



2025 Report

# The state of AI in senior living: Trends & opportunities



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## Introduction

Technology has long played a transformative role in society, and senior living is no exception. As baby boomers redefine aging, there is a growing demand for more personalized, engaging, and tech-enabled experiences. This generation expects greater autonomy, tailored services, and innovative solutions that enhance their quality of life—shaping the future of senior living in the process.

Now, artificial intelligence (AI) represents the next wave of technological innovation. It's nearly impossible to walk into a conference, join a webinar, or browse the latest headlines without encountering the topic of AI. In senior living, AI has the potential to touch every aspect of operations and resident engagement, from predictive analytic tools that optimize care plans to software that generates personalized content with remarkable efficiency.

This report is a special edition of our annual technology report, with a focus on AI as the newest technology advancement set to revolutionize senior living. While familiarity and adoption levels vary across the industry, one thing is clear: AI presents immense opportunities to enhance operational efficiency, elevate resident engagement, and strengthen the connections between residents, staff, and family members.

By capturing the current state of AI adoption and perceptions among senior living leaders, this report offers a roadmap for how communities can harness AI's potential to drive meaningful change.

# Executive summary

- AI adoption in senior living has increased fourfold from 2024 to 2025, with 64% of leaders currently using or planning to use AI-driven features.
- Sentiment is cautiously optimistic, with many recognizing AI's transformative potential and competitive advantages.
- Data privacy and security remain top concerns, reinforcing the importance of choosing trusted technology partners.
- AI's most promising applications in senior living include activity planning, personalization, and staff efficiency.



## Methodology

To provide a representative snapshot of AI adoption in senior living, we surveyed 128 industry leaders across various roles and care settings.

Of the respondents, 52% were from enterprise-level organizations with more than 15 communities, while 48% represented mid-market communities with fewer than 15 locations.

The survey captured insights from a diverse range of professionals, including life enrichment and activities staff (58%), C-suite executives (16%), directors and administrators (11%), and professionals from other functions including clinical, therapy, wellness, marketing, sales, IT, and HR roles (15%) (Figure 1).

### Respondent job function breakdown

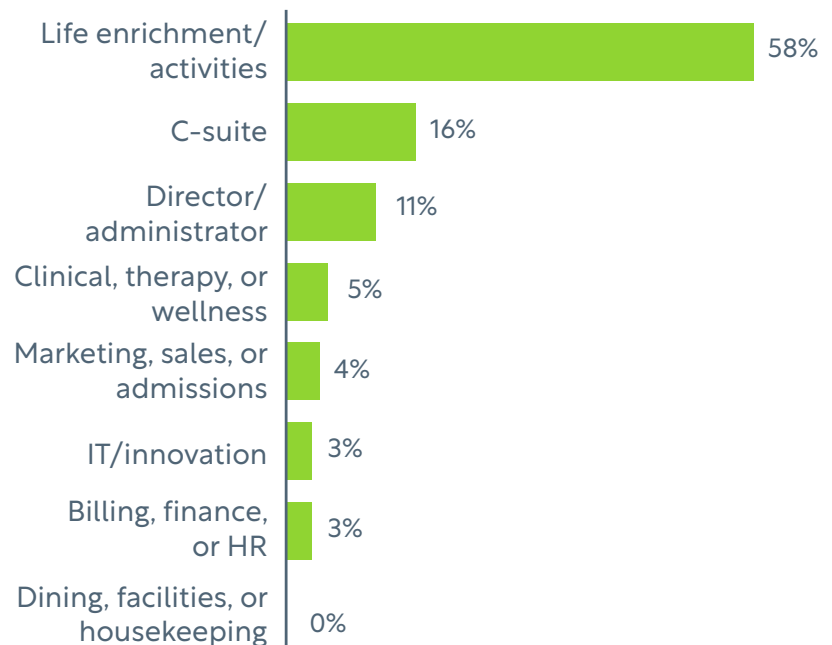


Figure 1

## Findings

## Perception

The way AI is perceived has a direct impact on its adoption. Is there excitement? Curiosity? Doubt? To better understand this dynamic, we asked leaders to describe their feelings about AI in a single word. The responses reflect a wide spectrum of sentiments, from optimism and intrigue to caution and uncertainty (Figure 2). The top 5 responses were “curious,” “interested,” “optimistic,” “helpful,” and “innovation.”

