



activities**STRONG**  
Executive Edition

**Live webinar** February 11, 2025

# State of Resident Engagement in 2025



# Charles de Vilморin

General Manager,  
Linked Senior  
LifeLoop



- Co-founder & CEO of Linked Senior, a resident engagement platform for senior living
- 16+ years Senior Living experience
- Master's thesis on nursing homes: "The nursing home, a Foucauldian paradigm" (Georgetown, 2006)
- Certified Dementia Practitioner
- Validation Method Worker
- MEPAP 1
- I believe Old People Are Cool
- I believe Senior Living is #ActivitiesStrong

# LifeLoop

Since 1999, LifeLoop has had the same mission: **make senior living exceptional for everyone**

**26+** years serving senior living communities

**4,700+** communities served

**550K+** lives touched by our solution

**85%** of customers recommend us<sup>1</sup>

**60 of the top 100**

senior living communities are trusted partners of LifeLoop's operational and engagement platform



<sup>1</sup>2024 LifeLoop NPS customer survey

## Why LifeLoop

# Helping senior living communities flourish

### Enhance resident experience



**94%** of staff report LifeLoop reduces resident loneliness

### Improve staff experience



**78%** of staff report LifeLoop makes their job easier

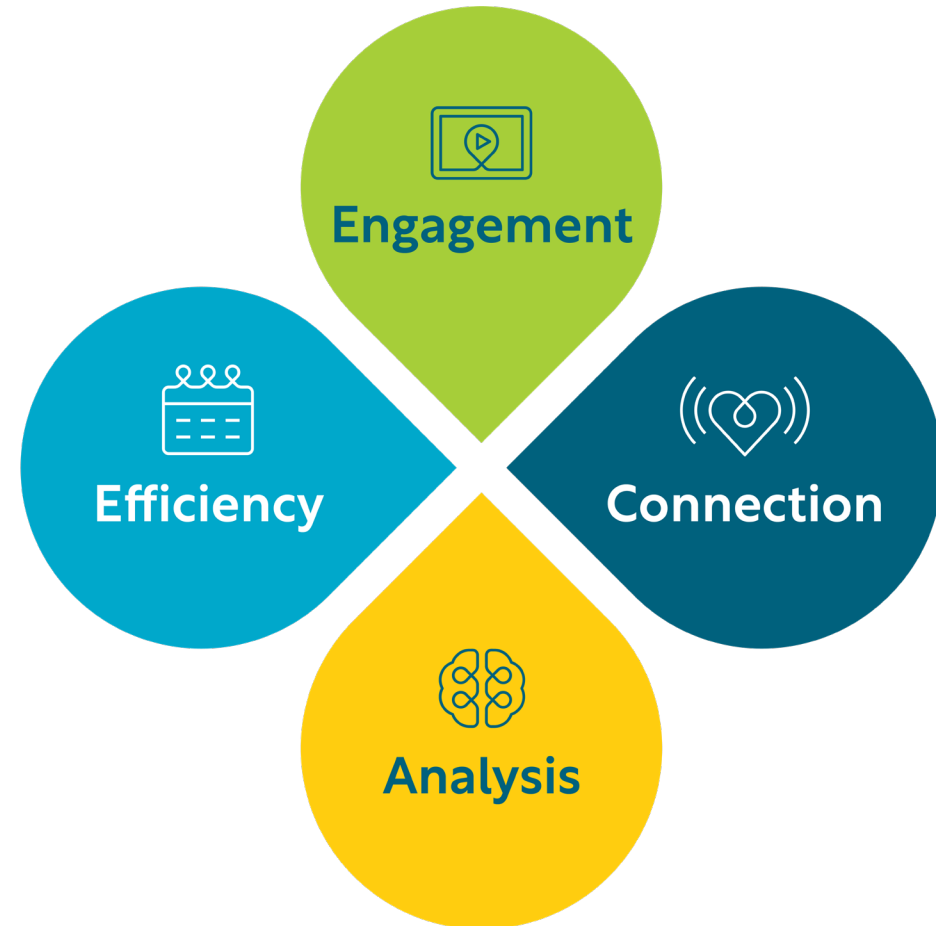
### Connect family members



**62%** report an increase in communication between residents and families

# Comprehensive solution to improve senior living

-  iN2L content  
Resident personalization  
Wellness-focused engagement
-  Communication  
Involvement  
Convenience
-  Performance trends  
Engagement index  
Operational insights & best practices
-  Operations & management  
Scheduling & planning  
Workflow automation





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**Charles de Vilmorin**  
General Manager, Linked Senior  
LifeLoop



**Ashlea Smalley**  
National Director of Life  
Enrichment and Memory Care  
Grace Management, Inc.



# Webinar Agenda



Introduction



Current state of resident engagement



Next steps



The path to the social prescription model



Q&A



# Introduction





# Three trends

- A. Dementia inclusion – Aspire to freedom
- B. Resident Engagement is intentional
- C. Value Based Care

# A. Dementia inclusion – Aspire to freedom

“A musician must  
make music,  
an artist must paint,  
a poet must write,  
if he is to be ultimately  
at peace with himself.

