

THE SCALA CONNECTION

SUMMER 2024

The association's informative quarterly newsletter for the senior living industry.

2024 Fall Convention

September 23-25, 2024

FALL CONVENTION & TRADE SHOW TRAVELS TO A NEW LOCATION THIS MONTH: HILTON HEAD ISLAND!

We are so excited to be in Hilton Head this year for the first time in 20 years for a conference! With pristine beaches, a pleasant coastal climate, an amazing hosting hotel at the Westin Resort & Spa, Hilton Head Island has long been a destination of choice for professionals looking to foster a networking connection in a truly extraordinary setting.

Great events planned including a Mystical Monday night party featuring a Hypnotist, an opportunity to get your headshots made sponsored by DispatchHealth, and an amazing keynote speaker that is sure to WOW all of you in attendance! 15 hours are approved for NAB ceu's and 18 hours are approved for CE BROKER/SC BLTHCA.

It's not too late to make plans to join us, if you have not already registered! We are accepting registrations until September 16 and we have only a few exhibit spaces remaining. Register now, you do not want to miss this event! We expect about 50 exhibitors and 150 attendees for the event this year and we hope to see you in Hilton Head!



[Fall Convention Info](#)

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Congratulations to Wesley Court Assisted Living Community for receiving a 2023 Senior Living Operations Award for Clinical Excellence



Way to go! Deficiency-Free Surveys:



Cascades Verdae



Brightwater Senior Living

Windsor House Greenville

Also, congrats to Windsor House Greenville on the Best of 2024 in Greenville Award, 7 consecutive years.

Congratulations to Amy Quenneville, Lifestyle Advisor for Wellmore of Lexington on being the 2024 recipient of the Supernova Award. This is the company's highest individual honor. Each year, one leadership team member is chosen by their fellow team members through anonymous voting, to receive the award, then honored at our company's Annual Meeting. Congrats to Amy!

Congratulations to LawyerLisa on Best of 2024 for Estate Planning Attorney



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MESSAGE FROM SCALA EXECUTIVE DIRECTOR, MELODY BAILEY

Dear SCALA Members,

I hope you're all having a great end of summer!
It's a busy time for all of us, but I wanted to take a moment to say thanks for everything you do. As we celebrated Labor Day this week, it's a great opportunity for us to express how thankful we are for all the contributions you as caregivers make to the industry!



It will be a very busy month at SCALA as we continue our preparations for the Fall Convention & Trade show later this month in Hilton Head! We are excited to celebrate the theme: **REDISCOVERING THE MAGIC OF SENIOR CARE**. We will focus on issues and trends that are currently relevant and important to the long term care industry. This conference is also about rediscovering the magic that drew staff with true servant hearts into the industry from the start.

We are also introducing a Legacy Recognition program to recognize members that have been a consistent member of SCALA for at least 3, 5, and 10 consecutive years in the levels of Emerald, Ruby, and Diamond legacy levels. We will begin with recognizing vendors this fall and move on to the recognition of provider members in January.

Also, SCALA will begin accepting nominations later this month for our Board of Directors. Elections occur at the Holiday Winter Meeting scheduled for December 3 this year in Columbia. We hope you will consider submitting a nomination for you or another individual to serve as we will be looking for various director positions all around the state.

This fall continues to be a very special time as we begin to recognize various provider members and business partners on social media weekly. We want to pay tribute to those that are supportive of the association as members and the industry by highlighting a vendor and provider weekly. So look for those social media spotlights starting this month!

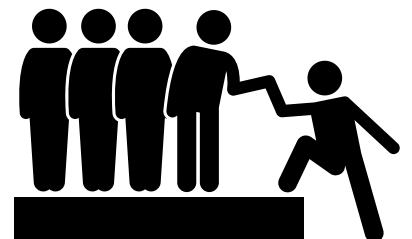
Thank you for taking the time to read this month's newsletter. I appreciate your continued support!

Until next time,

Melody Bailey, SCALA Executive Director

WELCOME NEW Members

- Apto Systems
- CitizensDx
- Culinary Services Group
- Curana Health
- Dining RD
- Express Care Pharmacy
- Gentiva Hospice
- Hillyard
- How's Mom
- Inpro
- Landscape Workshop
- LifeSource, Inc.
- Pharmcare USA of Hartsville
- Premier I Inovatix
- Providence Care LLC
- Southeastern Laundry Equipment Sales, LLC
- Synchrony Health Services
- Good Deeds RCF
- Magnolia Estates and Community






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We're proud to be a loyal supporter and business vendor partner with SCALA for over 18 years. Thank you to all of our customers for allowing us to serve you!