### What is one word that best describes your feelings about AI?



Figure 2

When asked to characterize the broader perception of AI within the senior living industry, the majority of respondents (55%) described it as “curious but hesitant,” while 20% expressed excitement and eagerness. Another 16% indicated a lack of familiarity with AI’s potential, and 9% admitted to skepticism (Figure 3).

This caution is understandable. AI, like any emerging technology, is evolving rapidly. The sheer pace of innovation means that while AI solutions can deliver quick results, there is also a need for careful consideration regarding security, reliability, and ethical implementation.

### What is the perception of AI among senior living operators today?

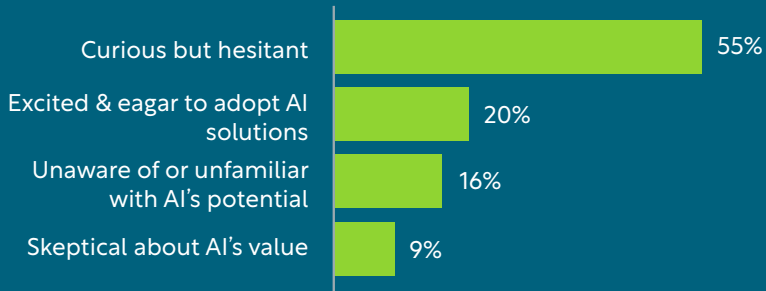


Figure 3

Data privacy and security remains the top concern among leaders (60%), reinforcing the need for AI solutions that are engineered with compliance and data protection at their core (Figure 4).

Other common concerns include a lack of understanding about AI's capabilities, resistance from staff or residents, and regulatory compliance challenges. While

only 14% of respondents listed job displacement as a primary concern, it remains an important topic to address in staff training. AI is not a replacement for human connection—it is a tool designed to amplify staff efficiency by reducing repetitive tasks and creating more time for meaningful interactions with residents.

Addressing these concerns through education, training, and transparent communication will be key to fostering trust in AI and the AI solution providers you choose. By proactively demonstrating the safeguards in place—such as data encryption, ethical AI frameworks, and regulatory compliance measures—leaders can pave the way for responsible and confident adoption.

