



Benchmarks users guide to analyzing reports

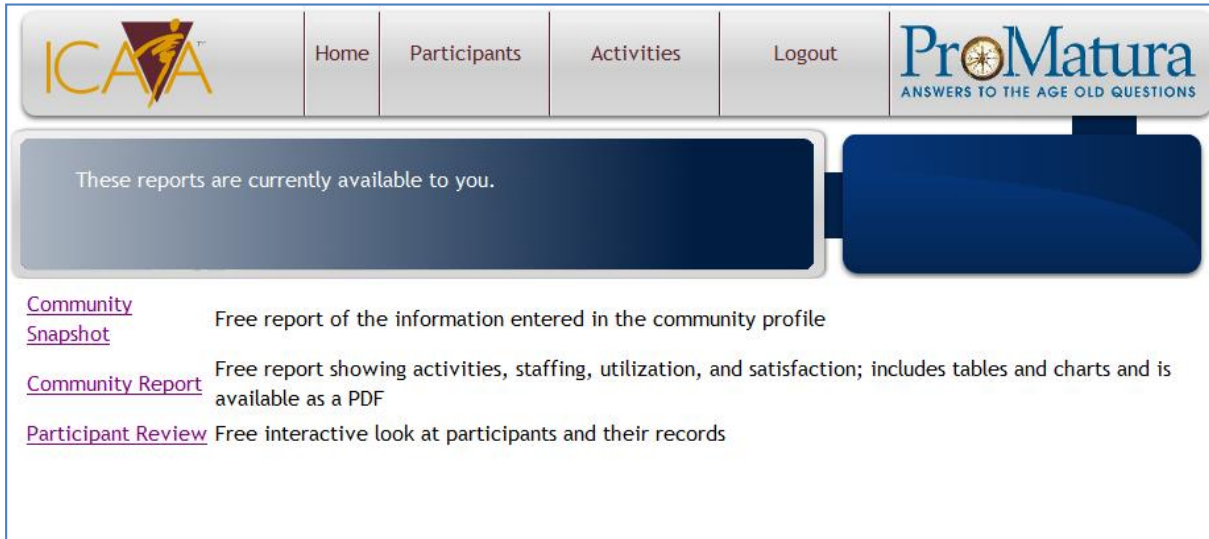
10 Reasons to measure outcomes

1. Evaluate the effectiveness of new and ongoing activities.
2. Identify options that help residents stay functionally independent for a longer period of time.
3. Share outcomes with marketing since positive results are a powerful reason to move in to the community.
4. Contrast your community to others and the national results. Use the results to explain how your wellness lifestyle program compares to others.
5. Use the results to guide decisions for budget planning.

10 Reasons to measure outcomes

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Use your collection of monthly reports,
downloaded and saved.



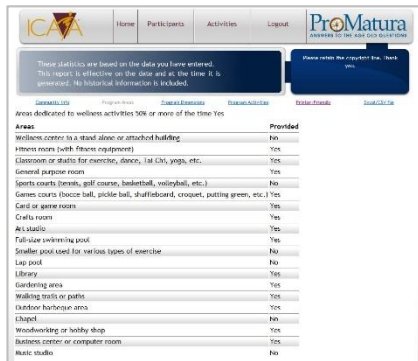
The screenshot displays the user interface of the ICAA/ProMatura Wellness Benchmarks system. At the top, there is a navigation bar with the ICAA logo on the left and the ProMatura logo on the right. The navigation bar includes links for Home, Participants, Activities, and Logout. Below the navigation bar, a dark blue box contains the text "These reports are currently available to you." Below this box, there is a list of reports with their descriptions:

- [Community Snapshot](#) Free report of the information entered in the community profile
- [Community Report](#) Free report showing activities, staffing, utilization, and satisfaction; includes tables and charts and is available as a PDF
- [Participant Review](#) Free interactive look at participants and their records