What a man can be,  
he must be.”

Abraham H. Maslow



101st Congress  
1st Session

COMMITTEE PRINT

S. Prt.  
101-90

**UNTIE THE ELDERLY: QUALITY CARE  
WITHOUT RESTRAINTS**

SYMPOSIUM

BEFORE THE

**SPECIAL COMMITTEE ON AGING  
UNITED STATES SENATE  
ONE HUNDRED FIRST CONGRESS  
FIRST SESSION**

WASHINGTON, DC



DECEMBER 4, 1989

**Serial No. 101-H**

Printed for the use of the Special Committee on Aging

U.S. GOVERNMENT PRINTING OFFICE  
WASHINGTON : 1990

26-077

For sale by the Superintendent of Documents, Congressional Sales Office  
U.S. Government Printing Office, Washington, DC 20402



# Restraints for Dementia Patients Hospital Bed Restraints for Elderly Adults Safety Seniors with Dementia Medical Restraints for Bed Hands Or Feet Universal Constraints Control (4Pcs)

Brand: PSNOOK

4.4 ★★★★★ 6 ratings

\$12<sup>95</sup>

FREE Returns

With **Amazon Business**, you would have saved **\$95.60** in the last year. [Create a free account](#) and **save up to 5%** today.

Size: 4Pcs

2Pcs  
\$9.95

4Pcs  
\$12.95

Brand  
Size

PSNOOK  
4Pcs

Roll over image to zoom in



VIDEO



Before



After



# B. Resident Engagement is intentional

# LIVING EVERY DAY WITH MEANING


At [redacted] we offer person-centered memory care at [redacted]. Our well-being philosophy is at the heart of helping every individual in the memory care program flourish. Our individualized memory care programs include music, art, movement, pet and recreational therapy. Our whole-person approach to well-being creates an environment where individuals living with cognitive change can feel empowered and be fully engaged.

## SERVICES AND AMENITIES

- ✓ An intimate and secure residential neighborhood
- ✓ Spacious, sun-filled residences with large windows
- ✓ Outdoor spaces and raised gardens
- ✓ Person-centered service plans that incorporate the seven dimensions of wellness
- ✓ Intergenerational programming
- ✓ Holistic fitness and well-being program
- ✓ Technology-based engagement opportunities incorporated into daily life
- ✓ 24-hour licensed nursing, under the direction of a full-time registered nurse
- ✓ A caring team, educated in best practices in dementia care

- ✓ All-day, flexible dining, featuring chef-inspired meals, a stocked kitchen and hydration stations
- ✓ Family support, education and engagement
- ✓ Social integration within the greater Ingleside community
- ✓ Access to the [redacted] including on-site physician offices, therapy suites, wellness center, salon and spa, and so much more
- ✓ A full continuum of support on-site, with 24-hour long-term care and short-term rehabilitation
- ✓ All-inclusive, bundled rate
- ✓ All utilities, including basic phone and cable TV
- ✓ Daily housekeeping and laundry service
- ✓ Support from the [redacted] if needed





How many minutes  
of activities does  
a resident receive  
each day?

**11 minutes in SNF**  
**20 minutes in AL**

Source: CDC report 2015

# Resident Engagement is a Decision

📅 January 2025

Engagement Metrics Usage Metrics Usage Performance

Month: Jan Year: 2025 Community: All Census: All Floor: All Unit: All + Custom Field Clear all

🕒 Minutes Per Resident Per Day

45

Minutes / Resident / Day

3,157,615 total minutes for 2,475 residents across 69,071 days.



🕒 Participation Score

92%

2283 of 2475 residents have attended at least one program.



🕒 Contacts Per Resident Per Day

1.29

Contacts / Resident / Day

88,875 total contacts for 2,475 residents across 69,071 days.



