

Improving the Move-in Experience

BUSINESS CHALLENGE

A 118-unit assisted living and memory care community was falling behind in forecasted resident census due to ongoing nurse attrition. This resulted in a lack of clinical resources to perform comprehensive move-in assessments and care coordination administrative tasks.

OUR SOLUTION

We implemented a Move-in Coordination Nurse to partner with the onsite Marketing and Director of Nursing. This solution immediately increased census by performing timely assessments and efficient care coordination.



KEY RESULTS

- ✓ Increased resident move-in's from an average of 1-2 per week to 4-6 per week
- ✓ Reduced marketing referral to clinical assessment timeline from an average 3 days to 1 day
- ✓ Increased care team retention by 60%
- ✓ Decreased agency staff by 100%
- ✓ Generated 4 family referrals within 6 months
- ✓ Increase vendor (home care & hospice) referrals from 0 to monthly