

THE AGE OF SUPPORTED AUTONOMY:

The New Role of Senior Living as Champion for Healthy Longevity



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SENIOR HOUSING NEWS

The Age of Supported Autonomy is upon us.

More and more, older adults want to chart their own course to healthy longevity. To do so, they seek a personalized, research-based, tech-enabled environment to support their efforts. This can be senior living.

An operator providing this environment must do so with a data-rich approach that gives each senior greater agency to make healthy decisions. Eschewing a one-size-fits-all approach, the emerging cohort of older adults is looking for a best-in-class support system in their quest for a lifestyle that will help them be as healthy and functional as possible.

A rich holistic lifestyle, with regular movement, continued learning, strong social connections and meaningful purpose, is the major determinant of how we will age. Yet even with the explosion of available self-help content and technology, many seniors still have difficulty crafting a strategy toward their goals, and seek something more personalized and with proven success.



Senior housing can deliver on that demand by offering a state-of-the-art process of lifestyle growth that provides each resident the opportunity to navigate his or her own course with confidence that everything necessary to be successful is readily available.

That is: supported autonomy.

This white paper will describe the characteristics of such a process and make recommendations for evolving current wellness and healthy longevity practices into a more effective model.



Healthy Longevity: A Lifelong Quest

What it is, and why it matters

At any age, we all want to be the best we can be. When we're younger, that might look like a good job, wealth and respect. As we age, we begin to see it as health, functionality, connection, resilience and purpose. This is healthy longevity, and research tells us it's attainable with attention to our lifestyle. Senior living is particularly suited to support that lifestyle.

Senior living can build on its foundation of safety and expert care to create an environment of continued lifestyle growth where caring is enhanced with coaching, where, much like a university, residents continue to grow in the pillars of healthy longevity: physical health, intellectual vitality, social engagement, peace and fulfillment, personal attributes and movement and motion.

"Lifestyle is indeed the key to a healthy longevity," says Dr. Roger Landry, president of Masterpiece, which provides data-driven, research-backed content to senior living community residents to create their pathway to the supported autonomy of holistic health. "Incorporating the science of successful coaching, credible and appropriately matched content and outcome tracking has catapulted lifestyle growth way beyond previous minimally successful approaches."

THE SIX FOCUS AREAS FOR A HEALTHY LONGEVITY



Physical health: The choices we make for our physical health impact resilience, vitality and longevity. Physical health includes how we fuel our bodies, move, rest and manage our health.



Intellectual vitality: Challenging the brain helps to retain and enhance most mental abilities. Intellectual Vitality is about stimulating our brains and using and growing our capabilities



Peace and fulfillment: A sense of peace, purpose and meaning adds quality years to life. Peace and Fulfillment includes how we feel about our lives and how often we seek out that which brings peace.



Social engagement: Social connection is shown to enhance health and longevity. Social Engagement includes nurturing and growing our social network with people of all ages and serving others.



Personal attributes: Beliefs and perceptions shape quality of life and longevity. Personal Attributes include how we experience emotions, our sense of control and perceptions about the future.



Movement and motion: Movement is essential to support independence and resilience. Movement affects everything, from circulation to metabolism to immunity. Your body and mind benefit from strength, flexibility, balance, endurance, and agility, and when done with regularity, it offers a pathway to actualize (reach) your potential



Supported Autonomy: An Effective Process

How senior living operators can give residents the healthy longevity they need and want

In response to both research and resident preferences, senior living wellness offerings have catapulted into prominence over the last decade — and have distinguished the host communities as exceptional. But with the information deluge, availability of supporting technology, more research on healthy lifestyle and how to make successful lifestyle change, the field has become more complex. Resident expectations are reflecting this.

“If you wonder what the new older adult wants, just decide what you would want, no matter your age,” Landry says. “This new older adult is savvy as to what’s possible.”

This explosion of new possibilities has led to the evolution of the concept of a self-directed process for healthy longevity, supported by tools, data, content, coaching, a delivery platform and a track record of positive outcomes. Such a process is more likely to win the attention of the evolving senior living prospect, with the potential to overcome the, “I’m not ready yet” group of prospective residents, while also being attractive to the younger and more highly functional adult. Likewise, the potential for growth will most certainly gain the attention of the mildly impaired.

Here is a look at how senior housing operators can effectively drive this process.

Industry Impact



Physical Health

76%

Increased or maintained physical activity.

*44% of adults are physically active nation-wide



Brain Health

94%

Have maintained or increased intellectual activity



Emotionally

74%

Feel they have a significant amount of control in their life



Socially

91%

Feel staff support their healthy longevity efforts

*Based on Masterpiece Network Data from 4,636 Independent Living Residents in 2019



The 5 areas operators use to support a healthy longevity

- **Technology tools**
- **Data**
- **Content**
- **Coaching**
- **Technology platform**

Technology tools

Anyone can significantly improve their lifestyle at any age — provided they have the right technology tools. These tools can help residents build a holistic lifestyle by providing clear and practical feedback. Perhaps the most important is a lifestyle dashboard that a resident can use to both assess and track individual progress within the pillars of a healthy holistic lifestyle.