🕒 Attended / Declined Scores

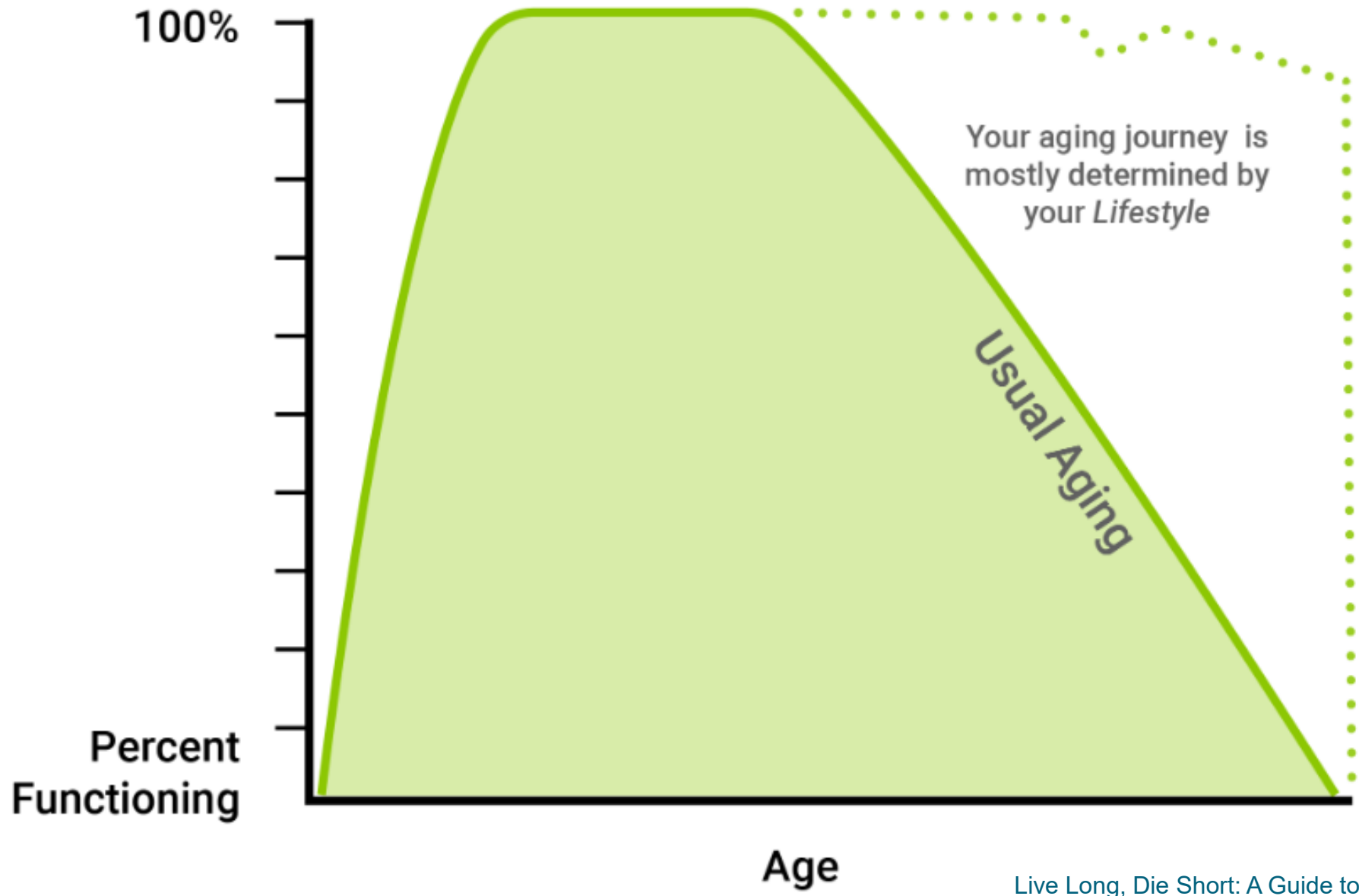
77% to 23%

Residents were offered programming 88,875 times and attended 68,422 (77%) and declined 20,453 (23%) times.



# C. Value Based Care





Live Long, Die Short: A Guide to Authentic Health and Successful Aging  
Paperback – January 14, 2014 by Roger Landry



