



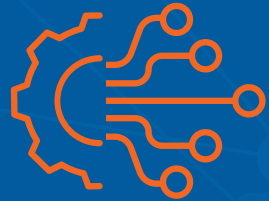
2021 TECH AND COVID-19 RECOVERY SURVEY REPORT

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SENIOR HOUSING NEWS



2021 TECH AND COVID-19 RECOVERY SURVEY REPORT

The COVID-19 pandemic created significant challenges in senior living occupancy and staffing, driving owners and operators to seek technology solutions in hopes of addressing them. Such are the findings of a survey Senior Housing News conducted with MatrixCare between May 17, 2021 and July 5, 2021.

While staffing and occupancy have always been top priorities for senior living organizations, our survey indicates that owners and operators are both interested in strengthening their recovery strategy — and they're willing to invest in technology to do so.

Before that can happen, however, senior living professionals must overcome small tech budgets, insufficient infrastructure in buildings and staff exhaustion. These survey results provide a detailed look at how senior living professionals are adapting to the current state of the industry, and what they can do to achieve their tech-related goals in 2021.



— Tim Mullaney
Editor, Senior Housing News



LEVERAGING TECHNOLOGY TO SOLVE TOP CHALLENGES IN SENIOR HOUSING

As senior living facilities and continuing care retirement communities/life plan communities struggle with occupancy rates and staff retention post-Covid, nearly 80% of owners and operators have already invested, or are looking to invest in technologies that can help solve these challenges, according to results of our recent survey conducted with Senior Housing News outlined in this eBook.

With our nation's senior population rising amid a worsening caregiver shortage, owners and operators will continue to face rising challenges. To not just survive, but thrive, we strongly recommend implementing a comprehensive, purpose-built electronic health record (EHR) solution that can help attract, retain, and assist staff, while addressing other common challenges. Adopting a comprehensive EHR doesn't just solve for today's problems, it helps future proof your organization.

Though EHR adoption in these industries historically has been low, an integrated system provides:

- More efficiency and less waste
- Ease of use for staff and residents
- Greater staff satisfaction
- Right care at the right time
- Real-time connections

For our customers and their residents, we consistently work to ensure our solutions are forward thinking to help keep your residents engaged and in the lowest acuity setting possible, while helping your staff provide high-quality resident care and services without distraction.



— Gary Pederson
Executive VP, Facilities Division
MatrixCare



EXECUTIVE SUMMARY

2021 TECH AND COVID RECOVERY SURVEY REPORT

Results show the views of 134 individuals who identified as working for senior care providers, polled about their thoughts on technology and COVID recovery in 2021. The survey, conducted online between May 17, 2021 and July 5, 2021, asked about how companies are:

- Dealing with business challenges resulting from the pandemic
- Investing in technology to solve those COVID-related challenges
- Approaching talent attraction and occupancy recovery in the wake of the pandemic
- Planning for growth and community engagement with technology





KEY TAKEAWAYS

1

Occupancy and workforce challenges are bottom-line disruptors for senior living organizations, and they're willing to spend to fix them.

2

The majority of senior living organizations have just begun to experience occupancy recovery and they are turning to their local communities to drive growth.

3

Talent attraction is a significant pain point for senior living organizations today.

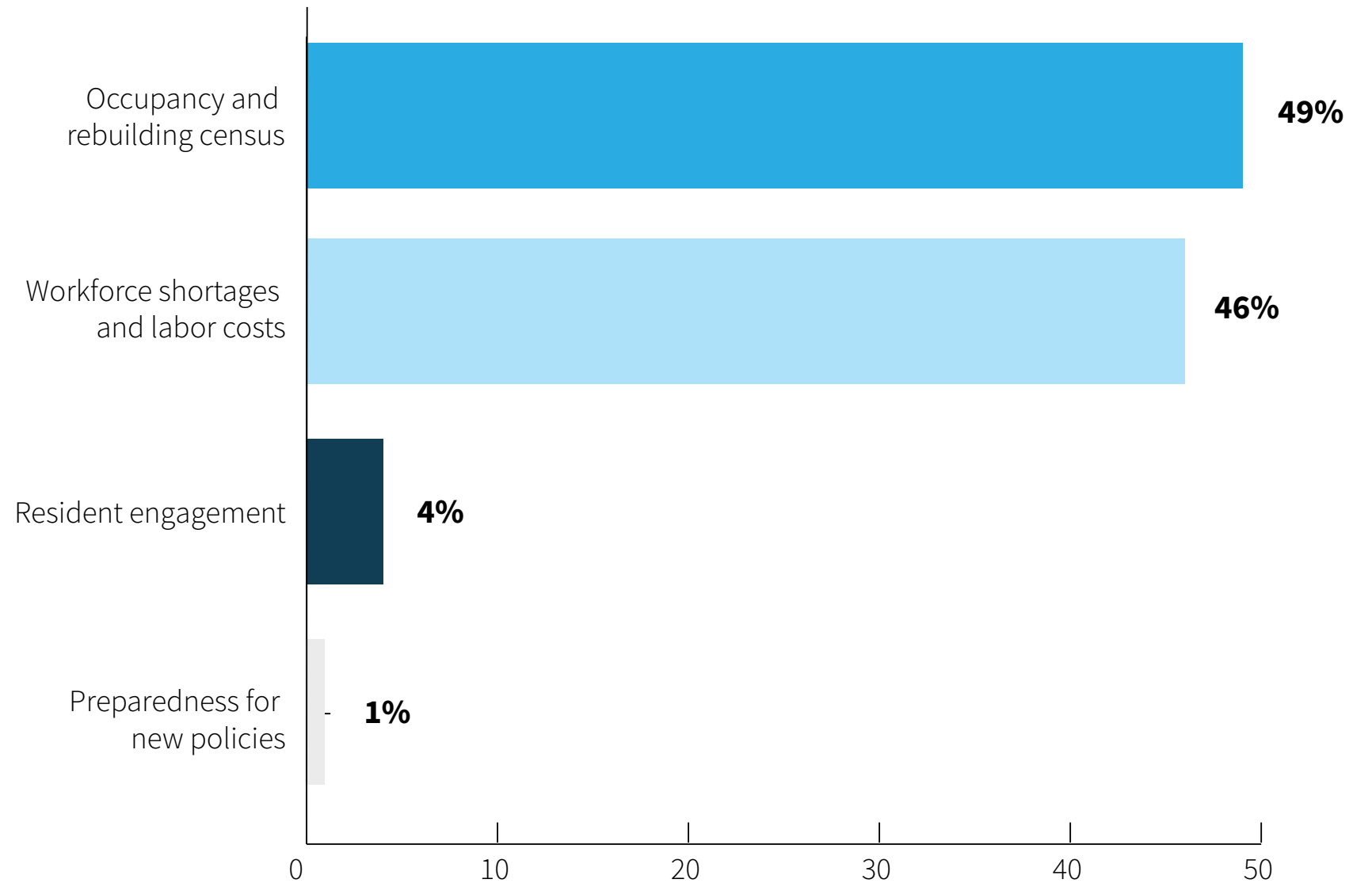
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Resident populations are ready for technology.