“Support of residents in their wellness journey has become a specialty, requiring sophisticated resources,” Landry says. The Masterpiece lifestyle dashboard allows residents to assess, build and follow their holistic lifestyle traits, including:

Wellness. The physical, intellectual, social and peace and fulfillment components of lifestyle.

Personal attributes. One’s emotional landscape, sense of control and perception of the future.

Movement & motion. Fall risk as related to strength, flexibility, balance and endurance.

Data

In order to sustain any effort to improve lifestyle, an operator must provide each resident with the ability to assess current status and follow progress toward desired outcomes. An easy-to-understand lifestyle dashboard should deliver baseline and current status as well as overall progress in order to effectively incentivize continued engagement.

Aggregate data generated by this process is a valuable gauge for community decision-makers and a source of powerful sales and marketing messaging.

Content

Most lifestyle and wellness content is delivered in bulk, necessitating that residents wade through potentially large amounts of information in order to find the resources that fit their interest and need. Even after narrowing down a topic, the sheer volume of wellness materials available can easily overwhelm the best of intentions.

Operators will have to offer a person-centered library of information tailored to each resident’s learning preference and current level. A process that offers content in multiple formats — video, audio, text and courses, both short and in-depth — while matched to the individual’s assessed needs, preferences and complexity, will clearly be the preferred approach for those seeking a personalized support system for their path to a healthy longevity.



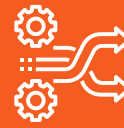
Personalized coaching

Even with a self-directed approach, coaching capabilities are considered a necessary feature of an effective lifestyle growth process. Lifestyle coaching is an art. Departing from usual physical training models which offer a prescription for change, lifestyle coaching incorporates skills such as kaizen, artful listening, communication, and customized growth plan assistance. This coaching uses the science of successful lifestyle change to engage the individual in a personal exploration of the why, what, how and how much of change. Whether in person or virtual, coaching has become a must for effective lifestyle growth.

Technology platform

An effective process of growth also requires a delivery platform that is compatible with the individual's lifestyle and preferred methods of learning and motivation. Technology is a must, but not to the point where the technology becomes the product rather than the messenger. Once again, a delivery platform must be personalized and responsive to the specific intentions of its user.

"With regard to healthy longevity, increasing



Bringing Kaizen to senior living

One such effective coaching philosophy is kaizen, the Japanese approach to change as a core principle. With kaizen, the effective lifestyle coach can facilitate confidence and competence with small steps towards durable change.

adoption of technology has radically changed the preferences and expectations of residents," says Dan Hermann, who as president & CEO at Ziegler plays an active role across all investment practices, especially within the health care and senior living sectors. "Credible resources, data tracking and personalized support are a must."



The Masterpiece Experience

How Masterpiece delivers healthy longevity through supported autonomy

Masterpiece (formerly Masterpiece Living) has been at the forefront of senior living healthy longevity for almost two decades. Born of the results of the MacArthur Foundation's ten-year study on aging, and with a mission to "inspire and cultivate individual growth, resilience and purposeful longevity," Masterpiece has partnered with 130 senior living communities and touched the lives of over 40,000 residents.

Using lifestyle assessment tools, Masterpiece has accumulated over five million data points which they now use to create and refine content which is more targeted, engaging, and effective for lifestyle growth. Knowing that experience, health and continued growth have become important goals for the growing demographic of the new older adult, Masterpiece is nearing completion of a signature process to support each resident's path to healthy longevity.

A community branded wellness offering "powered by Masterpiece" can make the difference in resident health, longevity, satisfaction, and, as a result, occupancy.

Masterpiece is also now responding to COVID-19 with a robust catalogue of resources to address the challenges of loneliness, resilience and associate burnout, giving operators a deep catalogue of virtual



The Language of Masterpiece

Masterpiece believes that words matter. Before speaking, we ask ourselves:

Do these words...

- promote healthy longevity and resilience?
- empower and encourage others?
- convey strength?
- promote a positive culture?

Are these words...

- free of stereotypical thinking?
- free of ageism and ableism?
- potentially hurtful to anyone?

content they can use to help residents stay engaged and on track to meeting their goals.

"Masterpiece has been there with credible resources to support our residents in their quest for a healthy longevity," says Mark C. Lichtenwalner, CEO, AgeWell Living. "Even during this pandemic, the customized resources were a significant asset in dealing with resident loneliness and isolation."



Communities wishing to attract the evolving older adult and keep residents as functional as possible, for as long as possible, now have two options. They can build a process in-house or partner with a credible provider of lifestyle. The former will take some time and be costly, the latter an attractive option with the right partner.

Masterpiece views its partnership role as supportive to the wellness programs already available in communities. Adding tools, data, regular sophisticated content, a delivery platform compatible with one currently used, coaching and an exceptional track record to a current offering can catapult any program forward to a new relevance and level of attraction already required by a new breed of prospect.

“Masterpiece has evolved along with older adult health and wellness, along with the expectations for quality of life in longevity, and along with the information and technology explosion,” Landry says.





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