"Health is a state of complete physical, mental and social **well-being** and not merely the absence of disease or infirmity."

~~~ The World Health Organization

What drives <sup>I</sup> health **outcomes**?

Where do we **spend** health care dollars?



<https://via.serviam.org/blog/an-introduction-to-value-based-care-for-senior-living-operators/>

# SWOT

Strengths and weaknesses are internal to your company/Department—things that you have some control over and can change.

Let's work through a very quick SWOT together using the chat function. (Usually takes us an hour to an hour and half)

1. Strengths
2. Weaknesses
3. Opportunities
4. Threats



| Strengths                                                                                                                                                                                                                                                                                                               | Weaknesses                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• What do we do best?</li><li>• What unique knowledge, talent, or resources do we have?</li><li>• What advantages do we have?</li><li>• What do other people say we do well?</li><li>• What resources do we have available?</li><li>• What is our greatest achievement?</li></ul> | <ul style="list-style-type: none"><li>• What could we improve?</li><li>• What knowledge, talent, skills and/or resources are we lacking?</li><li>• What disadvantages do we have?</li><li>• What do other people say we don't do well?</li><li>• In what areas do we need more training?</li><li>• What customer complaints have we had about our service?</li></ul> |

**S** Strength **W** Weakness

**O** Opportunities **T** Threats

**SWOT Analysis**

|                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• How can we turn our strengths into opportunities?</li><li>• How can we turn our weaknesses into opportunities?</li><li>• Is there a need in our agency that no one is meeting?</li><li>• What could we do today that isn't being done?</li><li>• How is our field changing? How can we take advantage of it?</li><li>• Who could we support? How could we support them?</li></ul> | <ul style="list-style-type: none"><li>• What obstacles do we face?</li><li>• Could any of our weaknesses prevent us from meeting our goals?</li><li>• Who and/or what might cause us problems in the future? How?</li><li>• Are there any standards, policies, and/or legislation changing that might negatively impact us?</li><li>• Are we competing with others to provide service?</li><li>• Are there changes in our field or in technology that could threaten our success?</li></ul> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Opportunities Threats

lifeloop lifeloop.com



Scan to download a copy of the SWOT

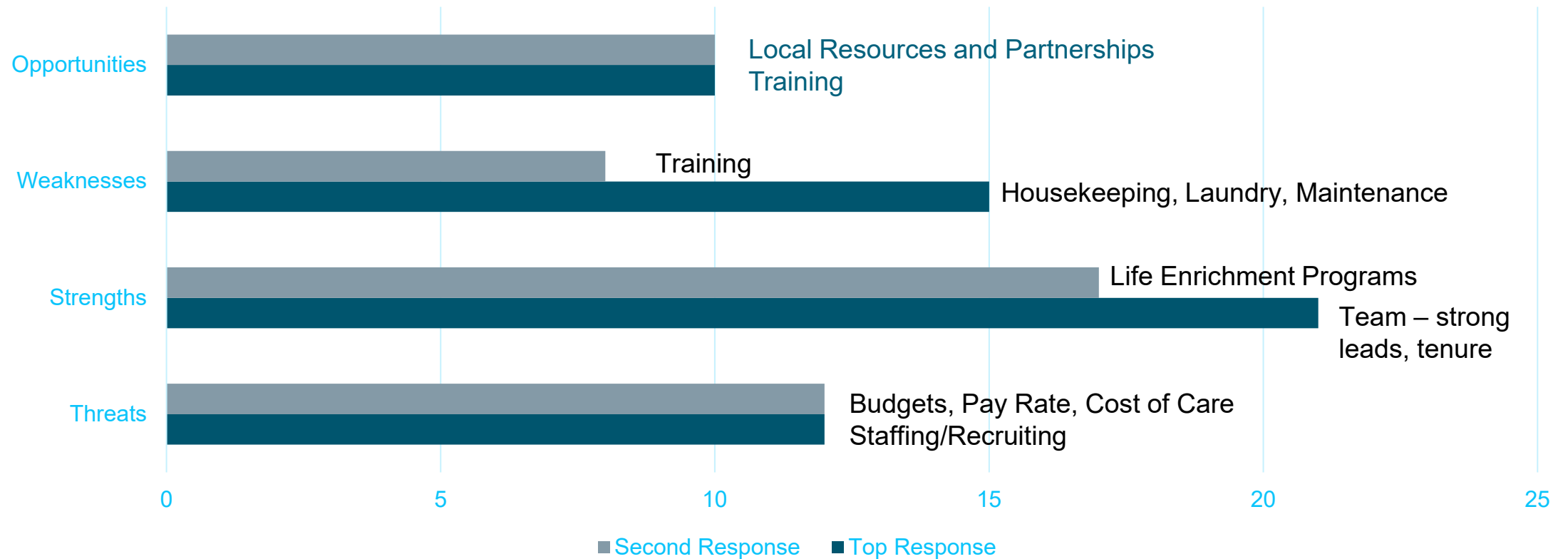


# SWOT Results 2023

| Strengths                  |    | Weaknesses                                |    | Opportunities                                  |    | Threats                                 |   |
|----------------------------|----|-------------------------------------------|----|------------------------------------------------|----|-----------------------------------------|---|
| Topic                      | #  | Topic                                     | #  | Topic                                          | #  | Topic                                   | # |