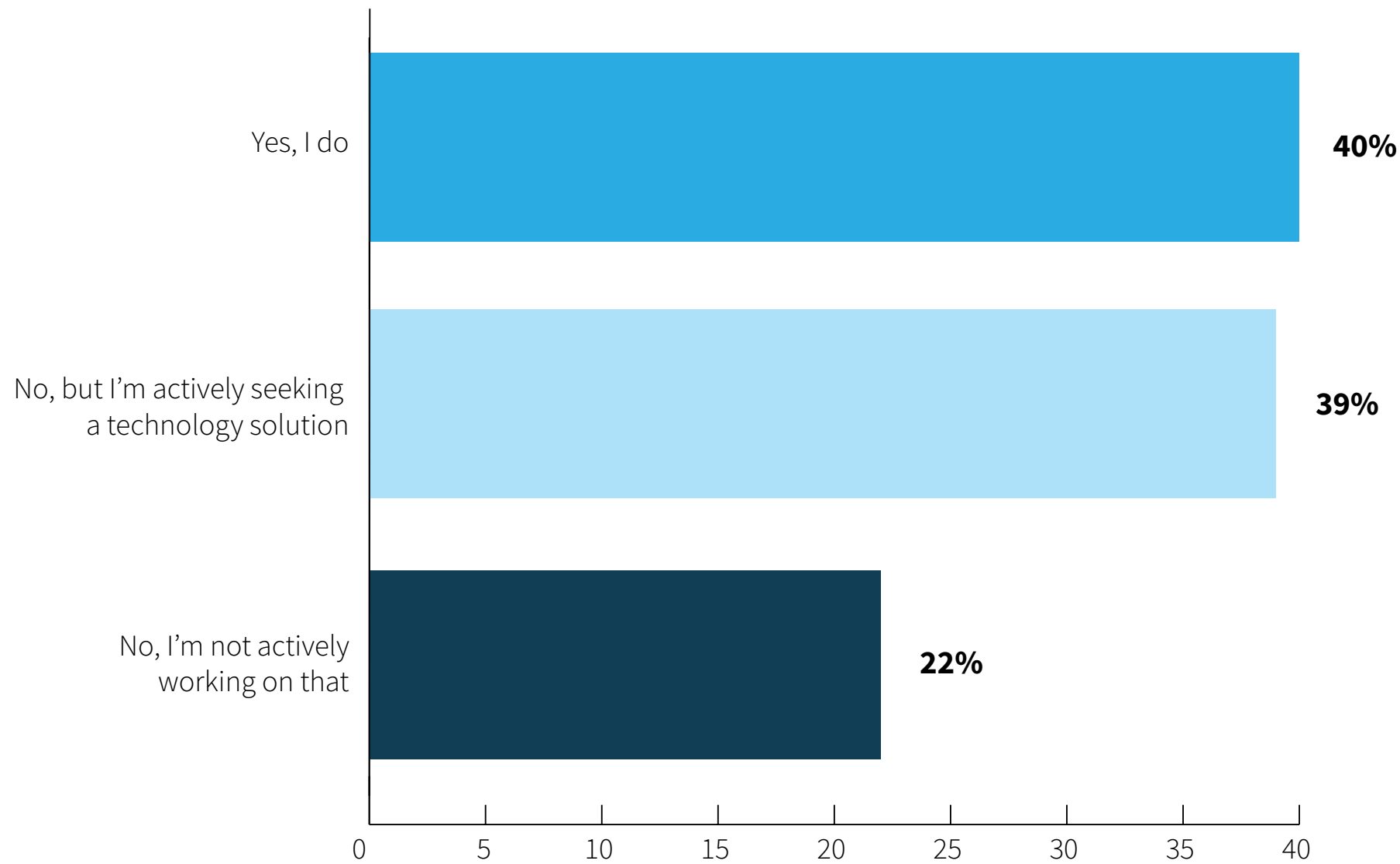
OCCUPANCY AND LABOR-RELATED CHALLENGES IN SENIOR LIVING WERE CITED AS SIGNIFICANTLY GREATER CHALLENGES THAN RESIDENT ENGAGEMENT AND PREPAREDNESS FOR NEW POLICIES.