### What are your top 3 concerns about using AI in senior living?

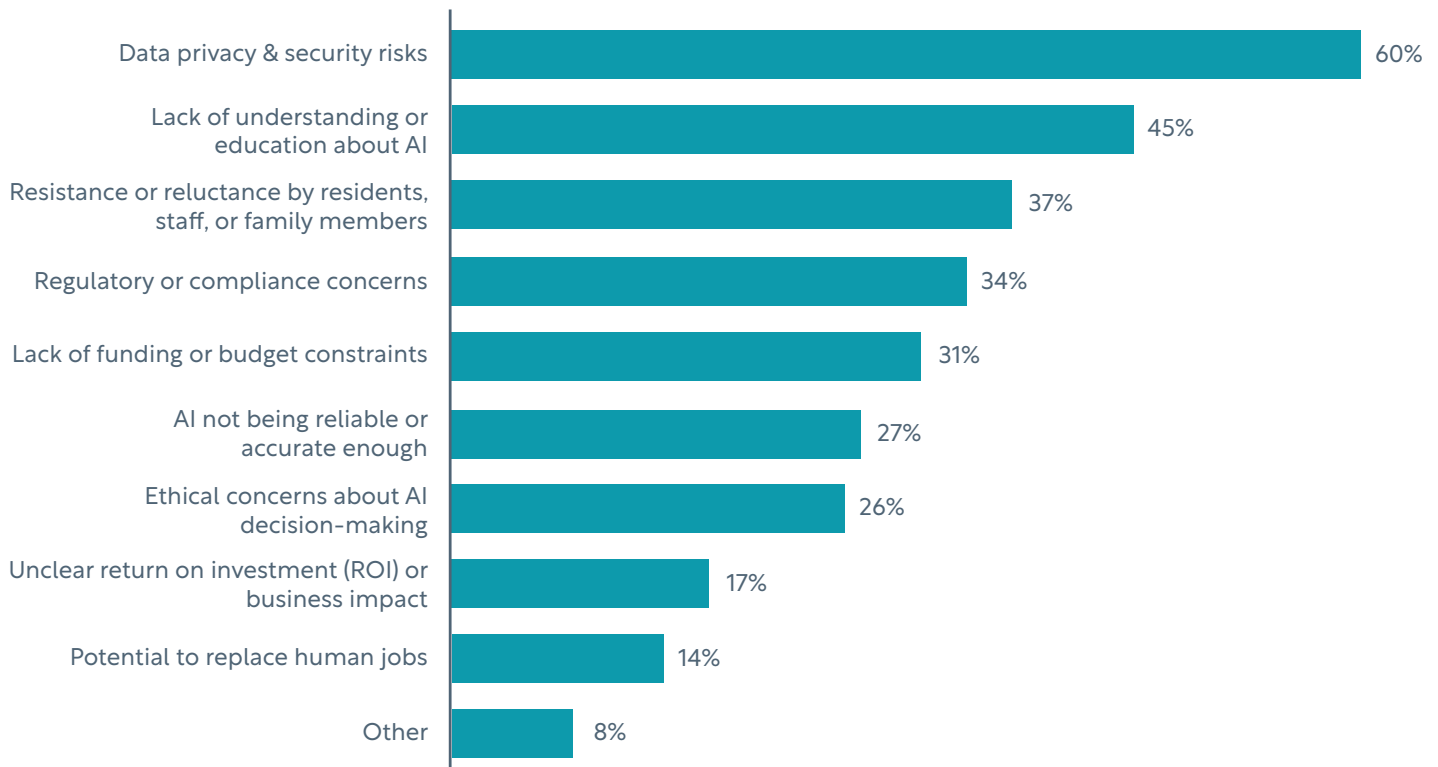


Figure 4

## Impact on the senior living industry

Despite some hesitancy, there is a strong belief in AI's ability to transform senior living. When asked about AI's potential impact, 60% of respondents agreed that AI has the power to reshape the industry (Figure 5).

When asked to rate the potential impact of AI on various functional areas important to senior living, leaders identified activity planning as one of the top areas where AI can make a significant difference, with 85% expecting AI to have a major or moderate impact on this function. Another 75% saw AI's potential to personalize engagement, while 74% believed it could significantly improve staff efficiency. Business intelligence and data analytics also emerged as key areas of impact, with 79% of leaders recognizing the value of AI-driven insights in optimizing operations and decision-making (Figure 6).

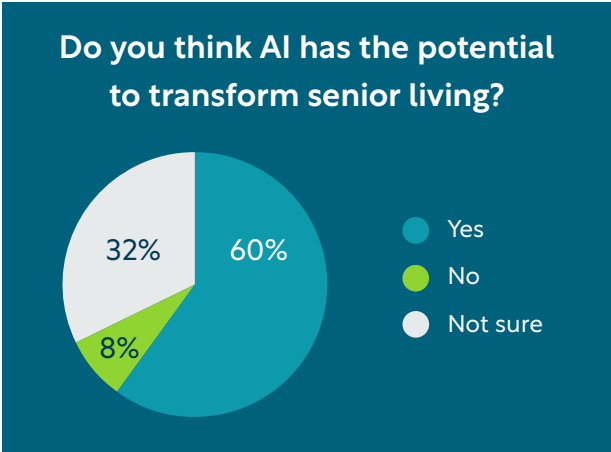


Figure 5

Compared to previous findings in our 2024 State of Technology Report, there is a clear and continued focus on using AI to streamline processes, improve engagement, and enhance the overall senior living experience.

