

THE YEAR AHEAD

Let's start off with a big HAPPY NEW YEAR to our Commercial Partners and welcome 2019. I personally always like to gaze into the looking glass with a positive spin at the start of each year. Although the world is having an attitude problem (to say the least), we can unanimously say that our sector prospered in 2018 and perhaps the best is yet to come. Now that you are sitting on the edge of your seat waiting and of course ready to adjust your marketing plans, these are my picks for what will be the hot buttons for the sector in 2019:

Product Diversification – the expectation of today's resident will continue to drive the market in a direction like we have not seen before. This does not mean offering variety at a greater cost. It is quite the opposite. The resident will want choices and a healthy combination of care, comfort and amenities. Today's senior living community is not how your grandparent's lived. It is ok to deliver and receive care in the same place you enjoy waking up each and every day.

Community Alliances – there are just so many more programs and services available today, it is counterproductive not to take advantage of the opportunities. As our residents age, they will require more and more assistance. The benefit of an alliance is "cooperation". When two parties work together, an amazing thing happens – your resident receives an incredible value add that did not have to cost big \$ (and perhaps it saved the operator as well).

Creative Employment (and hiring) – from what I see and hear, this area is a massive issue. Finding good (no great) staff MUST become a priority for the entire sector. This is where creative thinking needs to take over. Integrating a level of cooperation with external organizations is paramount to nurturing robust environments that are seen as the number 1 career choice and not a never ending flow-through for low wage positions. Residents deserve and expect to have the absolute best, most passionate and caring staff tend to their needs.

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The Technology Revolution – expect to embrace technology in different ways. From electronic health solutions, to workforce applications, communities will be looking for Commercial Partner assistance in a big way. It is all about efficiencies, risk mitigation and enhanced communication. If the sector adopts technology as it should, we can expect to see a vastly different business model than even two years ago.

What does all of this mean for Commercial Partners? Read between the lines here folks – be a part of the solution. Bring data to support your claims (and products). Bring on alliances. Launch new technology. Help with employment solutions. Drive these trends!!! This is the year of opportunity – seize the moment.

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Senior's Sector Sound Bites

Extra, extra read all about it. Stay on top of the latest news that impacts the business and trends of senior living.

To Decrease Dementia Risk, Get Up And Moving No Matter Your Age

Constantly stimulating your brain through physical activity can effectively extend your years of good mental health.

Read more...

https://www.huffingtonpost.ca/leigh-vanderloo/to-decrease-dementia-risk-get-up-and-moving-no-matter-your-age_a_23596446/?utm_hp_ref=ca-seniors

Preparing to downsize or move into a retirement residence

Another year, another year older. The new year brings a reminder to aging or retired seniors and their families that it might be time to start thinking about downsizing or transition.

Read more...

<https://globalnews.ca/news/4810888/downsizing-retirement-residence/>

U.S. investors form JV, buy nine Ontario seniors residences

Two U.S.-based investors have created a partnership to buy nine Ontario seniors housing communities in small or mid-sized markets and create a new platform to be known as [Oxford Living LLC](#).

Read more...

<https://renx.ca/u-s-investors-jv-buy-9-ontario-seniors-residences/>