Respondents are split between occupancy and rebuilding census, and workforce shortages and labor costs as the two greatest business challenges resulting from the pandemic.

Which of the following is your greatest business challenge resulting from the pandemic?



Do you have a technology solution in place to solve the problem identified in the previous question?



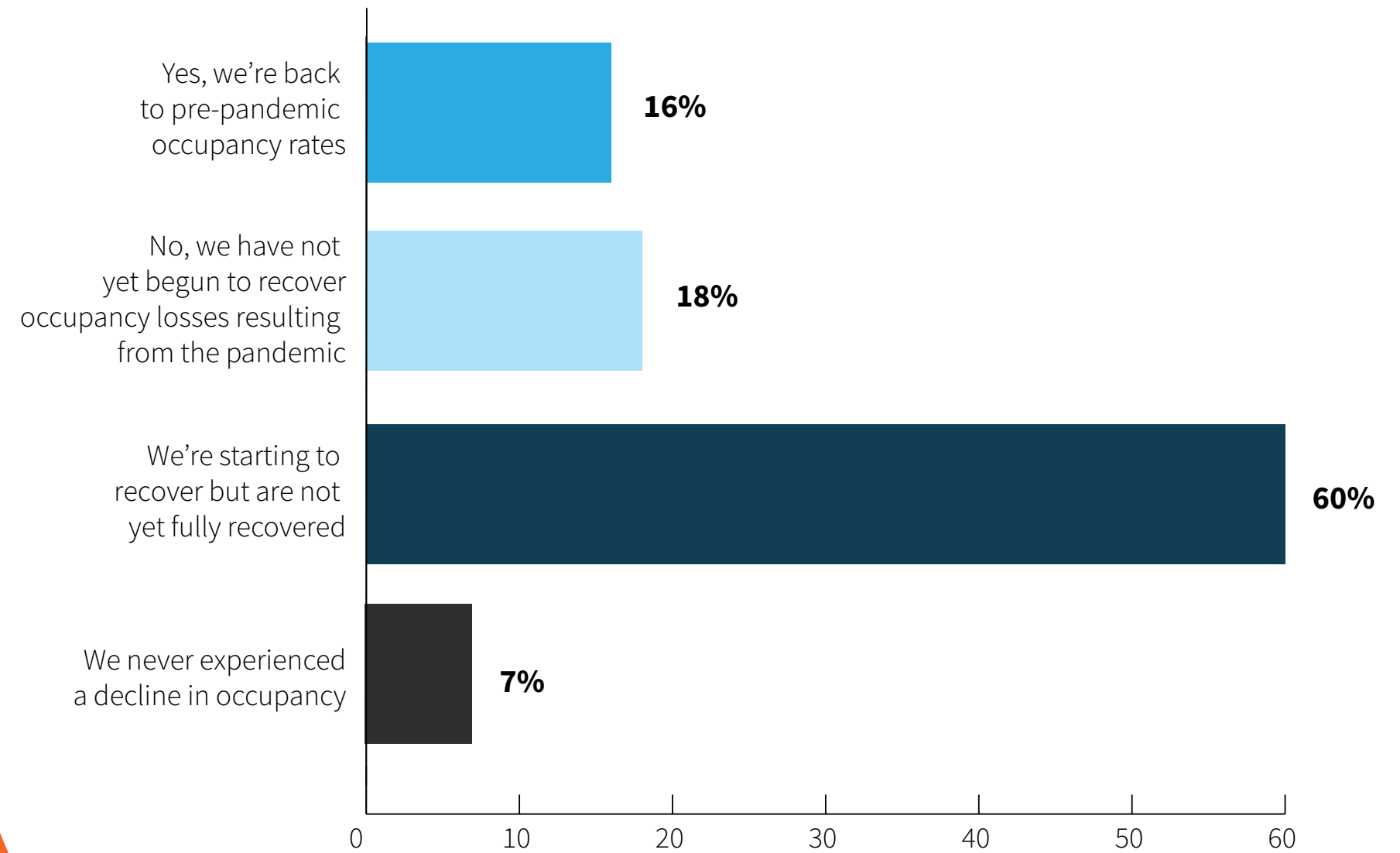
OWNERS AND OPERATORS ARE INVESTING IN TECHNOLOGY TO SOLVE THE OCCUPANCY AND LABOR CHALLENGES RESULTING FROM THE PANDEMIC

Of the respondents facing occupancy and labor challenges as a result of COVID, more than 78% put a technology solution in place or are actively seeking a solution to solve them.