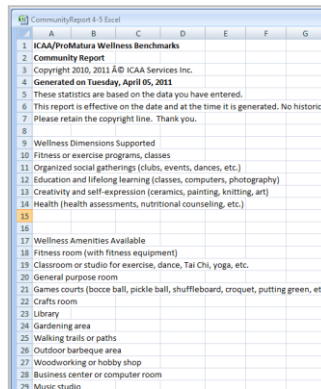
Community snapshot report



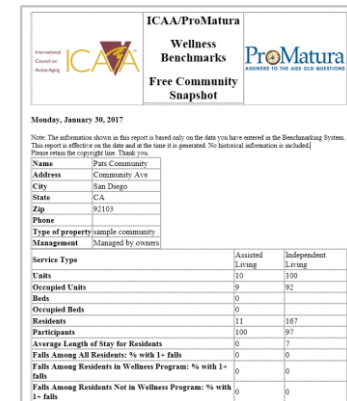
Online page



Excel/CSV download



Print-friendly



- Census of residents in IL and AL; number of available apartments or rooms or beds
- Amenities for wellness lifestyle
- Types of wellness activities available on campus
- Functional assessments performed

Community snapshot report

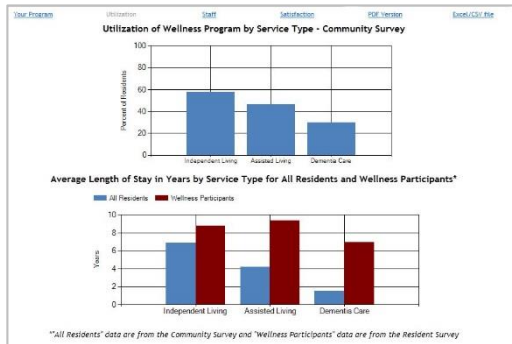
- Use this report to compare your community and property to others.
- The demographics are used when you prepare custom reports

Community snapshot report

- How does your community compare in terms of bricks and mortar, programs, services and staffing in relation to others?
- Do the available facilities influence participation? If there are many facilities/programs but few residents participate, why is that? Programs? Staffing?
- What about staff? Is there an appropriate number of staff? Would their years of experience or education influence residents' participation or satisfaction?
- Many communities say they have “wellness” and “lifestyle.” Is your program different? Share that with marketing.

Community Detail Report

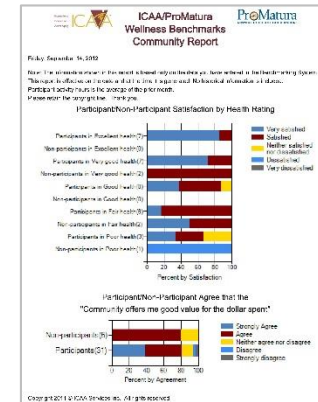
Online page



Excel/CSV download

	A	B	C	D	E	F
1	ICAA/ProMatura Wellness Benchmarks					
2	Community Report					
3	Copyright 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017 ICAA Services Inc.					
4	Generated on Monday, January 09, 2017					
5	These statistics are based on the data you have entered.					
6	This report is effective on the date and at the time it is generated. No historical info					
7	Participant activity hours is the average of the prior month.					
8	Please retain the copyright line. Thank you.					
9						
10	Wellness Dimensions Supported					
11	Fitness or exercise programs, classes					
12	Organized social gatherings (clubs, events, dances, etc.)					
13	Education and lifelong learning (classes, computers, photography)					
14	Creativity and self-expression (ceramics, painting, knitting, art)					
15	Health (health assessments, nutritional counseling, etc.)					
16						
17						
18	Wellness Amenities Available					
19	Fitness room (with fitness equipment)					
20	Classroom or studio for exercise, dance, Tai Chi, yoga, etc.					
21	General purpose room					
22	Games courts (bocce ball, pickle ball, shuffleboard, croquet, putting green, etc.)					
23	Crafts room					
24	Library					
25	Gardening area					
26	Walking trails or paths					
27	Outdoor barbeque area					
28	Woodworking or hobby shop					

PDF download



- Community amenities and program areas
- Programs tracked
- Individual's attendance and total visits in prior month
- Results of resident satisfaction surveys
- Staff number and education

Community Detail Report

- Details are used when you compare your community to the national benchmarks. A comparison worksheet is a start.
- The information here is useful when you prepare a custom report to show trends in the program, or to relate participation to resident satisfaction in your community.
- If your satisfaction survey was answered by nonparticipants, you can compare their answers to those of residents who do participate in the activities you track.



