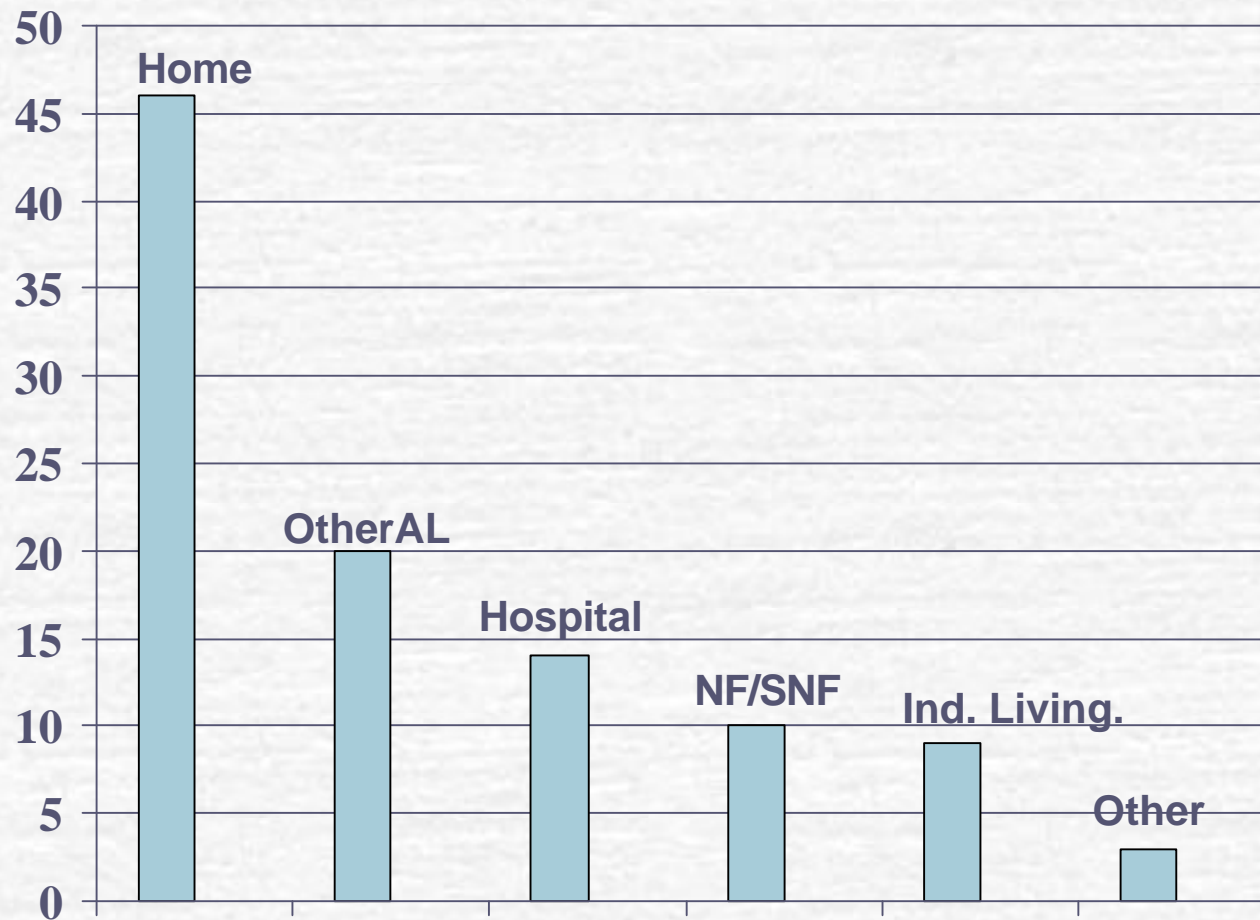
- ✓ Eating
  - ✓ Bathing
  - ✓ Dressing
  - ✓ Toileting
  - ✓ Transferring
- 



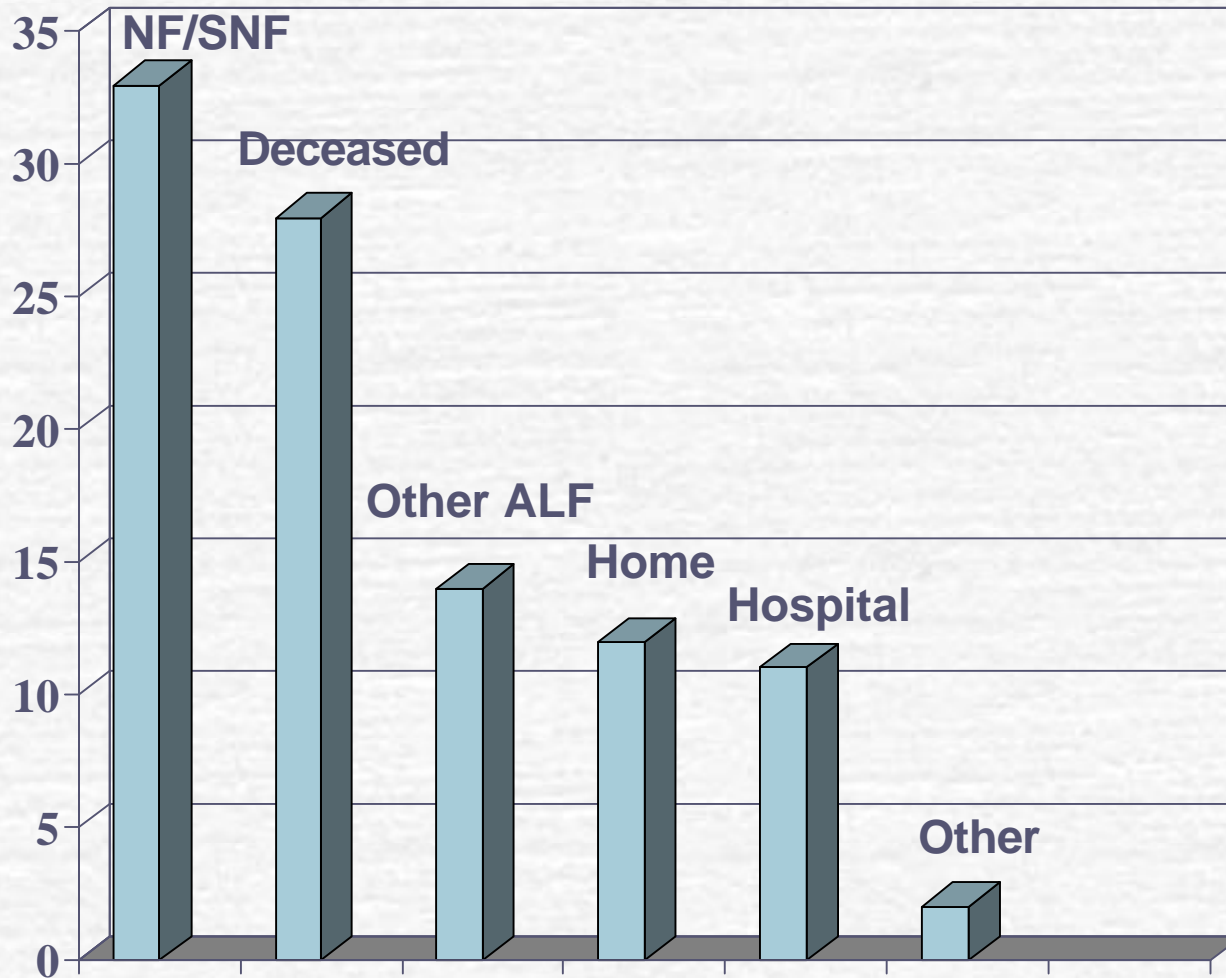
# Assisted Living Residents...

- 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
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# 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*
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# 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
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# 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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