| Resident Engagement        | 10 | Lack of staff engagement /teamwork        | 11 | Village Training / dementia education          | 11 | Associate quality/attitude              | 9 |
| Technology                 | 10 | Communication                             | 8  | Family engagement                              | 7  | Competition and pricing                 | 9 |
| Resident care              | 10 | Training                                  | 7  | New technology                                 | 7  | Physical plant obstacles/location       | 3 |
| Family engagement          | 8  | Outdated décor                            | 6  | New activities/resident based activities       | 6  | Staff shortages / ratio                 | 3 |
| Safe outdoor access        | 6  | Programs: repetitive, type, frequency     | 5  | Volunteers / outside partners                  | 4  | Resident acuity                         | 3 |
| Cleanliness/hominess       | 5  | Physical plant challenges                 | 5  | Communication                                  | 4  | Reaching residents w/ behaviors         | 2 |
| Team attitude              | 4  | Budget                                    | 3  | Associate recognition                          | 3  | Participation (resident)                | 2 |
| Volunteer engagement       | 4  | Supply storage                            | 3  | Support group                                  | 3  | training                                | 2 |
| Provider resources (Dr/NP) | 4  | Shift crossover/rounds                    | 2  | Accountability                                 | 2  | Retention                               | 2 |
| Team tenure                | 4  | Staff shortages                           | 2  | Teamwork                                       | 2  | VPLEM schedule                          | 1 |
| Teamwork                   | 3  | Accountability                            | 2  | AL/IL Program integration                      | 2  | Lack of time                            | 1 |
| Census                     | 3  | Completeing tasks                         | 2  | Outdoor programs /space                        | 2  | Relias time                             | 1 |
| Reputation in market       | 3  | Lighting (dark environment)               | 2  | Work space for VPLEM                           | 1  | Demographic changes                     | 1 |
| Enrionment/décor           | 3  | Lack of supplies                          | 2  | Décor                                          | 1  | Cultural communication norms            | 1 |
| Consistent communication   | 3  | Inconsistent dining experience            | 2  | Activity supplies                              | 1  | Tours/ambience                          | 1 |
| Team talent / creativity   | 3  | Odor                                      | 2  | Passport Into My Life                          | 1  | Communication                           | 1 |
| Weekly outings             | 2  | Passport into My Life                     | 1  | Quality of associates                          | 1  | Stigma of 'memory care' for transitions | 1 |
| Best MC Distinction        | 2  | Resident engagement                       | 1  | Weekly sales meetings for feedback             | 1  | Lack of wanderguard                     | 1 |
