

Senior Living Advisory Board

Fall Newsletter

November 2019



Dining Programs

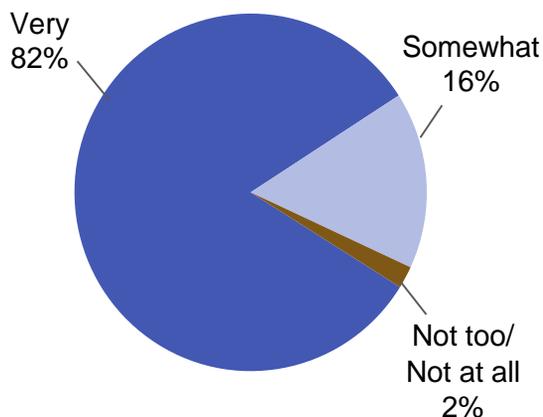
The majority of potential future senior living residents say the dining program would be a key factor in their community selection.

First and foremost, panelists want fresh, high-quality, well-prepared food.

Variety is also important. Panelists want varied menus that are updated frequently. Healthy options are in increasing demand. There is also increasing interest in ethnic fare, especially among Boomer-age panelists. Panelists are also looking for a mix of venues and service styles.

Good service, value, attractive settings, and flexibility round out panelists' list of what they are looking for in a dining program.

Importance of Dining Program in Selecting a Senior Living Community



What's Most Important to You in a Dining Program?

"High-quality, fresh food prepared in a tasty manner."

"Lots of variety, foods from different cultures."

"The program should address dietary needs and have a variety of types of dishes that would satisfy our likes and dislikes."

"My wife and I are particular about having healthy food as well as comfort food."

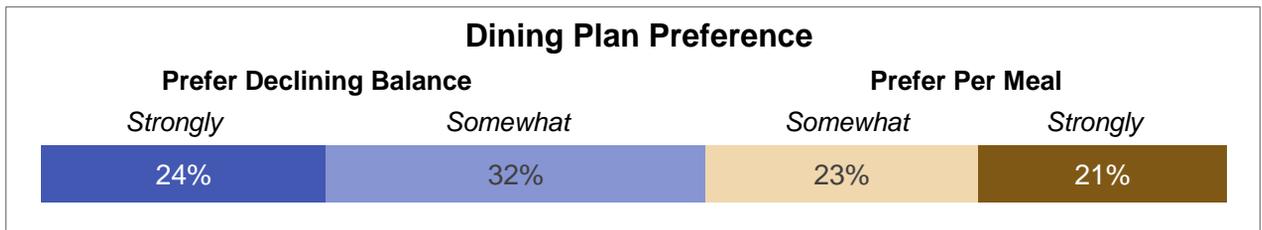
"Multiple options to serve me whether at a deli type venue, coffee bar, formal dining room, etc."

"Healthy fresh foods and vegetarian options."

"Flexibility regarding being able to eat what I want when I want."

"Attractive, casual dining ambience with good service."

When it comes to dining plans, panelists express a slight preference for declining balance plans (56%) over per meal plans (44%). (See page 3 for full plan descriptions.)



Panelists say each plan has its advantages. Declining balance plans are seen as a better value and more flexible. Per Meal plans are considered easier to use and track.

Wellness

In a spring survey we explored wellness, looking specifically at the seven dimensions of wellness defined by the International Council on Active Aging.

Most panelists say they try to eat well and stay active. Many also say socializing and maintaining relationships, regularly seeing health care providers, getting enough sleep, and spiritual or religious practices are key to their well-being.

When asked how senior living communities can best support wellness, potential future residents say the most important things are: fitness amenities; healthy dining options; and expert medical care.

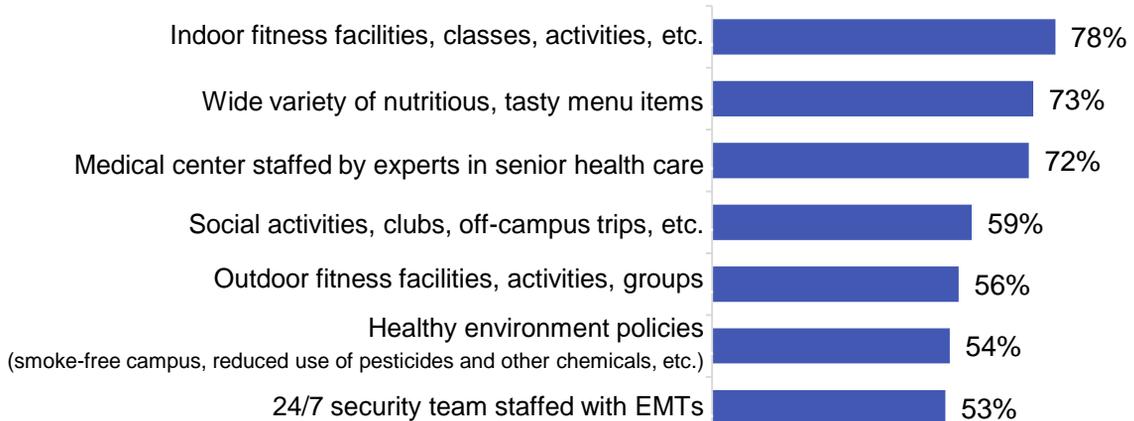
Seven Dimensions of Wellness



Adopted from the International Council on Active Aging (www.icaa.cc)

Wellness-focused Amenities and Activities Offered by Senior Living Communities

% consider each very important



Holiday Celebrations

In our most recent survey we asked about holiday celebrations and observances, with a special focus on the winter holiday season. When asked about some of your holiday traditions, you shared many wonderful answers—here is just a sampling:

What Are Your Favorite Winter Holiday Traditions and Activities?

“Going to the Nutcracker with our grandchildren.”

“Christmas Eve candle light church service”

“Lighting Hanukkah candles and eating latkes.”

“Having friends for dinner on Christmas Eve.”

“Ball drop on New Year’s Eve”

“Tree and house decorating.”

“Dinner and football on TV on New Year’s day.”

“Downhill skiing or snowshoeing”

“Love viewing the Christmas lights and decorations around the area.”

“Family Christmas Dinner.”

“Going to Florida.”

“Walking in snow.”

“Cookies!”

“Concerts”

Meal Plan Descriptions Used in Dining Survey

Per Meal Plans

Under this type of dining plan residents get a certain number of meals – usually 30 or 31 – per month.

These meals can be used any time for any meal at any campus restaurant. For example, you could have one meal a day every day for 30 days. Or, you could choose to have breakfast, lunch and dinner for the first 10 days of the month and then none for the remaining days. Under this kind of plan any meal counts as a meal whether it is a breakfast of an omelet, juice and coffee or a steak dinner including all the fixings, side dishes, beverages and dessert.

If you use all your meals before the month is over you can purchase additional meals. Any meals not used by the end of the month are forfeited.

Declining Balance Plans

Under this type of dining plan residents are given a certain number of “dining dollars” each month with which to “buy” meals at the campus restaurants.

As in off-campus restaurants, menu items are priced à la carte and you only pay for what you get. In addition, prices vary. Dinner items typically cost more than lunch and breakfast items. A steak cost more than an entree salad.

Under this kind of plan, you choose how to spend your “dining dollars.” For example, you could choose to eat a large number of small meals over the course of the month. Or, you could have a smaller number of large, multi-course meals. If one night for dinner you only have soup and a side salad you could use the dining dollars you save to have a sandwich for lunch the next day.

If you use up all your dining dollars before the month is over you can purchase additional dining dollars. Any dining dollars not used by the end of the month are forfeited.