Stop by at our booth at the SCALA fall trade show and say hi!

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www.guardianpharmacy.com



MOVE-IN RATES SLOWING IN SOME SENIOR LIVING SEGMENTS, FUELING OCCUPANCY GAINS *Source: McKnights Senior Living*

Independent living saw the most notable slowdown in year-over-year move-in rates, had the highest discounts and experienced the greatest improvement in the pace of move-ins in the second quarter, according to data from the recently released [2024 NIC MAP Vision Seniors Housing Actual Rates Report](#). Those factors help explain the relatively [larger occupancy gains](#) reported in the independent living segment, compared with assisted living and memory care, in the second quarter, according to a [blog](#) by Omar Zahraoui, senior principal at the National Investment Center for Seniors Housing & Care.

In June, the year-over-year growth for move-in rates in independent living was -0.1%, down from 4.1% in March 2024 and 8% in June 2023. Assisted living also saw a decline in move-in rates, which grew by 1.8% year over year in June, a sharp decline from 9.9% in June 2023, according to the report. Memory care, on the other hand, saw the highest year-over-year increase in move-in rates among the three segments, with 5.1% growth in June. That rate, however, was lower than the June 2023 growth rate of 8.4%.

Discounts reach new highs

Discounts between asking rates and move-in rates for all care segments reached new highs in the second quarter, with independent living reporting the largest discounts.

For independent living, discounts between asking rates and move-in rates averaged 16% in the second quarter. The average June discount was equivalent to 2.1 months of free rents compared with the asking rate, which was up 1.4 months over June 2023. In memory care, the average discount for asking rates compared with move-in rates was 10.3% in the second quarter, with the June average discount equivalent to 1.2 months of free rent. In assisted living, discounts between asking rates and move-in rates averaged 9.4%. The average June discount was equivalent to 1.3 months of free rent.

Move-ins exceed move-outs

Move-ins exceeded move-outs in the second quarter across all care segments, with independent living reporting “notable improvements.” The pace of move-ins in the independent living segment accelerated in the second quarter. In June, move-ins averaged 2.6% of inventory, whereas the pace of move-outs averaged 1.6%. For assisted living, move-ins remained unchanged, averaging 3.1% in the second quarter compared with 3.2% in the first quarter. Move-ins in memory care averaged 3.6% in the second quarter compared with 3.7% in the first quarter.

The NIC MAP Vision Seniors Housing Actual Rates Report provides aggregate national data from 300,000 units within more than 2,700 properties operated by 35 to 40 senior living providers.

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SCAN ME

THE NEW COVID VACCINE IS OUT. WHY YOU MIGHT NOT WANT TO RUSH TO GET IT

The U.S. Food and Drug Administration has approved an updated COVID-19 shot for everyone 6 months old and up, which renews a now-annual quandary for Americans: Get the shot now, with the latest COVID outbreak sweeping the country, or hold it in reserve for the winter wave?

The new vaccine should provide some protection to everyone. But many healthy people who have already been vaccinated or have immunity because they've been exposed to COVID enough times may want to wait a few months. COVID has become commonplace. For some, it's a minor illness with few symptoms. Others are laid up with fever, cough, and fatigue for days or weeks. A much smaller group -- mostly older or chronically ill people -- suffer hospitalization or death.

It's important for those in high-risk groups to get vaccinated, but vaccine protection wanes after a few months. Those who run to get the new vaccine may be more likely to fall ill this winter when the next wave hits. On the other hand, by late fall the major variants may have changed, rendering the vaccine less effective, said Peter Marks, the FDA's top vaccine official, at a briefing Aug. 23. He urged everyone eligible to get immunized, noting that the risk of long covid is greater in the un- and undervaccinated. Of course, if last year's COVID vaccine rollout is any guide, few Americans will heed his advice, even though this summer's surge has been unusually intense, with levels of the COVID virus in wastewater suggesting infections are as widespread as they were in the winter.