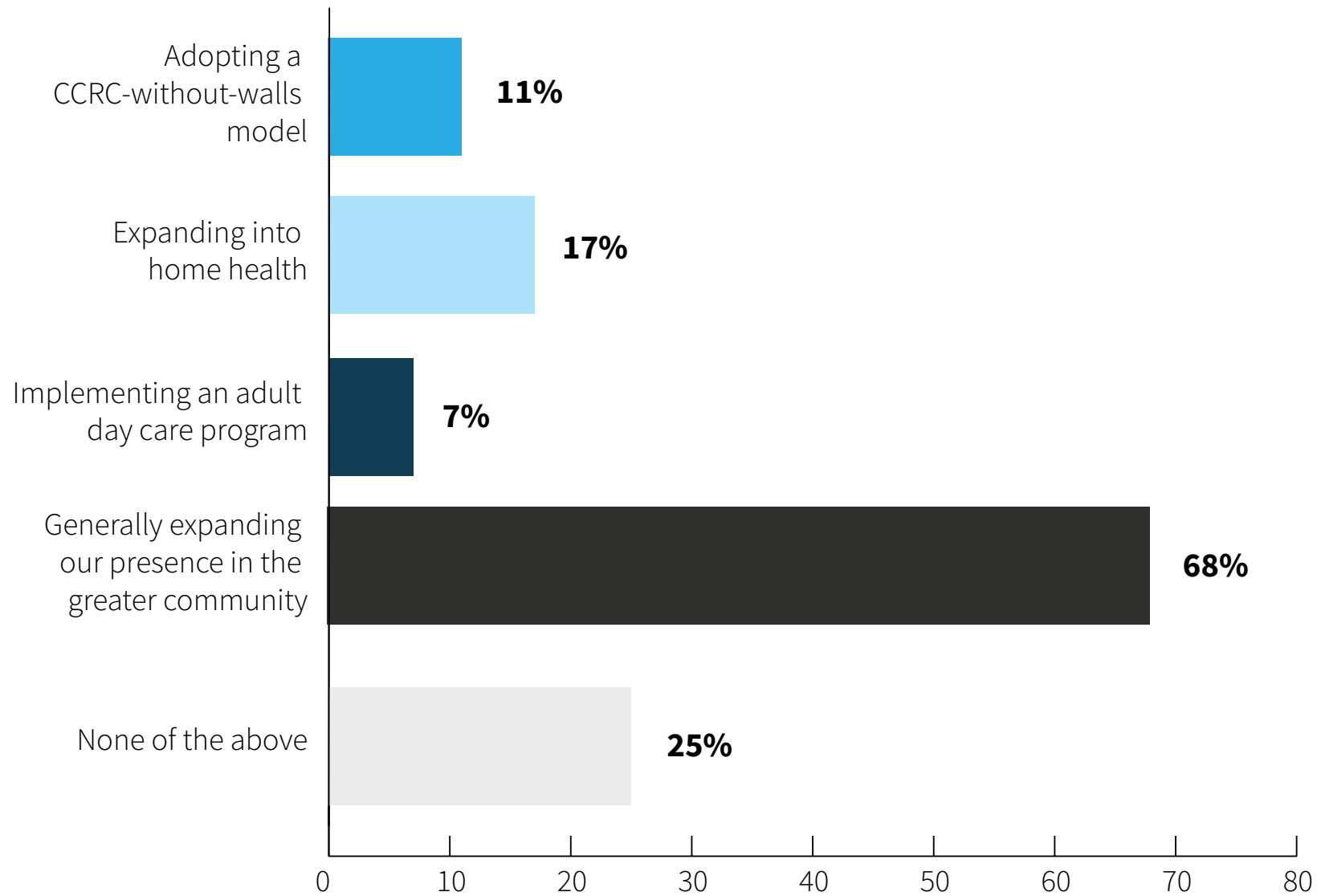
THE MAJORITY OF SENIOR LIVING ORGANIZATIONS ARE STARTING TO SEE OCCUPANCY RECOVERY

Nearly 60% of respondents reported they are starting to experience occupancy recovery but are not yet fully recovered.

Has your organization's occupancy begun to recover in 2021 after pandemic-related losses?



As we look into 2021 and beyond, which of the following are included in your organization's growth plans?