### Rate the impact that you think AI could have on improving each of the following areas

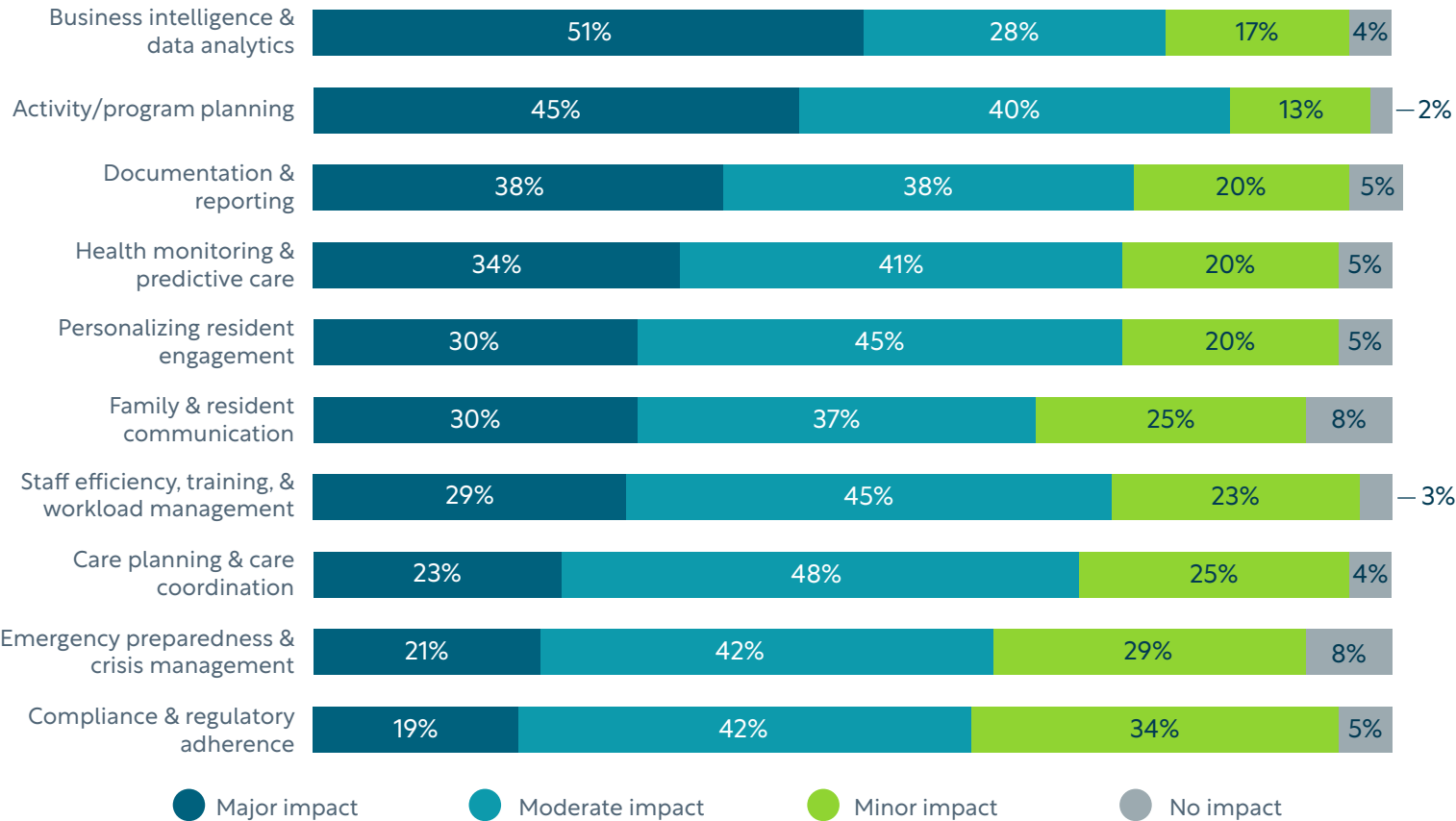


Figure 6



Current adoption

How do perceptions and predictions compare with current adoption? AI adoption in senior living has accelerated dramatically. In just one year, AI usage increased from 9% in 2024 to 37% in 2025—a fourfold increase. While 37% of leaders are already using AI-powered solutions, an additional 27% plan to incorporate AI in the near future (Figure 7).

Among those currently leveraging AI, 49% use senior living-specific solutions such as LifeLoop and SafelyYou, while 51% rely on general-use AI tools like ChatGPT, Midjourney, and Microsoft Co-Pilot. The most common areas of AI adoption align with key industry priorities: activity and program planning, engagement personalization, staff training, and workload management (Figure 8).