Public health officials note that even with more cases this summer, people seem to be managing their sickness at home. Unlike influenza or traditional cold viruses, COVID seems to thrive outside the cold months, when dry air, and indoor activities are thought to enable the spread of air- and saliva-borne viruses. Public interest in COVID vaccines has waned, with only one in five adults getting vaccinated since last September, compared with about 80% who got the first dose. New Yorkers have been slightly above the national vaccination rate, while in Georgia only about 17% got the latest shot.



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ARTICLE: STATES WITH THE MOST ASSISTED-LIVING FACILITIES PER CAPITA

Source: [Compare Home Health Agencies](#)

The United States is facing a caregiving crisis. As America's population ages and adults are staying active for longer, many are choosing to live in assisted-living facilities. Assisted-living facilities offer 24-hour care but are less hands-on than nursing homes. They can offer the best of both worlds for a generation that values independence. Still, low staffing levels are causing facilities to raise prices and, in some cases, close their doors entirely, exacerbating an already severe care gap.

[Compare Home Health Care Agencies](#) examined data compiled by the Department of Homeland Security's [Geospatial Management Office](#) to find which parts of the country have the highest rate of assisted-living facilities per 100,000 residents over 65. While facilities have varying numbers of beds that can accommodate more patients, the number of facilities is used since bed data was not available for some states.

After dipping in 2020, occupancy rates at assisted-living facilities [have largely recovered](#) since the COVID-19 pandemic—faster than nursing homes and independent living communities. However, tough working conditions, like being able to lift patients and deal with stressed and angry family members, combined with low wages, have caused a workforce shortage.

Fewer nurses and other medical professionals on staff can lead to a lack of individual attention and care. To remedy this, the Centers for Medicare and Medicaid Services [implemented requirements](#) in April 2024 to increase staff-to-patient ratios; however, senior living facilities say the new staffing rules, which will be phased in over the next five years, are onerous.

The result is a face-off between government regulations and the private sector, which has been criticized for maximizing profits while not meeting patient needs and, in some cases, abuse and neglect.

How states are preparing for an aging population

Since states, rather than the federal government, regulate assisted-living facilities, the quality and cost of care can vary greatly depending on location. In Michigan, there is only one assisted-living facility per 100,000 residents over 65. According to a March 2024 State of Reform report, the state estimated that it is [short 36,000 direct care workers](#), including certified nursing assistants, and that more than a third of nursing homes are turning away new patients every month.

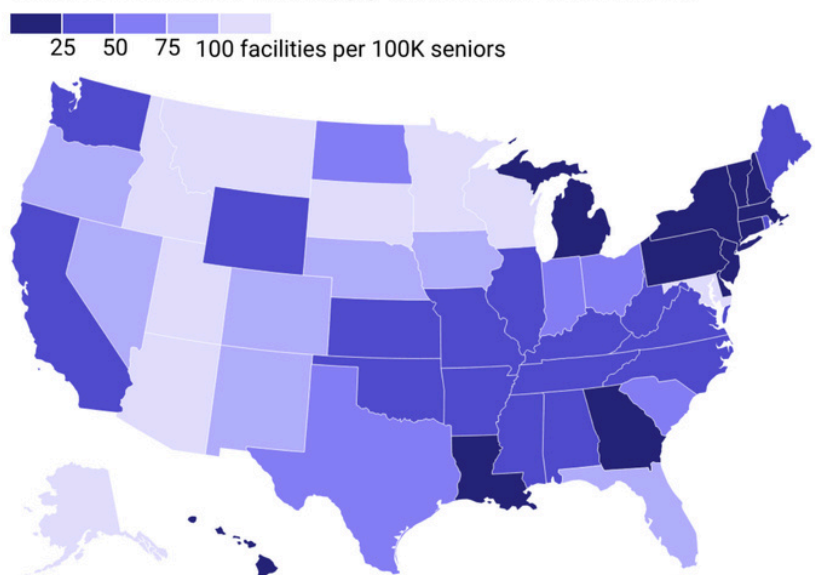
Alaska, on the other hand, has the most assisted-living facilities per capita as more Americans decide to retire in the Last Frontier. In the last decade, the number of residents between 65 and 74 [nearly doubled](#), according to the state's Health Department, and developers have built facilities accordingly. However, the cost of care is among the highest in the nation. Alaskans pay about [\\$7,250 per month](#) for assisted living, 35% higher than the national average.

To rectify disparities, states have tried to boost home-based care by increasing workers' pay and offering training programs. At the federal level, the Senate [held its first hearing on assisted-living facilities](#) in two decades in January, calling for increased oversight.