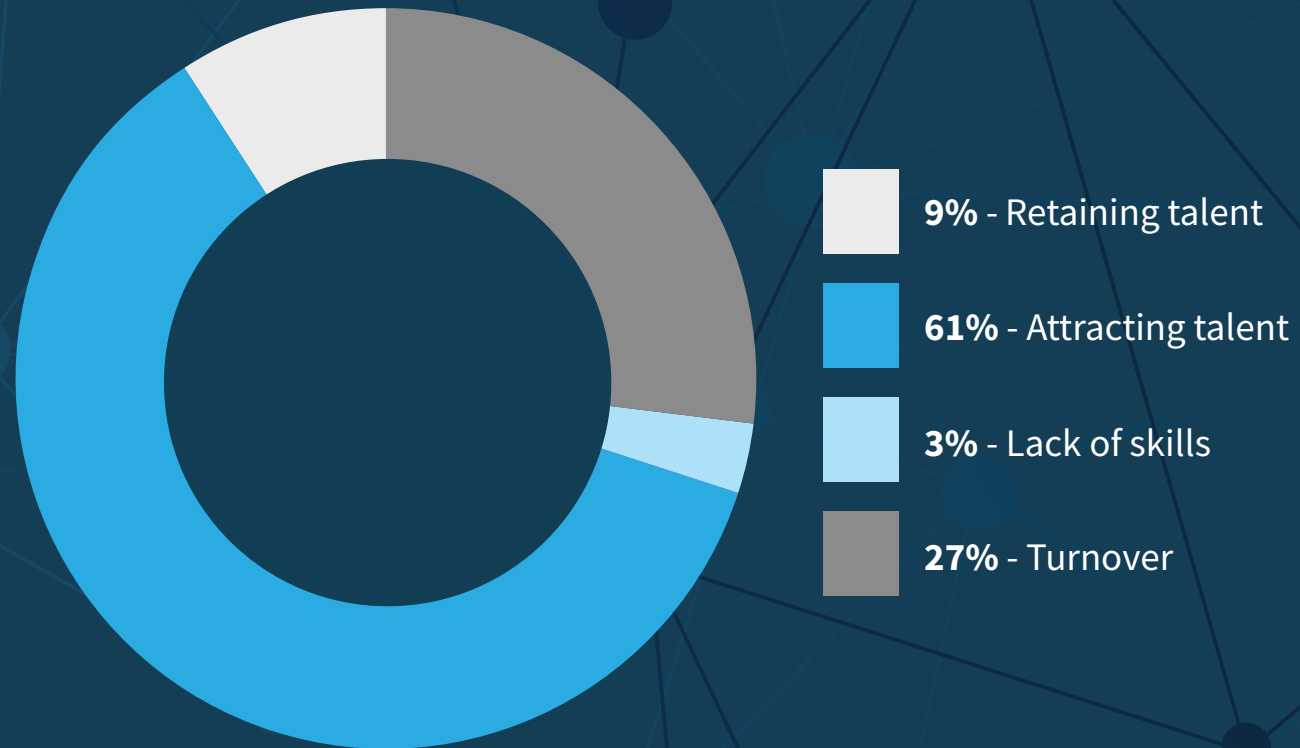


SENIOR LIVING ORGANIZATIONS SEEK TO DRIVE GROWTH THROUGH LOCAL AWARENESS INITIATIVES

Nearly 68% of survey participants stated their growth plans into 2021 and beyond are focused on generally expanding their presence in the greater community.

ATTRACTING TALENT IS THE TOP STAFFING CHALLENGE FOR SENIOR LIVING ORGANIZATIONS

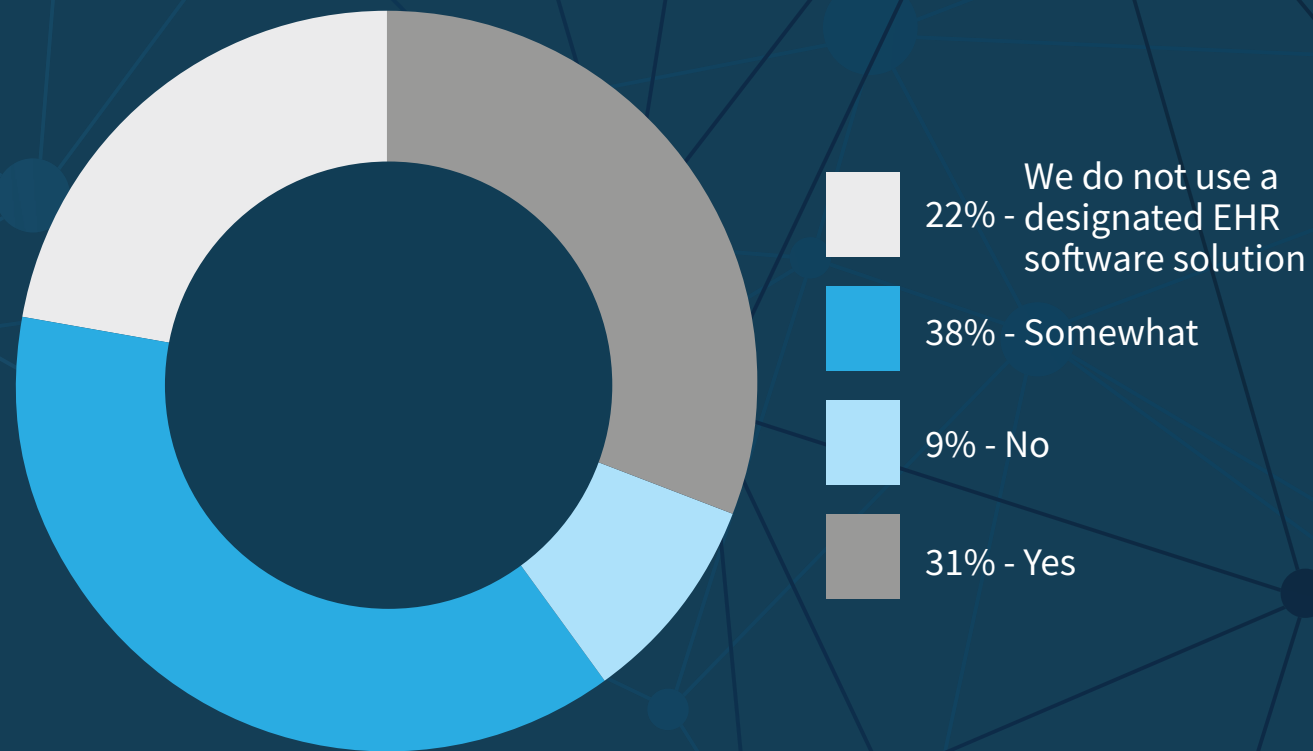
What is your organization's biggest challenge related to staffing?



