What are the biggest opportunities in senior living?

We asked 4 experts

Over the past year, senior living organizations have faced unimaginable challenges. Despite these struggles, providers drew on resilience and adaptability, attributes that have long been hallmarks of the community.

To help senior living providers prepare for the what's ahead, we asked industry experts to share their outlooks and predictions for the coming months.

Resoundingly, these experts voiced optimism about the future of senior living communities, underlining the leading role technology will play in the months and years to come.

In this paper, learn how your organization can ready for tomorrow's success today.

Featured experts:

Travis Gleinig
Director of IT
United Methodist Communities

Megan Gresham-Ulrich
Vice President of Marketing and Business Development
Maple Knoll Communities

Mark Parkinson
President & CEO
American Health Care Association

Nick Patel
President
The Asbury Group

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Travis
Gleinig
United Methodist Communities

An exciting tool for senior living **according to Travis Gleinig:**

The use of artificial intelligence (AI)

I'm most excited around AI research institutions are doing. For example, one of our specialties is around dementia care. I read a recent study about **using AI for analyzing brain scans and brain waves based on known outcomes to predict the likelihood of someone coming down with more severe dementia.**

As a diagnostic tool, the amount of **data that exists in EHRs can be analyzed by AI** with an objective to do something will pay dividends.

Megan
Gresham-Ulrich
Maple Knoll Communities

What must happen in senior care **according to Megan Gresham-Ulrich:**

The permanence of technology in senior care

Prior to COVID, we had seen technology as something very important on our campus; we thought this was going to help us be a leader in senior care. Once COVID hit, it became evident that technology must be a part of everything we do on our campus. **Technology has changed everything from how people look for a senior care community** to how residents access care.

As we see community levels increase, staffing becomes an issue because there are not as many healthcare workers out there. You must be creative, and **you need to have technology to help with human error**, to help implement where we might not have enough staff to handle a certain floor. Technology efforts can he used to bridge that gap. **Organizations that don't implement these services will fall behind.**

Mark
Parkinson
American Health Care Association

Why providers must get involved **according to Mark Parkinson:**

The value of a connected network

I urge providers to double their political activities, **advocating for collaboration with state agencies to work together to stave off Medicaid cuts in 2021.** Providers must get involved. **Ask your local agencies "What is the plan? I want to be part of the plan."**

Governors are going to be under pressure to cut a million things. You have to stand out as the one thing that cannot be cut. To achieve this visibility, **providers must be willing to be loud, to double down on lobbying efforts.**

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*Why the network is so important **according to Nick Patel:***

The value of a connected network

You have to have a strong network. We started implementing with great intensity in 2019. We wanted to have **telehealth and stronger digital services** on campus. During COVID that really helped. A lot of the hurdles we faced in 2018 and 2019 in adoption, we've overcome them as an industry. **There's a really big opportunity in 2021 and onwards to really leverage technology in senior living.** We were on that flight path before COVID, but COVID has really accelerated it.

Nick
Patel
The Asbury Group

In conclusion

As senior living providers stride forward, these takeaways on technology, data and financial survival can inform strategy and infrastructure, allowing agencies to meet tomorrow's challenges armed with the lessons learned from today.

About Netsmart

Netsmart designs, builds and delivers electronic health records (EHRs), solutions and services that are powerful, intuitive and easy-to-use. Our platform provides accurate, up-to-date information that is easily accessible to care team members in behavioral health, home care, senior living and social services. We make the complex simple and personalized so our clients can concentrate on what they do best: provide services and treatment that support whole-person care.

By leveraging the powerful Netsmart network, care providers can seamlessly and securely integrate information across communities, collaborate on the most effective treatments and improve outcomes for those in their care. Our streamlined systems and personalized workflows put relevant information at the fingertips of users when and where they need it.

Find out how Netsmart can help you succeed with a more integrated approach focused on value and outcomes. **Visit www.ntst.com.**

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