



Use outcomes to plan wellness programs

Measure outcomes from your program, then compare these to the National Benchmarks report.

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

6. Gather data for lenders and grant funders. Continue these reports so funders know their investment is used wisely.
7. Set department and staff performance objectives and monitor results.
8. Establish recognition and reward systems for staff based on meeting goals.
9. Demonstrate the value of the program to senior management, the board of directors, financiers, colleagues and residents.
10. Engage staff and residents in wellness because you can show the value of participation to residents.

Compare and contrast

Find details in the National Report to compare staff levels, amenities and program types, value to residents

Compare your results to key indicators in the National Report



ICAA/ProMatura
Wellness Benchmarks

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.cc/business/benchmarks.htm>

Compare your community	Benchmark CCRC or life plan 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	79%	
Satisfaction: % of wellness participants much more or somewhat more satisfied with community life because of participating in the wellness program	77%	
Move-in: % of wellness participants who strongly agree or agree the program was a primary reason why they moved in	44%	
Self-rating of health: wellness participants ages 75-84: good, very good, excellent	91%	
Self-rating of 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.cc

Think about the big picture

- 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' satisfaction?
- What about tomorrow, and 5 years from today?

Evaluate participation

Look at the individuals who regularly attend an activity or class. A person who comes once in a while may achieve a goal number (“there were 10 people attending”), but coming once or rarely does not benefit residents.

Why does an activity/class have dedicated participants? Is that because the class/activity is:

- purposeful, so that participants feel they are learning new things or improving current skills?
- offered more or less frequently? e.g., 5 days/week v. once/month
- led by a well-liked instructor/leader? Or a person who is not doing as good a job?
- marketed a lot, or not at all?
- promoted by lots of word-of-mouth comments?
- fun and interesting?

Questions to ask

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

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 showing their attendances indicate it's because of program choices that won't help them reach their goals?


Add outcomes to other information to tell the story of wellness

ICAA/ProMatura
Wellness
Benchmarks


Resident
satisfaction
surveys

Interests,
event
surveys


Health & Medical
records



Business results,
Program
management



Program
planning



Healthcare
management