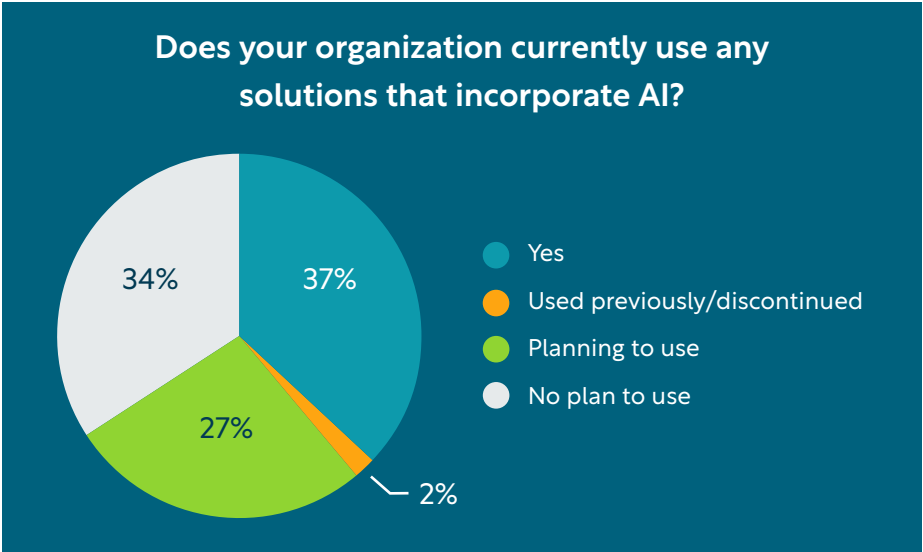


Figure 7

Describe your organization’s adoption/interest of AI-aided technology in the following areas