| Bi-lingual team members    | 1  | Lack of programming time                  | 1  | Sharing ideas/resources w/ sister communities  | 1  | Liscence changes                        | 1 |
| CDP achievements           | 1  | Outdoor programs                          | 1  | More 1:1 training                              | 1  |                                         |   |
| Relias compliance          | 1  | Resident acuity                           | 1  | Associate led toolkits (a la cart programs)    | 1  |                                         |   |
| Survey compliance          | 1  | Hospitality                               | 1  | Person centered care/individualized approaches | 1  |                                         |   |
| Location                   | 1  | Organization                              | 1  |                                                |    |                                         |   |
| Supportive leadership      | 1  | Person centered care                      | 1  |                                                |    |                                         |   |
| Standards Guide            | 1  | Person-first language                     | 1  |                                                |    |                                         |   |
| 7/day wk LE team           | 1  | Laundry organization                      | 1  |                                                |    |                                         |   |
| Educated/trained team      | 1  | Ascoiate quality/attitude/professionalism | 1  |                                                |    |                                         |   |
| RN as Wellness Director    | 1  | Pace of admits (overwhelmed neighborhood) | 1  |                                                |    |                                         |   |
| Weekly live music          | 1  | use of TV                                 | 1  |                                                |    |                                         |   |
| Strong VPLEM               | 1  | Village Council                           | 1  |                                                |    |                                         |   |
| Dining experience          | 1  | Hygeine                                   | 1  |                                                |    |                                         |   |

# SWOT Results 2024

## Village SWOT Results



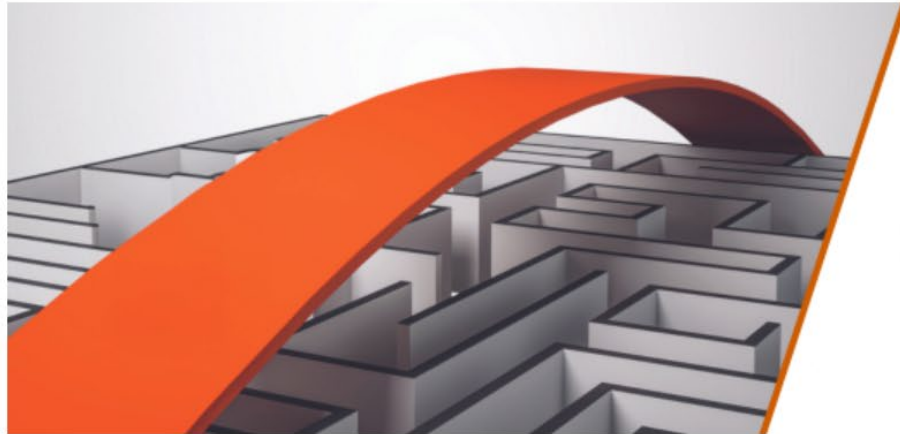
# Current state of resident engagement

Note about the data:

- Benchmark white paper exclusive for our clients
- Data representative of clients in the US
- Supportive living only (Assisted Living, Memory Care, Skilled Nursing Facility)
- Acronyms:
  - AL: Assisted Living
  - MC: Memory Care
  - SNF: Skilled Nursing Facility



# 'Thrive in 2025'



## Escape the Maze

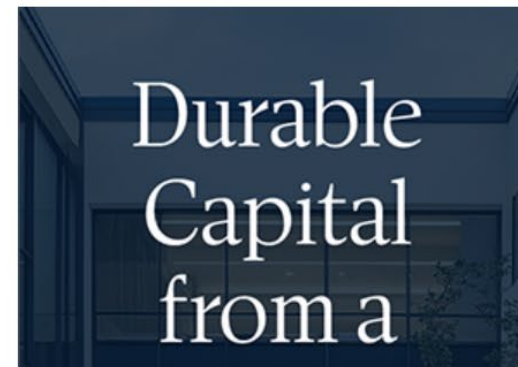
Financing solutions that help you stay ahead



MANAGEMENT

## 'Thrive in '25' or 'Perfect Storm'? Senior Living Industry Prepares for Big Year Ahead

By **Andrew Christman** | January 29, 2025



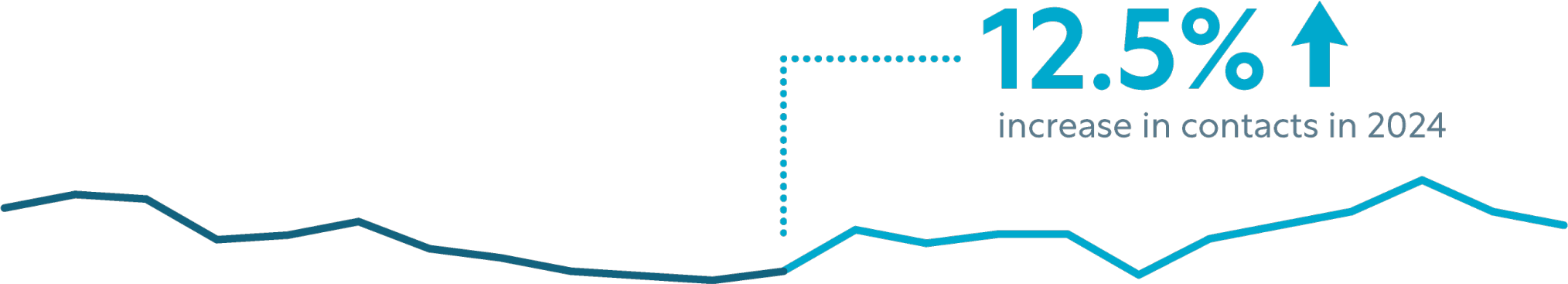
<https://seniorhousingnews.com/2025/01/29/thrive-in-25-or-perfect-storm-senior-living-industry-prepares-for-big-year-ahead/>

### Contacts per day

Contacts per day are defined by the average number of contacts a resident receives per day. This can be an accepted or declined program. The default goal is 1 per day or more.

Average in 2023: 0.8

