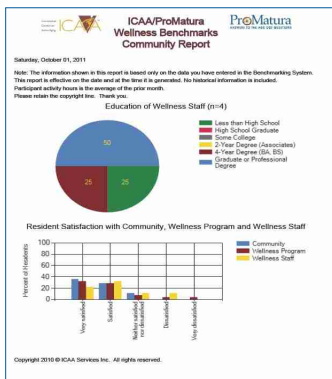


ICAA/ProMatura Wellness Benchmarks



The ICAA/ProMatura Wellness Benchmarks system is a management tool that generates objective data to track how well your lifestyle and fitness programs are being used, and how well they deliver value to the residents and to the organization.

Use the online, password-protected system to manage the program, define its contribution to the organization's objectives, and benchmark your property(ies) against others on a national scale.

The benchmarks bring together resident opinions, participation levels and program features into a single analytical tool.

How to benchmark wellness

The system is open to retirement communities with independent and assisted levels of living, including active adult real estate and CCRCs. Enter property characteristics and the results of a once-a-year resident satisfaction survey into the online software.

Choose a sample of the wellness activities you offer (fitness, clubs, intellectual and educational activities) and enter into the system along with how often that activity occurs. The system builds a schedule of each activity with the dates. Your team takes attendance each time an activity is offered, then clicks on the names of the residents who attended on that day.

The system takes over and prepares a Community Profile, the big picture of your property; the Community Report, a real-time presentation of your wellness program and resident participation in the prior month (save as an Excel or PDF file); and the Participant Review, showing the hours each resident participated along with a list of the activities the individual joined.

Once a year, use the Benchmarks to compare your community with others.

How to get started

Contact Pat Ryan at ICAA for answers to questions, a look inside the system, tips for getting started and support for enrolling and using the benchmarks.

patryan@icaa.cc or
info@icaa.cc
619-501-1042 (direct, PT)

Balance mission and margin

Mission

- Functional independence
- Satisfaction with community
- Satisfaction with lifestyle
- Satisfaction with staff
- Falls reduction
- Willingness to join in
- Willingness to refer



Margin

- Occupancy
- Average length of stay
- Utilization of amenities
- Utilization of programs
- Average length of stay
- Employee turnover
- Revenue
- Expenses

Strong partners with long-term commitment

International Council on Active Aging, guided by Colin Milner, has been leading, connecting and defining the active-aging industry since 2001. As a membership association, ICAA supports professionals who develop wellness facilities, programs and services for adults over 50.

ProMatura Group, led by Margaret Wylde, is a nationally recognized full-service market research and consulting firm that has focused on the 50+ consumer for the past 25 years. ProMatura is active in conducting research for senior living.

Benefits

- Tracks property characteristics, occupancy and participation statistics, and resident satisfaction with the community and the program. Analyzed by frequency of participation, self-reported health and satisfaction levels.
- Links participation in wellness to resident satisfaction with the entire community.
- Compare the perceptions of residents who do not access the wellness programs to residents who do.
- Web-based system for easy access and no maintenance; password-protected, secure. System is easy to use; training and support provided.
- Wellness benchmarks add valuable interpretation to other assessments and surveys you conduct.
- Reports in Excel/CSV files enable you to build your own reports in addition to those provided by ICAA/ProMatura.

Reports

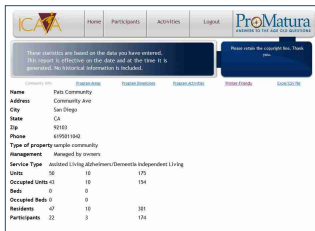
ICAA/ProMatura Wellness Benchmarks

Community reports are:

- User-generated
- On demand
- Past 30 days
- No history
- HTML
- PDF & Excel/CSV

The value of utilizing the ICAA/ProMatura Wellness Benchmarks system lies in the ability to access a data-based profile of your wellness activities through the system reports. Each property is entered separately and independently. The quality of the reports depends on the quality of the information entered into the system.

Community Snapshot



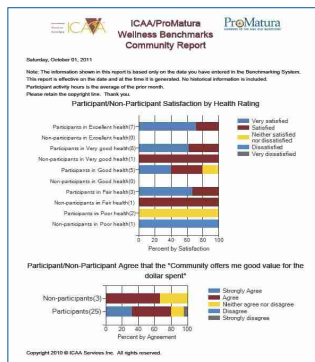
Baseline data for national benchmarks

Text/numeric:

- Property description
- Program areas
- Program dimensions
- Program activities
- Property amenities & services
- Staffing, education, tenure

- No. of residents in IL, AL or dementia care
- No. of wellness participants
- Average length of stay
- No. of falls resulting in injury
- Functional assessments performed

Community Detail Report



Management data for quality improvement, benchmarking

Text/numeric:

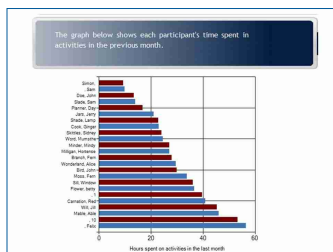
- Available activities and amenities
- Results of resident survey*
- Average attendances and individuals in each activity

* sorted by participants and nonparticipants

Graphs:

- Self-rated health*
- Resident view of community value for dollars spent*
- Utilization by level of living
- ALOS by service type, all residents compared to wellness participants
- Satisfaction with community, wellness program, wellness staff
- Satisfaction by hours of participation
- Self-rated health by hours of participation
- Staff: education level

Participant Review



Record of attendance in each activity for prior month

Shows past 30 days

Resident ranking by hours of participation in prior month
For each participating resident, list of activities did/did not attend

Resident Log

List of all residents in system for accurate records

Sort by categories (eg, participating, survey only, cannot participate, etc.)

Activities Log

List of current activities being tracked for automatic calendaring

Archive of activities in prior year, showing individual's attendance

National Benchmarks Report

Communities Report
Participant Report

- Produced once a year
- Authored by ProMatura & ICAA

Industry results by mean, median or both; cross tabs by meaningful indicators
Commentary on results
Glossary of concepts, terms

Support

- Toolkit that explains data entry with screen shots and worksheets available 24 hours/day
- Telephone support weekdays M-F and other times by appointment
- Email support
- Webinars

Costs

- Free to enroll.
- User-generated reports (Participant Review, Community Detail and Community Snapshot, Resident and Activity Logs) are free to users.
- The National Benchmarks report is available for a fee. The 2015 report is US \$199. Communities that provided data included in the national report received the report for free.

Effective September 2015. All reports and prices subject to change.