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PERKINS EASTMAN RELEASES ITS SENIOR LIVING 2015 SURVEY: “AN INDUSTRY POISED FOR CHANGE”

New York, NY (March 3, 2015) Top international design and architecture firm Perkins Eastman is pleased to announce the publication of its Senior Living 2015 Survey: [“An Industry Poised for Change.”](#) The firm’s Senior Living Strategies, led by Associate Emily Chmielewski EDAC, along with Principals David Hogleund FAIA and Dan Cinelli FAIA, surveyed major not-for-profit providers and industry consultants across the U.S. to gain insight into current trends in senior living care. Overall, survey results reveal that high-quality memory support programs are in high demand, quality in-house healthcare is a growing preference among residents, and an increasing number of providers want to diversify and offer flexible payment options.

Just under 200 respondents answered a total of 23 questions related to four areas of interest: memory support, neighborhood and Small House programs, industry trends, and examples of healthcare and senior living convergence. Among the most telling finding was the strong belief (almost 80%) that reimbursement/healthcare reform would drive the continued convergence of the healthcare and senior living industries. Interestingly, only 10% of those surveyed currently have a healthcare partner but 50% expressed confidence that they would partner with one in the near future.

“A number of promising trends that we have observed throughout the industry just in the last few years,” observes Principal and Executive Director David Hogleund, “from dedicated memory care support to healthcare convergence, are now having a noticeable and positive impact on how providers offer services. Residents have more options in terms of funding, amenities, furnishings, and managing their schedules. More importantly, providers are better equipping themselves to offer a holistic continuum of care so that residents can age in place.”

Survey results also indicate the overwhelming belief that the Great Recession has permanently changed people’s outlook and expectations about housing and service choices, and as a result, the traditional entry fee for CCRCs should be reevaluated. According to the report, “The market is already seeing an explosion of new memory support programs with a balance of new construction and renovation. Almost 70% of respondents were creating new assisted living programs, but almost one-quarter

were addressing it continuum-wide.” Additionally, household, Small House and Green House® models have exponentially gained in popularity throughout the “care” portion of the continuum.

About Perkins Eastman

Perkins Eastman is among the top design and architecture firms in the world. With almost 900 employees in 14 locations around the globe, Perkins Eastman practices at every scale of the built environment. From niche buildings to complex projects that enrich whole communities, the firm’s portfolio reflects a dedication to progressive and inventive design that enhances the quality of the human experience. With work in 46 states and more than 40 countries, the firm’s portfolio includes high-end residential, commercial, hotels, retail, office buildings, corporate interiors, schools, hospitals, museums, senior living, and public sector facilities. Perkins Eastman provides award-winning design through its offices in North America (New York, NY; Boston, MA; Charlotte, NC; Chicago, IL; Los Angeles, CA; Pittsburgh, PA; San Francisco, CA; Stamford, CT; Toronto, Canada; and Washington, DC); South America (Guayaquil, Ecuador); North Africa and Middle East (Dubai, UAE); and Asia (Mumbai, India, and Shanghai, China).

Images available.

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