


From: Kentucky Assisted Living kalfa@kentuckyassistedliving.org 
Subject: KALFA eBlast News - 8/9/2017
Date: August 9, 2017 at 4:18 PM
To: aaron.bacon@gmail.com, MoDuet Support support@moduet.com

KL



KALFA eBlast News

August 9, 2017

Contact Us

Bob White, Executive Director

Kentucky Assisted Living Facilities

Association (KALFA)

133 Evergreen Road, Suite 212

Louisville, KY 40243

Phone: (502) 938-5102

Fax: (502) 805-0589

Email:

kalfa@kentuckyassistedliving.org

Web:

www.kentuckyassistedliving.org

LOUISVILLE BUSINESS FIRST FEATURES ASSISTED LIVING COMMUNITIES IN ITS LIST FOR THE AUGUST 4, 2017 ISSUE:

***Business First Louisville* highlighted Assisted Living Communities on August 4, 2017. The list included the 25 largest ALC's in the Greater Louisville area. Out of the 25 listed, 20 were in Kentucky and five from Indiana. Of the 20 listed in Kentucky, 18 are members of KALFA. This is great advertising and promotion for our industry in Louisville and Kentucky. The edition also featured Gary Marsh, President/CEO of Masonic Home. The Masonic Home has two members of KALFA: The Pillars Assisted Living Community of Shelbyville with 21 Assisted Living Units and 24 Personal Care beds; The Pillars Assisted Care Center in Louisville with 101 Personal Care beds. Conjuna Collier is the Administrator in Shelbyville and Kim Sublett is the Administrator in Louisville. Masonic Homes are building a 48 unit assisted living apartment building called Grove Point on their Louisville campus.**

KALFA IS STARTING SOMETHING NEW TO HELP INFORM OUR MEMBERSHIP ON VARIOUS ISSUES:

We are planning to have three or four conference calls between now and the end of the year to give you the opportunity to talk with experts on various subjects. The first conference call will be on KARES, the Kentucky National Background Check Program. We plan to have Jennifer Mayes with OIG on the call to answer your questions. Watch your email for the time and date for our first conference call. At that time we will give you the conference call number and the code to enter the conference. If you have suggestions of topics you would like to see presented, please send us an email and we will try to get an expert to join us on the call.

There will be no fee to join these calls.

PointClickCare, one of our Associate Members has published a white paper on a timely topic and we are reproducing it here:

WHAT CONSUMERS ARE LOOKING FOR IN A SENIOR LIVING COMMUNITY:

Health is the most common reason to move into a senior living community, according to survey findings from Varsity Branding and Asbury Communities, reported by Senior Housing News. In fact, about 45% of residents move into a senior living community after a change in their personal health, and 44% of residents move into a senior living community after a health change takes place in their partner's life.

Meanwhile, 30.6% of senior living residents move into a community to rid themselves of home maintenance responsibilities, making this the second most common reason.

It's not all about health and heavy lifting, however. Just over 24% of seniors opt to move into a community because they seek security and peace of mind; about 23% of seniors are successfully encouraged to move into senior living by a family member; and 12.5% of seniors decide to move into senior living because they long for social interaction.

What information are they looking for? For many prospective residents, deciding to move into senior living is only half the battle. Once the choice is made prospects still have plenty of questions. To encourage future residents to actually move in, senior living communities must do their part to remove any doubts by answering any and all questions that prospects might have.

A large number of these questions will involve cost, as this is **the first and foremost concern of adult children,** according to Cindy Nelson, a senior living advisor with A Place For Mom. Prospective residents and their families want to know exactly how much senior living will cost them, and how they'll be able to pay for it.

Other questions typically revolve around the subject of care: differentiating

SAVE THE DATE:

2018 KALFA CONFERENCE AND
EXHIBITION

May 30 & 31, 2018

The Brown Hotel, Louisville, KY

around the subject of care, differentiating between the varying levels of care, determining which communities nearby offer which types of care, and identifying which level of care is appropriate for a particular prospective resident.

As a senior living provider, it's best to be prepared – know how to answer prospective residents' questions quickly, accurately, and clearly.

Top 5 questions asked by prospective residents:

1. What type of senior living community is right for me?
2. How much will it cost?
3. How will I pay for it?
4. What are the best senior living communities near me?
5. How can I tell if a senior living community is safe?

Have a great week!!!
Bob White,
Executive Director, KALFA