Average in 2024: 0.9



## Decline ratio

Decline ratio measures the % of programs offered vs the % of residents that decline to participate. Residents declining programs proves they are voicing their opinions; it's a healthy feedback mechanism for senior living.

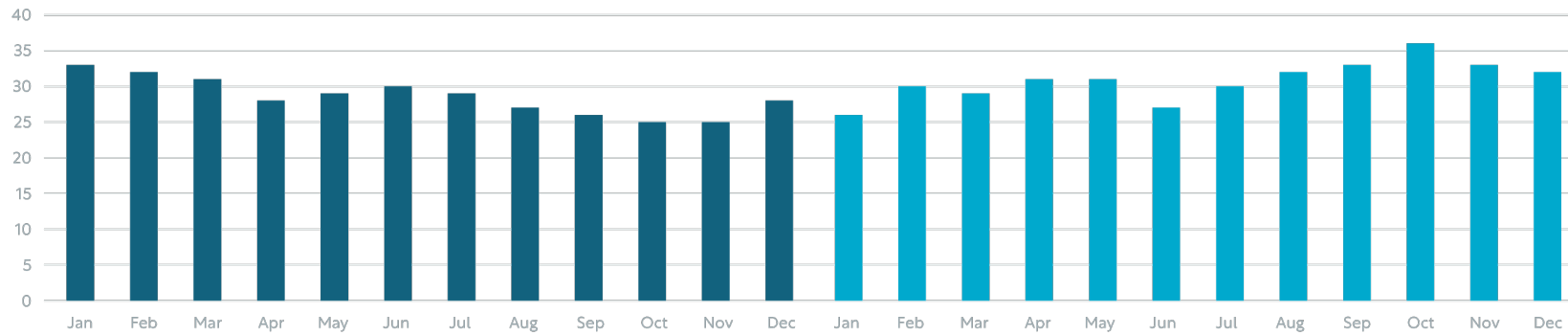
**Average in 2023: 31%**

**Average in 2024: 31%**



Residents received an average **29 minutes** of engagement per day in 2023.

We saw a 9% increase to that average in 2024 reaching **31 minutes per day**.



2023

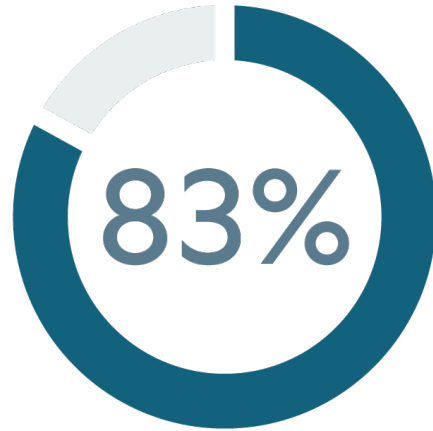
2024



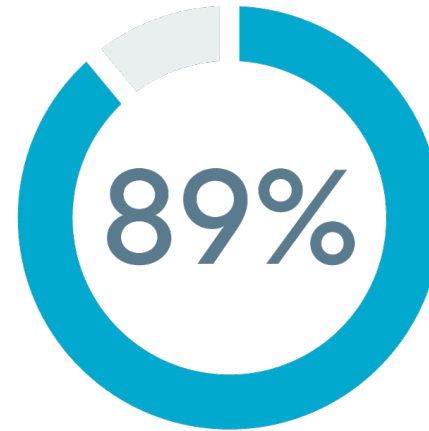
Residents received on average 29 minutes of engagement per day in 2023.

**In 2024, we saw a 9% increase to 31 minutes per day.**





Average in 2023



Average in 2024

**7% increase**  
in population engaged from 2023 to 2024

# Next Steps



# Poll time!

We'll have 6 poll questions and a discussion around the results!

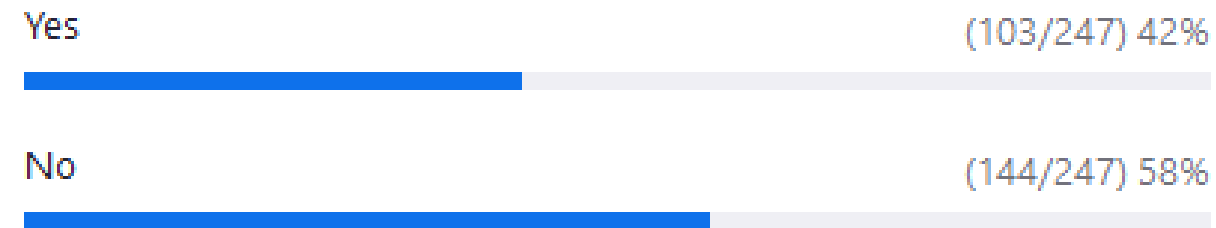
# Q1: Help from other departments

Are you consistently getting help from other departments?

- Yes
- No

1. Are you consistently getting help from other departments? (Single choice)

247/248 (99%) answered



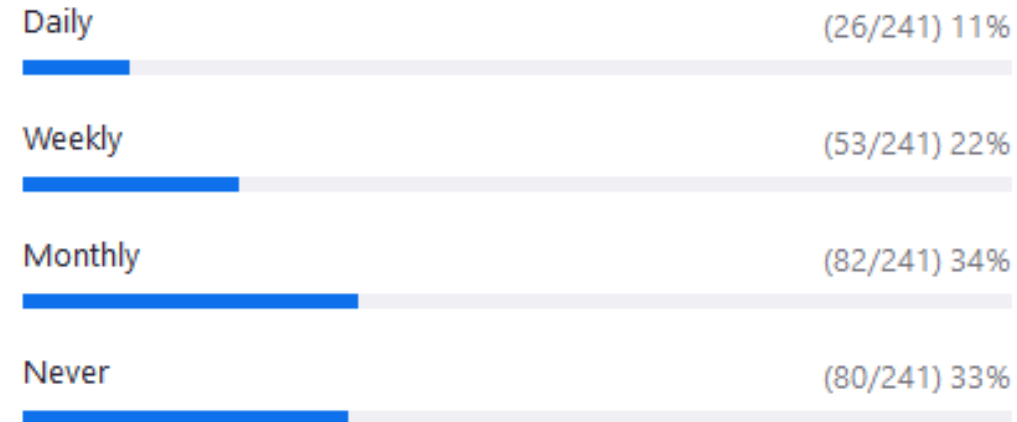
# Q2: Collaboration with Marketing

How frequently do you collaborate with your sales and marketing department?

- Daily
- Weekly
- Monthly
- Never

2. How frequently do you collaborate with your sales and marketing department? (Single choice)

241/248 (97%) answered



# Q3: Behavior expressions

Do you get help from your clinical / care department with managing behavior expressions?

- Yes
- No

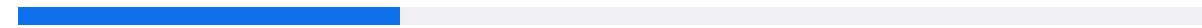
3. Do you get help from your clinical / care department with managing behavior expressions? (Single choice)

231/248 (93%) answered

Yes (156/231) 68%



No (75/231) 32%



# Q4: Tools for purposeful engagement

Do you have the tools and staff to engage all of your residents with purpose?

- Yes
- No

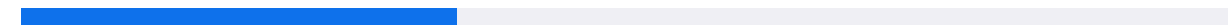
4. Do you have the tools and staff to engage all of your residents with purpose? (Single choice)

224/248 (90%) answered

Yes (144/224) 64%



No (80/224) 36%



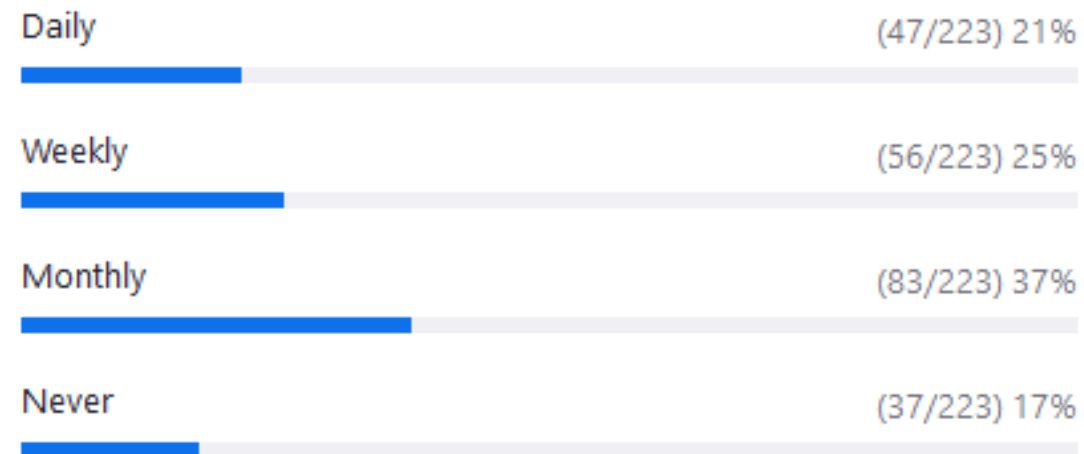
# Q5: Resident and family satisfaction

How frequently do you discuss resident and family satisfaction with your administrator or executive director?

- Weekly
- Daily
- Monthly
- Never

5. How frequently do you discuss resident and family satisfaction with your administrator or executive director? (Single choice)

223/248 (89%) answered





# Q6: Know your residents?

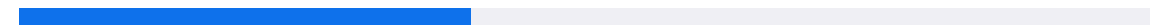
## How do you get to know your residents?

- A dedicated tool to help to get to know the residents
- Electronic Health Record
- Paper document or form
- Other

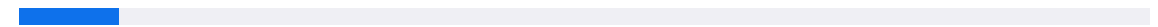
6. How do you get to know your residents? (Single choice)

220/248 (88%) answered

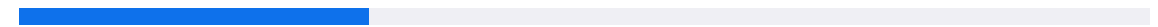
A dedicated tool to help to get to know the residents (89/220) 40%



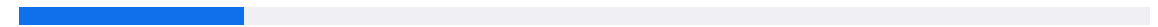
Electronic Health Record (19/220) 9%



Paper document or form (68/220) 31%



Other (44/220) 20%





# The Path to the Social Prescription Model





### 1. GET TO KNOW

and understand the interests and preferences of all your residents



### 2. PLAN

and create individualized strategies



### 3. ENGAGE

person-centered and therapeutic programs