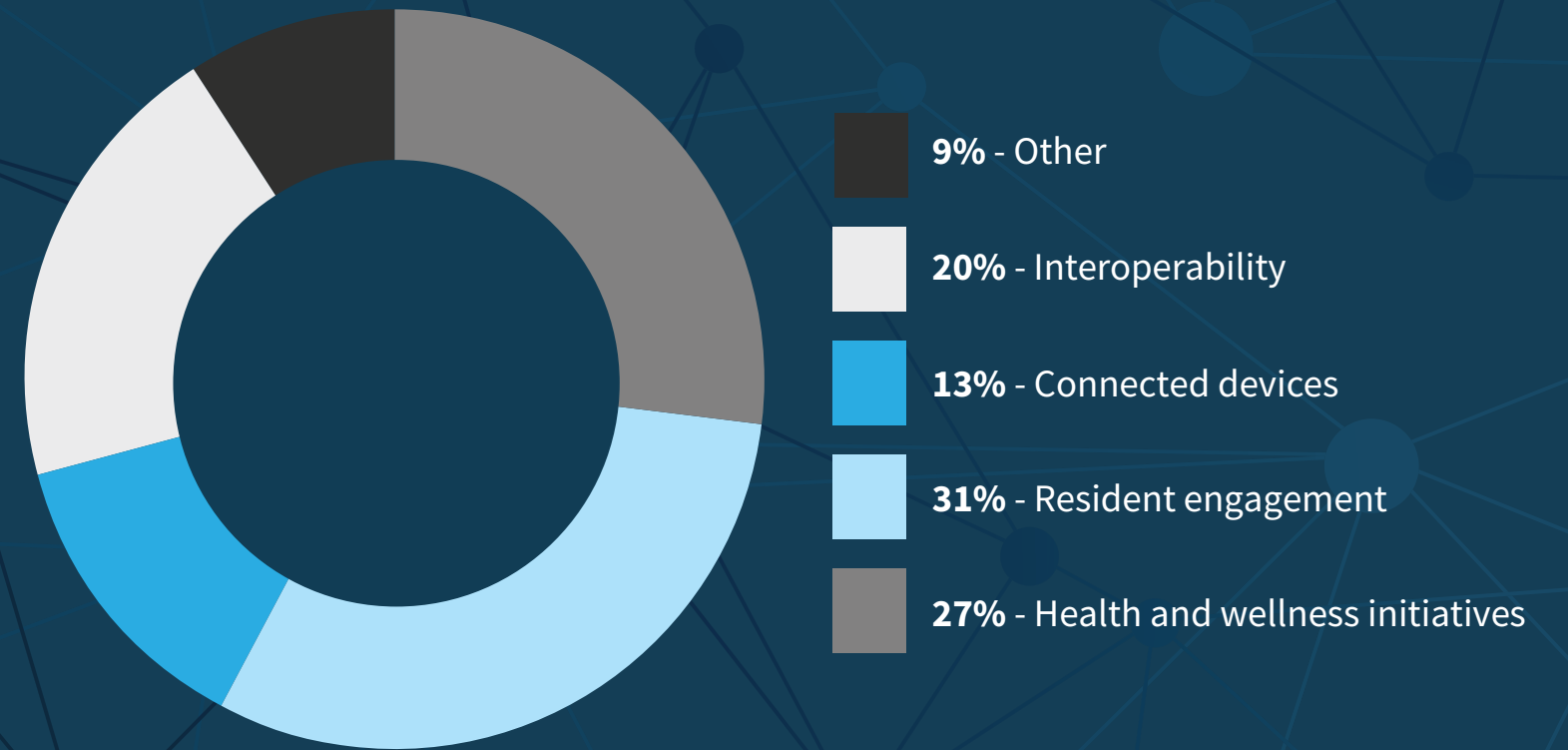
MANY SENIOR LIVING ORGANIZATIONS' EHR NEEDS ARE NOT BEING MET

Only 31% of survey participants feel their EHR software caters to their workflow and business needs. 37% are somewhat satisfied with their EHR software and 22% don't even have one in place

Do you feel as though your EHR software caters to your workflow and business needs?



Where do you anticipate making the bulk of your technology investment in the remainder of 2021?