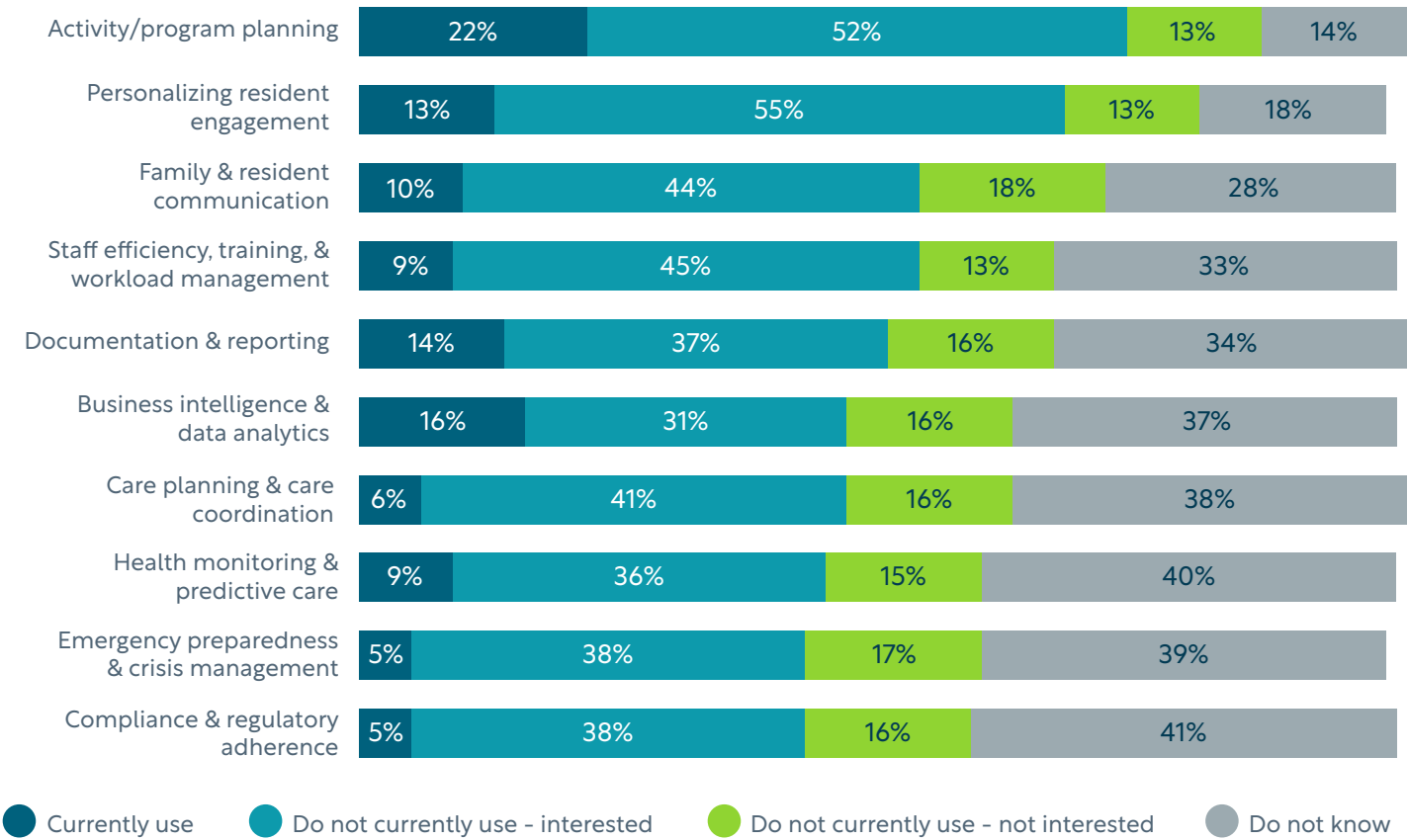


Figure 8



As the benefits of AI become more widely recognized, resistance is steadily fading. In last year's survey, more than half of leaders reported having no plans to adopt AI; today, that number has dropped to 34%. This trend is expected to continue as more vendors implement safeguards to ensure AI solutions are secure, ethical, and genuinely valuable. With stronger data protections in place, confidence in AI will grow, and hesitation will naturally decline.

At the same time, the value of AI will become even clearer as more communities put it to the test. AI-powered technology can automate redundant tasks, generate creative content from minimal input, and leverage predictive analytics to drive meaningful optimizations. The potential spans every aspect of senior living—helping staff intervene early when residents show signs of disengagement, personalizing activities based on individual interests, and streamlining workflows to free up more time for human connection.

Perhaps most tellingly, even leaders who have yet to invest in AI recognize its potential as a differentiator in the senior living space. AI is steadily proving its value, and the broader consumer market is increasingly embracing its benefits. For forward-thinking communities, AI offers an opportunity not just to innovate, but to create safer, more supportive, and more enriching environments where residents and staff can truly thrive.





## Opportunities

In our 2024 technology report, we anticipated that AI would continue to “unlock workflow efficiencies and automations that improve the staff experience and retention, enrich daily life to increase resident and family satisfaction and extend length of stay, and offer experiences that engage residents on a personal level. Now is the ideal moment to begin exploring purpose-built solutions for senior living.”

Senior living remains fertile ground for AI testing and adoption. Leaders now have more opportunities than ever to explore AI tools, starting with freely available platforms like ChatGPT, which allow for experimentation before committing to full integration.

### **Opportunity 1: Use AI to reduce time spent on manual tasks**

The key is identifying areas where AI can alleviate repetitive, time-consuming tasks, liberating staff time to focus on what truly matters: fostering connections, delivering high-quality care, and enriching residents’ daily lives.

By automating administrative duties such as scheduling, documentation, and compliance tracking, AI reduces the burden of manual workflows, enabling staff to spend more time engaging with residents.



## Opportunity 2: Harness AI that delivers connective value

Adopting new technology is a significant decision. Each time a new tool is introduced, it's critical to evaluate not just how it serves a single function, but how it impacts the broader ecosystem of engagement, communication, operations, and analytics within a senior living community. A new tool should integrate seamlessly across these areas, creating efficiencies rather than adding complexity.

That's why consolidated solutions remain the most effective approach to technology adoption. By centralizing data, enhancing privacy and security, and reducing the need to toggle between disparate tools, an integrated AI-enhanced platform simplifies technology adoption while maximizing its impact.