How do you compare?

ICAA/ProMatura Wellness Benchmarks National Report

Set goals and distinguish yourself from the competition by comparing the outcomes of your community with those in the benchmarks.

For explanations of these indicators and more detail, get the ICAA/ProMatura Wellness Benchmarks National Report 2017: <http://www.icaa.com/pro/matura>

Complete your community	Benchmark CCRC or life care communities	Your community
Participation: % of all residents participating in wellness program (purposeful activities, fitness, recreation) at least 12 times/year	57%	
Length of stay of independent living residents participating in wellness program	6.6 years	
Satisfaction: % of residents satisfied or very satisfied with the wellness program	73%	
Retention: % of wellness participants reach more than 12 months of participation in the wellness program	77%	
More-in: % of wellness participants who strongly agree or agree the program was a primary reason why they moved in	44%	
Self-rated health: wellness participants ages 75-84: good, very good, excellent	91%	
Self-rated health: wellness participants ages 85+: good, very good, excellent	89%	
No. of full-time lifestyle/wellness staff: communities with 50-149 residents (IL + AL + MC)	2.4	
No. of full-time lifestyle/wellness staff: communities with 150-199 residents (IL + AL + MC)	2.9	
No. of full-time lifestyle/wellness staff: communities with 200+ residents (IL + AL + MC)	4.7	

International Council on Active Aging, www.icaa.org

Use this report to think about the program

- Should an activity be discontinued or changed because of low participation?
- If the wellness program isn't increasing residents' satisfaction with the entire community, what should change?
- If a change in staffing or activities, what are the outcomes?
- Would more resident involvement in programming impact participation or satisfaction?

Community Detail Report

Analyze participation trends

Participants = number of individuals who participated in prior month

Attendances = number of visits over past month

Is that because the class/activity is:

- offered more frequently?
e.g., 5 days/week v. once/month
- more popular?
- led by a well-liked instructor/leader?
- marketed a lot, or not at all?
- fun and interesting? purposeful?

Activities sorted by participants since 1 month ago

Activity	Attendances	Participants
Fitness Center visits	86	11
Bottom up yoga	75	10
Braintastic	39	10
Line dancing club	29	10
Gentle tai chi	52	9
Water volleyball	20	9
Whole person exercise	73	9
Fit living	64	8
Walking club	17	8
Water weights	66	8
Arthritis water program	45	7
Painting class	15	6
Express yourself	18	5
Quilting club	5	5

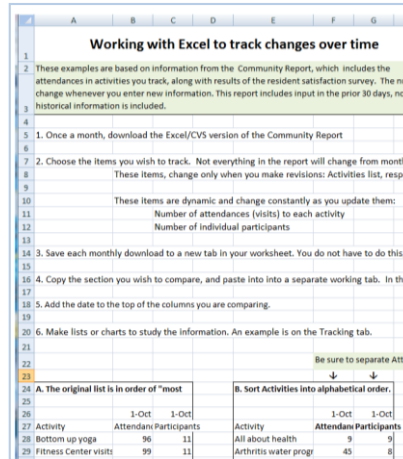
Divide attendances by the number of times activity was offered in prior 30 day to get a per-activity average.

Format data to answer questions and identify trends

- Support budget requests for staffing, supplies or equipment.
- Look at specific activities and classes to see to answer: Keep? Change? Why were there a higher number of participants, then attendance suddenly dropped?
- Have the results of the resident satisfaction survey changed over time?
- Answer questions asked by senior management if not on the PDF reports.

