

ICAA/ProMatura Wellness Benchmarks

Metrics for the active-aging industry

Overview

The ICAA/ProMatura Wellness Benchmarks measure the wellness program's contribution to the organization's mission and business objectives.

Wellness is the general term that encompasses all the activities that support each resident's quality of life. Within the structure of a retirement community, the facilities, programs and staff that deliver quality-of-life opportunities may be housed in one or more functional areas:

- Wellness
- Resident life
- Activities
- Fitness
- Therapy
- Recreation

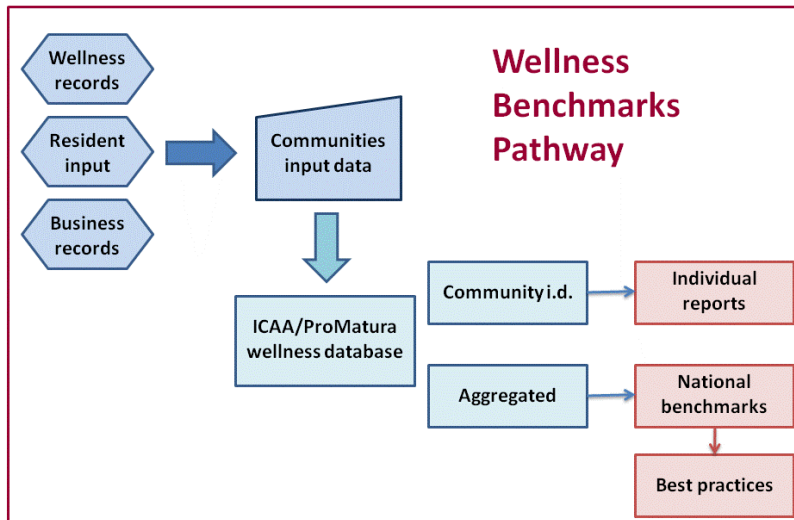
By choosing the functional areas included in the benchmarking, communities can assess their own capacity and performance along with benchmarking their programs against others. The result is internal program evaluation, external competitive analysis and access to the best practices used in the industry.

The unique feature of the ICAA/ProMatura Wellness Benchmarks is that they seek to answer key questions: Does participation in wellness influence residents' ability to stay in the most independent level of living? Does participation influence length of stay and satisfaction with the community? To accomplish this, the Wellness Benchmarks track individual's participation as well as the program characteristics.

Outcomes measured by benchmarks

- Wellness facilities, program offerings, staffing
- Utilization of facilities; penetration into resident population; participation
- Resident satisfaction with program
- Resident participation in relation to self-reported health, satisfaction with community
- Resident participation in relation to functional independence, length of stay, falls resulting in injury

The ICAA/ProMatura Wellness Benchmarks enable you to move beyond counting activity to measuring impact on business.



Benefits

- Provide objective data
- Compatible with other business indicators and industry metrics
- Focus on continuous quality improvement
- Systematize reporting
- Structure accountability for wellness function
- Become a turnkey system for evaluating program results
- Provide information for competitive positioning
- Track progress over time

Deliverables

1. Individual property reports

Community summary report. Basic report of the input into the system. This report can be generated by the authorized staff member.

Community detailed report. With at least two years of data entry, a more detailed report can be requested to show changes in the program. Over time, the detailed report shows trends and performance compared to program goals.

Custom reports and analysis. With multiple years of data, communities can request a customized report that may answer specific questions.

2. Active-aging industry reports

Preliminary industry report. After one year of data collection, a preliminary report can show an aggregate summary of participating communities.

Industry benchmarks summary report. After two years of data collection, a summary of the aggregate input of participating communities can be available. The value of the summary report is directly related to the number of participating communities.

Industry benchmarks detailed report. With three years of data input by communities, an aggregate of the benchmarking communities can be detailed, with comparisons among like communities. The value of the detailed report is directly related to the number of participating communities.

Best practice analysis. Based on the aggregate results of benchmarks, characteristics of best-in-class communities can be identified.

3. Recognition

Logo recognition for best-of-class communities.

	Reports	Investment	Availability				
			2010	2011	2012	2013	2014+
Entry into system		No charge					
Property reports	Community, summary	No charge					
	Community, detailed	Fee					
	Custom reports and analysis	Fee					
Industry reports	Preliminary industry report	No charge					
	Industry benchmarks, summary	No charge					
	Industry benchmarks, detailed	Fee					
	Best practice analysis	Fee					

Key points

- The more communities that participate, the greater the value to each property and to the industry. A large database of programs enables a like-to-like comparison of properties by size, services, staffing, geographic location and other markers.
- Trending data become available when a community participates over years.
- Wellness benchmarks are compatible with industry indicators (for example, CARF-CCAC indicators, HEDIS 2007 measures, surveys from other industry associations).

Community requirements

- Independent living and assisted living levels of care
- Programs and activities that are managed and/or led by a paid staff member
- Responsibility to complete the benchmarking survey placed in a job description
- Records to identify participants and attendance
- Commitment to benchmark over years

Procedure

- Secure and confidential online survey is completed by each property
- Once a year, community updates property and program descriptors
- Once a year, residents complete short satisfaction survey
- Throughout the year, resident participation is tracked

More information

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International Council on Active Aging is a professional association that supports professionals who develop wellness facilities, programs and services for adults over 50. The association is focused on active aging, which helps older adults live life as fully as possible within all dimensions of wellness. ICAA provides its members with education, information, resources and tools.

www.icaa.cc

ProMatura Group is a nationally recognized full-service market research and consulting firm that has focused on the 50+ consumer for the past 25 years. ProMatura uses empirical data to provide its clients usable knowledge for making critical decisions in the development of housing, consumer products and consumer services.

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