Since then, members of the Senate Special Committee on Aging have requested that the Government Accountability Office examine how much the federal government spends on assisted-living facilities each year. They are also soliciting information on quality and cost of care from families who have navigated the system.

Aging adults face an assisted-living facility shortage

As seniors increasingly choose residential care, a shortage of health care workers and supply chain issues limit access.



Data source: Department of Homeland Security, Census Bureau

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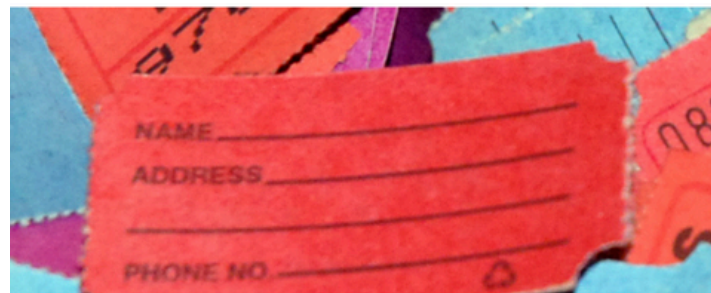
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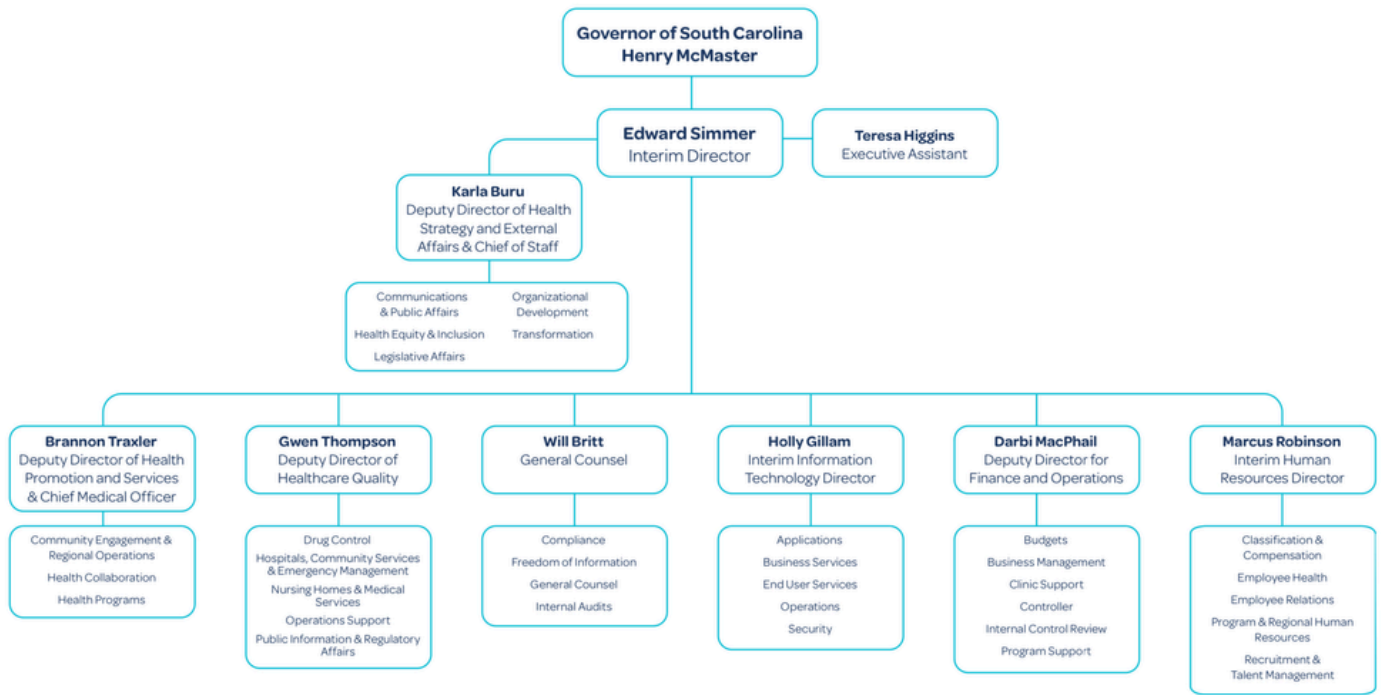
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