

March 5, 2009

Attracting New Residents Is Biggest Challenge for Providers Related to Current Economic Conditions

Fifty-seven percent (57%) of Assisted Living and Residential Care providers surveyed reported that attracting new residents to their communities is the biggest challenge they are experiencing related to the current economic conditions in the United States.

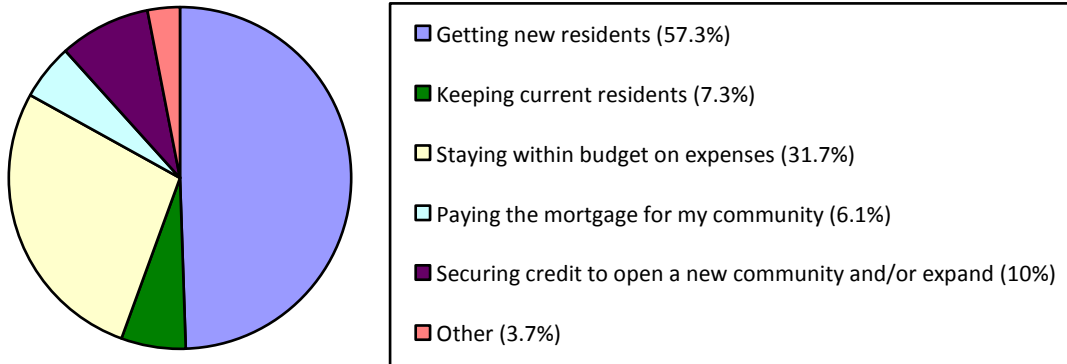
Josh Allen, CEO of Advanced Healthcare Studies, surveyed eight-two providers using a confidential written survey during the *Assisted Living: Surviving and Thriving* conference held by Community Education, LLC in Las Vegas on February 23, 2009.

While providers reported a number of challenges related to the economy, including attracting and retaining residents, over 64% reported that they have made no changes in staffing, a sign that providers are maintaining a focus on providing quality care despite economic challenges.

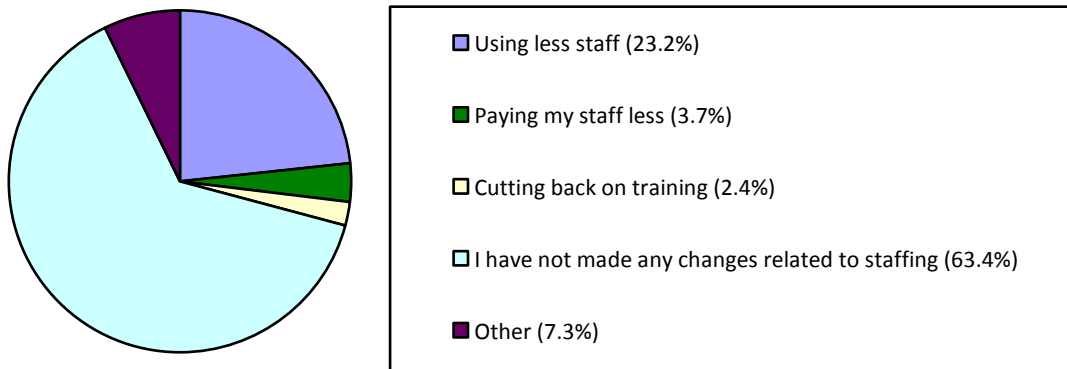
Survey participants were primarily in leadership or management roles, including administrators/managers of large assisted living communities and owners/operators of smaller residential care facilities. Participants represented five states, but were primarily from California.

Below is a summary of the survey results.

1. Which of the following has been the biggest challenge for you in this economy?



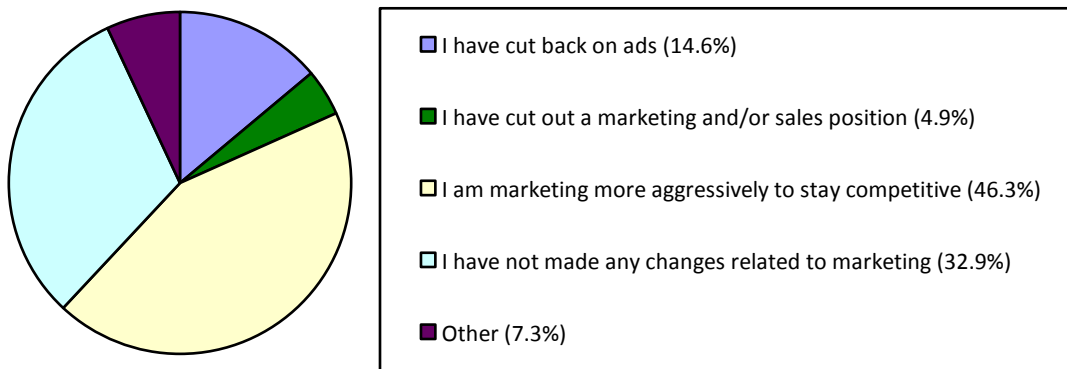
2. Where are you "cutting" corners in staffing to survive in this economy?



Sample of comments made when selecting "other":

- "We have frozen pay."
- "We are not doing any pay increases this year."
- "We are reducing overtime."
- "Less travel for regional managers."
- "I am doing more of the work myself."

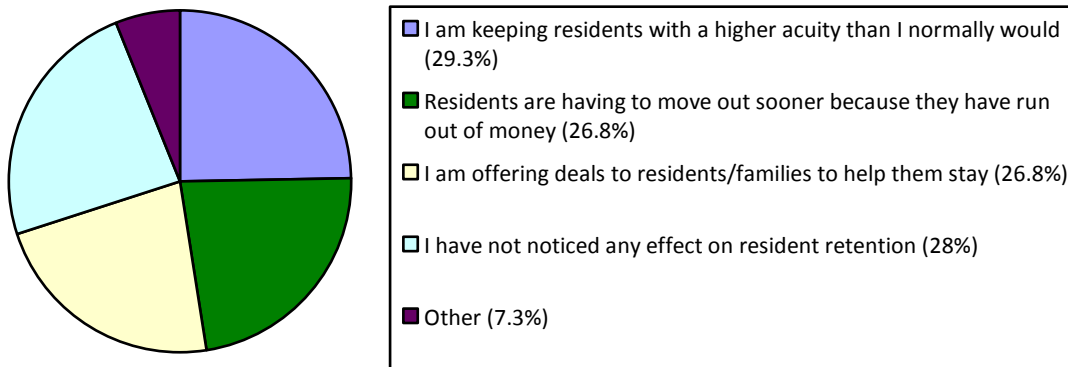
3. How is the economy affecting your marketing efforts?



Sample of comments made when selecting "other":

- "I am using the Internet more."
- "We have started doing radio and television ads."
- "We are spending more money on marketing."

4. How is the economy affecting resident retention?



Sample of comments made when selecting "other":

- "We have been getting new residents from local facilities that have foreclosed."
- "Residents are interested in moving in, but can't sell their home."
- "We are still doing well."

For more information:

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