## Opportunity 3: Enhance resident personalization

But AI isn't just about efficiency. It's about possibility. What would it mean to create a community where staff feel empowered, residents feel truly seen, and families feel deeply connected?



AI has the power to enhance personalization in ways that were once unimaginable, capturing resident preferences, interests, and histories with precision. With this rich data, staff can deliver engagement programming that reflects residents' passions, tailor care to their unique needs, and strengthen bonds between residents, families, and staff.

## Opportunity 4: Partner with an AI innovator in senior living technology

In our 2024 report, we also predicted that "AI offerings will have to be purpose-built for the senior living space to help overcome existing perceptions and help communities cater to the growing senior population."

Familiarity plays a key role in adoption. Just as we're more likely to try a new experience when introduced through a trusted friend, AI adoption is most successful when seamlessly integrated into the technology staff already know and use. Senior living leaders benefit most when AI is introduced by a partner committed to continuous innovation—one who understands the industry's unique challenges and regulations and enhances existing workflows to make AI more connective than disruptive. The right partner goes beyond providing technology; they offer expert guidance, hands-on onboarding, and a clear path to ROI, ensuring AI delivers lasting value and measurable impact.





The results from this survey affirm that leaders who took the first step toward AI adoption are already seeing tangible benefits:

One community saves **8 hours per week** in activity planning with LifeLoop's AI-enhanced Calendar Management.

LifeLoop's AI-enhanced Resident Onboarding has **reduced manual data entry and biography building by 95%**.

The challenges facing senior living today—staffing shortages, resident isolation, operational inefficiencies—aren't going away, but AI offers an unprecedented opportunity to address them. AI-powered tools can ease the burden on staff, helping them do their jobs more effectively while giving them more time to build meaningful relationships with residents. AI-driven personalization can transform resident engagement, weaving individual interests into daily life to create a sense of purpose and fulfillment.

These are not abstract possibilities—they are real, measurable impacts happening today. AI is here to stay, and adoption will only continue to grow. For leaders who embrace this transformation, the future is filled with promise. The communities that thrive will be the ones that use AI not just as a tool for efficiency, but as a catalyst for deeper engagement, stronger connections, and a truly enriched senior living experience. The time to explore AI is now—and the opportunities ahead are limitless.



# Our commitment to responsible AI

At LifeLoop, we're passionate about equipping senior living communities with technology that will help them flourish. We're always finding new ways to enhance our existing solutions to better meet the needs of our customers, and we see AI as a natural next step in our innovation roadmap.

We've developed and continue to develop AI solutions that will have a positive impact on multiple areas of a senior living community—from resident onboarding to calendar management to performance analysis. Our AI enhancements are built into the foundation of our platform to ensure staff are supported and inspired to intuitively use the tools that have already helped make their lives easier.

We understand that AI is constantly evolving and comes with potential risks, which is why transparency and data privacy are core to our approach. LifeLoop does not use resident records, personal information, or activity preferences to train AI models, nor do we share data with third-party AI systems. Our AI operates within a secure framework that safeguards personal information while enhancing personalization.

To ensure meaningful value, we've implemented strict quality controls to align AI recommendations with senior living best practices. Our team continuously reviews and refines AI-generated insights for accuracy, relevance, and compliance with industry standards. Additionally, our HIPAA framework complies with security and privacy best practices.

As we've explored in this report, AI and the sentiments around it will continue to evolve. As we enhance our AI capabilities, we remain committed to refining our approach in a way that supports our customer communities' success while upholding the highest levels of privacy, security, and ethical integrity.





## About LifeLoop

LifeLoop was founded 26 years ago with a singular goal: to help senior living communities flourish. Our passion for harnessing technology to improve people's lives has made us the leading senior living software provider for the largest and most diverse population of senior living communities today. Our comprehensive platform provides solutions that help residents thrive by delivering a more holistic approach to enriching the resident experience, not just through engaging content, but also through empowering the staff who support them and facilitating connections with their families—making senior care exceptional for everyone. To learn how LifeLoop helps communities flourish, please visit [LifeLoop.com](https://LifeLoop.com).



Want to learn more about LifeLoop's AI-enhanced solutions? Get in touch today.

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