### 4. EVALUATE

program effectiveness to optimize resident experience

## NEEDS & PURPOSE

**Creating personal experiences – one resident at a time**  
Using data, technology, & resident engagement expertise to prescribe resident engagement

# SOCIAL PRESCRIBING

IS THERE ANOTHER WAY TO GET WELL?



FRIENDSHIP

YOGA

CRAFT

WALKING

GARDENING

COOKING

SINGING

KNITTING

SWIMMING

GYM

LUNCH CLUB

# Doctors in Canada can now prescribe national park passes to patients

Studies show that time in nature can lead to a range of benefits, including less stress and higher self esteem



By [Tik Root](#)

February 7, 2022 at 7:07 p.m. EST



People take photographs in the snow at Lake Louise ahead of a winter storm in Banff National Park in Alberta, Canada, on Nov. 29. (Patrick T. Fallon/AFP/Getty Images)

# Technology amplifies person-centered care

When resident preference data is stored electronically, staff are:

When using electronic engagement platforms, staff are:

2 X more likely

to create individualized plans for each resident

133 % more likely

to build community and groups

162 % more likely

to report knowing if residents are engaged in programs in real-time

183 % more likely

to report they know if programs match resident preferences

#ActivitiesStrong Resident Engagement Index Score Inferential analysis -723 respondents 09-21-2020 - <https://activitiesstrong.com/reis/>

# The 85/35/1 Rule

## Population Engagement %

Pre-COVID client data analysis shows that the bulk of the Linked Senior client base were engaging 85% of their residents.

#Activities Strong surveys show that residents are appropriately engaged when 85% of the population or more is engaged.

## Engagement Prescription

Comparison of clinical data on Minutes per Resident per Day (MRD)

Linked Senior  
Communities' Data  
from October 2019  
35.09 MRD

Clinical research  
regarding physical  
and cognitive activities  
30 MRD

Linked Senior  
REIS Study  
45 MRD

Average=36.70 MRD

PE=85 / MRD=35

C = 1

# VBC Measurements

## Experience

Engagement

Satisfaction

Request met

Custom Assessments

Congruence

## Clinical

Falls

Polypharmacy

Weight Loss

Rehospitalization

Depression

Other clinical

## Business

LOS

Shared Savings

Additional Revenue  
Streams

Higher Occupancy

What's new: Unlocking the future: Closing the gap between consumer expectations and community offerings in senior living report.



A A A

ICAA WELLNESS AUDIT

### ICAA Wellness Audit

*The planning tool for a wellness-based culture*



Download

SCHEDULE A DEMO

HOW TO ENROLL

FAQ

JOIN ICAA



How well is your organization integrating wellness across all departments? Are the places and spaces



**Thank you!**



**Charles de Vilmorin** | 202-277-2726  
Charles.devilmorin@lifeloop.com



# Validation

World Congress



Scan to learn more  
and register

## Creative Arts for a Purposeful Life with Cognitive Change

Tuesday, February 25, 2025 from 12 PM - 4 PM ET / 9 AM - 1 PM PT

**REGISTER TODAY!**





activities**STRONG**

Live webinar

March 25, 2025

# Purpose as a Lifelong Anchor: Adapting and Thriving Through Change



**Anna Hall**

Chief Culture & Community Officer  
Front Porch



# Stay in the loop!

Visit our new Activities Strong webpage on [lifeloop.com](https://lifeloop.com) to sign up for updates on upcoming #ActivitiesStrong webinars and discover new resources for senior living professionals.