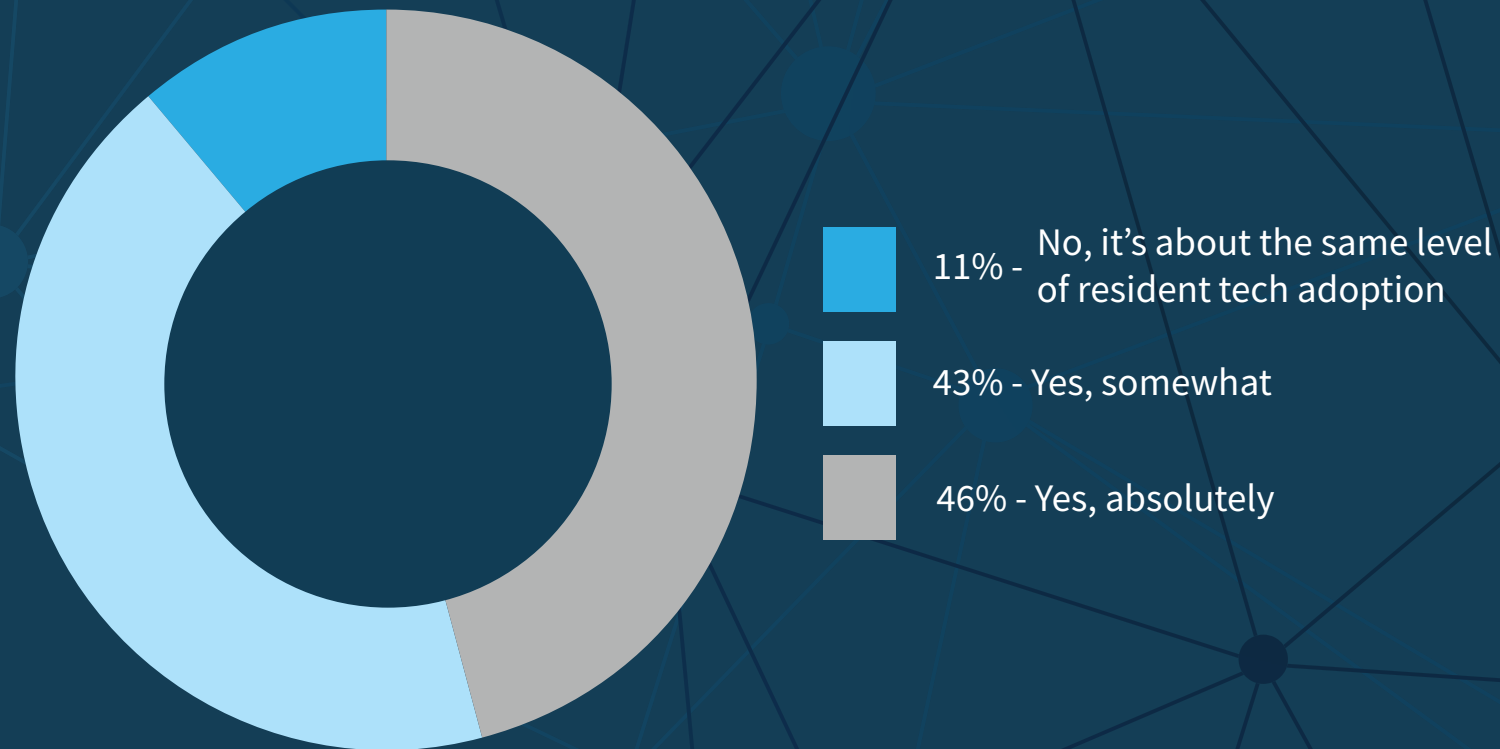


RESIDENT ENGAGEMENT IS THE TOP AREA FOR TECH INVESTMENT IN THE REMAINDER OF 2021

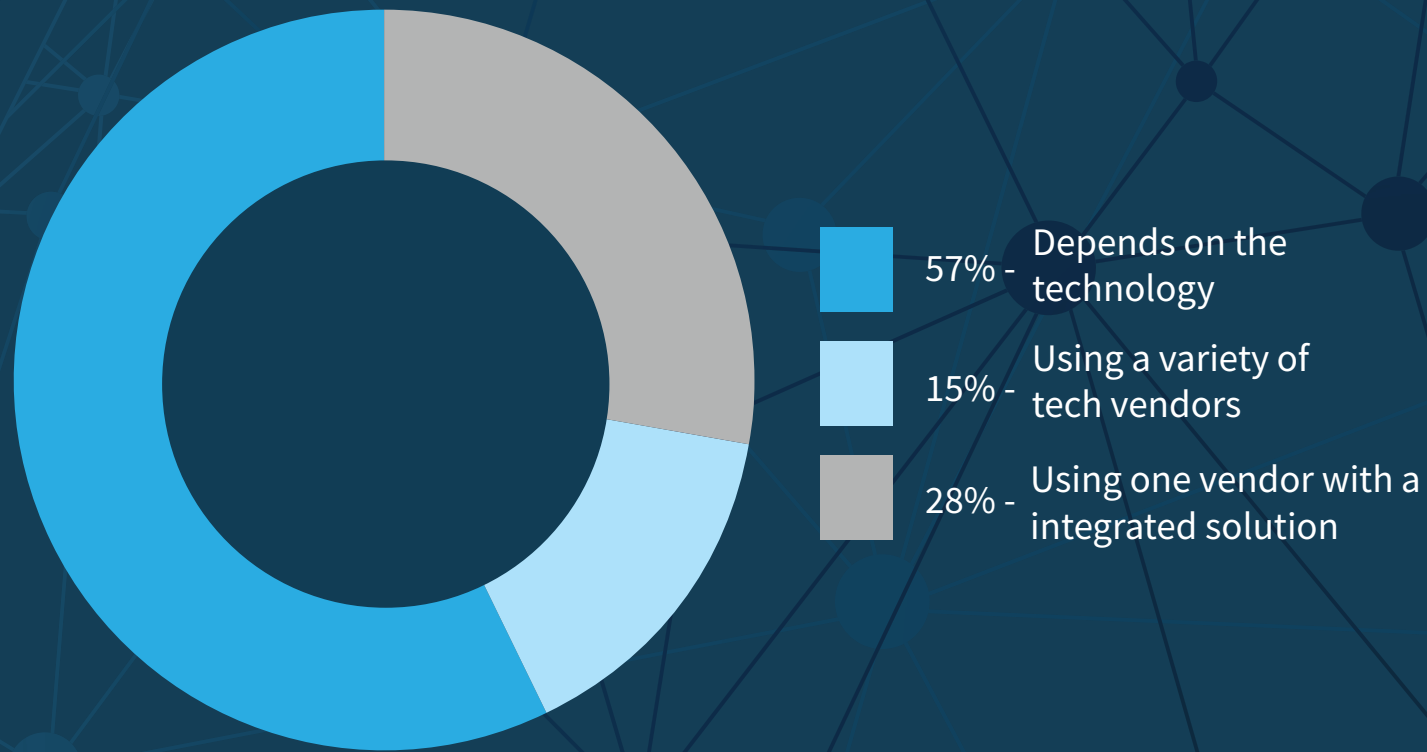
Resident engagement is followed by health and wellness initiatives, and interoperability as the top three areas for technology investment.