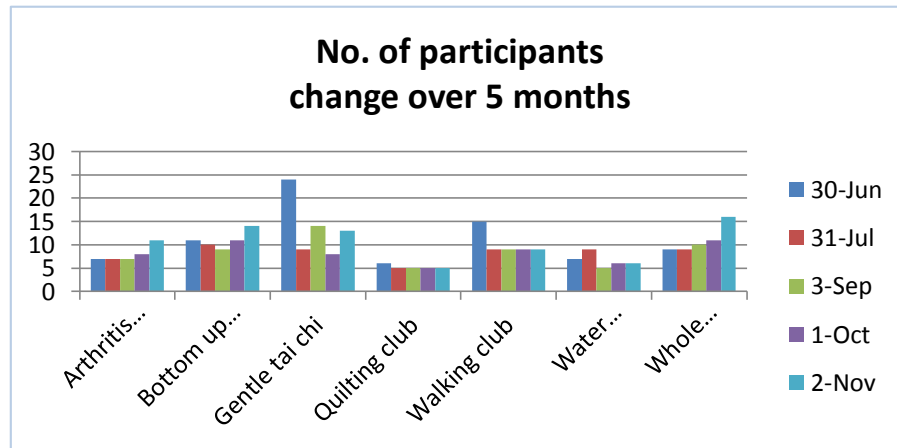
Custom reports

Examples of using Excel downloads to customize reports are available.



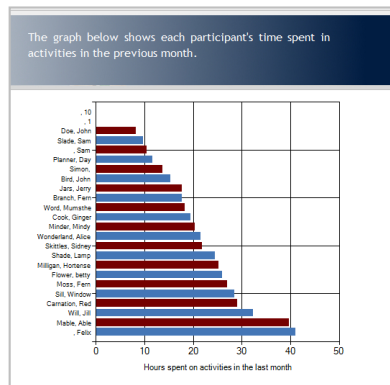
Activities sorted by participants since 1 month ago

Activity	30-Jun	31-Jul	3-Sep	1-Oct	2-Nov
All about health	0			9	6
Arthritis water progr	60	45	47	45	52
Bottom up yoga	90	93	98	96	91
Brainstastic	43	39	32	33	30
Express yourself	26	18	19	20	21
Fit living	108	72	87	70	85
Fitness Center visits	121	97	115	99	115
Gentle tai chi	86	52	64	56	65
Line dancing class	4			4	Cancelled, Thanksgiv.
Line dancing club	44	29	33	31	40
Managing diabetes	6			6	5
Mind challenge	5	0	11	13	12
Monthly meal w chef	11			11	Cancelled, Thanksgiv.
Painting class	19	20	24	20	24
Quilting club	10	5	10	10	9
Walking club	36	29	42	34	31
Water volleyball	26	20	18	18	19
Water weights	89	79	76	78	79
Whole person exercis	114	79	87	90	97



Participant review

Online page
Save with print screen or clip



Excel/CSV download
for each individual

Whole person exercise	3/26/2011 12:00:00 AM	Attended
Water weights	3/25/2011 12:00:00 AM	Did not attend
Quilting club	3/25/2011 12:00:00 AM	Did not attend
Bottom up yoga	3/25/2011 12:00:00 AM	Attended
Arthritis water program	3/24/2011 12:00:00 AM	Did not attend
Gentle tai chi	3/24/2011 12:00:00 AM	Did not attend
Fitness Center visits	3/24/2011 12:00:00 AM	Did not attend
Express yourself	3/24/2011 12:00:00 AM	Attended
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Water weights	3/23/2011 12:00:00 AM	Did not attend
Fitness Center visits	3/23/2011 12:00:00 AM	Did not attend

- Residents who participate most frequently or less frequently
- Which activities individual attended in prior 30 days

Use this report to focus on individuals

- Are the most frequent participants candidates for a wellness committee, or volunteers for special events like Active Aging Week?
- Would a few of these residents form an outreach team to talk up the wellness program, or write articles for the community newspaper on why they participate?
- If a person moves from a higher number of hours to far fewer, is it because of illness, or vacation or another reason?
- If a resident says they want to drop out because they aren't seeing results, will checking their participation indicate it's because of program choices that won't help them reach their goals?

Reports as Storytellers

Report data

- Amenities
- Program areas

- Staffing levels
- Staff education, experience
- Group participation
- Individual participation

- Individual participation
- Program areas
- Staffing

- Length of stay
- Falls history

Applies to

- Competitive positioning
- Occupancy
- Length of stay
- Satisfaction with community

- Utilization of program
- Satisfaction with program
- Satisfaction with staff

- Occupancy
- Length of stay
- Satisfaction with community
- Self-rated health