THE VAST MAJORITY OF SENIOR LIVING RESIDENTS HAVE ADOPTED TECHNOLOGY TO STAY CONNECTED DURING THE PANDEMIC

Are you seeing your residents adopt technology as a means of staying connected more now than prior to the pandemic?



What is your preferred technology arrangement?

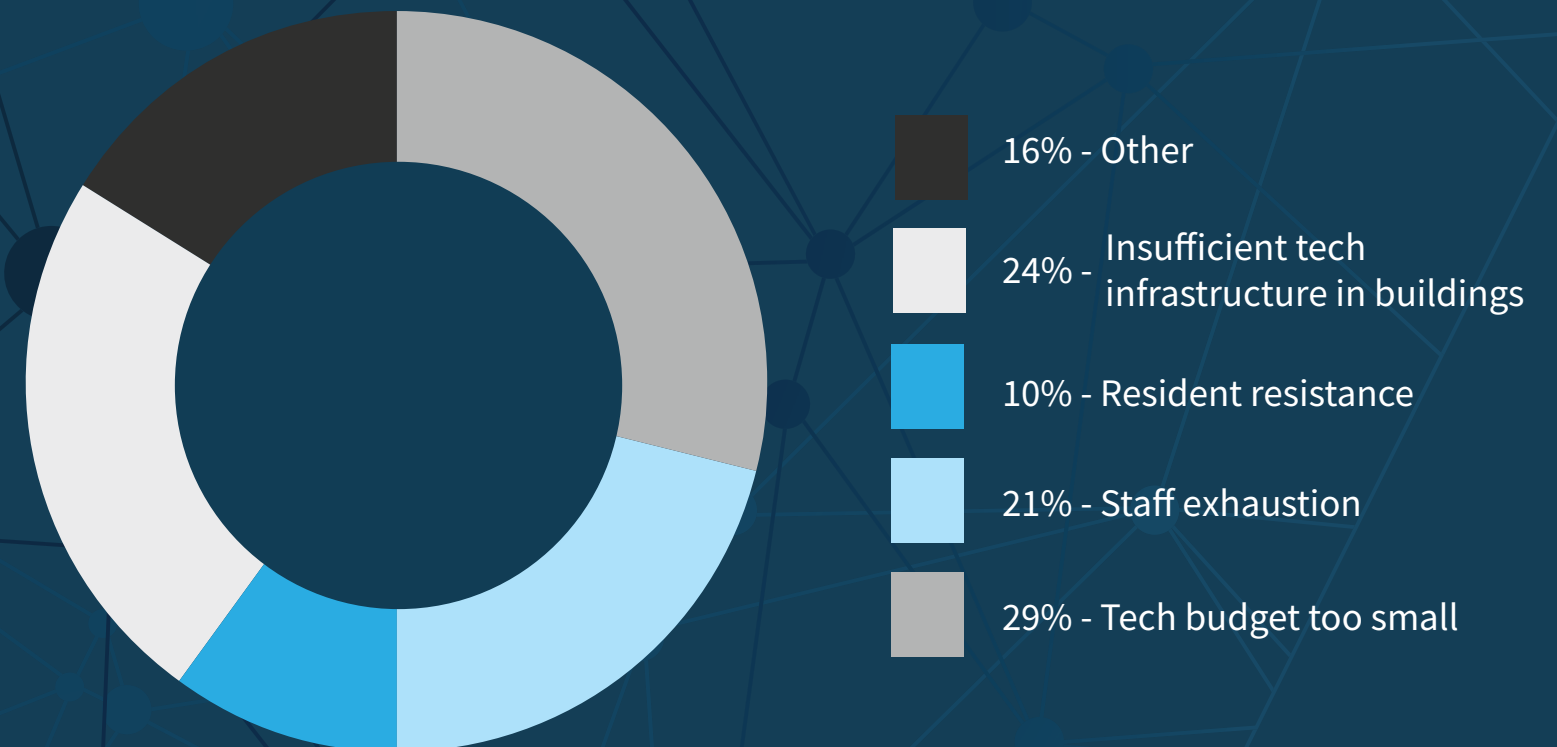


OWNERS AND OPERATORS ARE OPEN TO FINDING A TECHNOLOGY VENDOR ARRANGEMENT THAT PRODUCES THE BEST OUTCOME FOR THEIR COMMUNITIES.

While more than 27% of respondents reported they prefer one vendor with an integrated solution, nearly 57% said they are open to different arrangements depending on the type of technology.

SMALL TECH BUDGETS (29%), INSUFFICIENT INFRASTRUCTURE IN STAFF BUILDINGS (24%) AND STAFF EXHAUSTION ARE THE TOP THREE OBSTACLES TO ACHIEVING TECH-RELATED GOALS IN 2021.

What is the biggest obstacle to achieving your tech-related goals in 2021?



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