



Powered by



masterpiece

by

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Masterpiece provides the
framework and tools to support
your lifestyle and vision.
Delivered by your community,
powered by Masterpiece.

WHO'S IN YOUR LIFESTYLES ENGINE ROOM?

The last two decades have been an exciting time for senior living wellness. We've witnessed wellness offerings evolve significantly from diversion, to feature, to benefit, to required benefit.

ASHA recently reported that according to a Pro Matura/International Council on Active Aging survey, senior living communities are increasingly moving away from a care-first mindset and toward a wellness lifestyle with options for care available. 60% of operator respondents said that, by the year 2023, their retirement community will be based on a wellness lifestyle.*

The impetus for this radical shift began with the MacArthur Foundation seminal Study on Aging which showed that lifestyle was the major determinant in how we age. Subsequent research has solidly placed a healthy, holistic lifestyle at the forefront of a healthy longevity experience. These findings, in the context of steady increase in life expectancy and a rapidly growing older demographic, have caught the attention of not only older adults, but also senior living operators keen to attract this demographic. Consequently, you'd be hard-pressed to find a senior living community that doesn't provide a wellness program of some kind. However, the quality of these offerings varies widely, and most are static, whereas the ProMatura/ICAA survey would indicate that more evolution is imminent. Just offering a wellness-based lifestyle will not be enough. While Lifestyle has become, according to the same survey, a major deciding factor in the choice of a senior living community, the older adult is looking for wellness that goes beyond activity level and healthy food choices. The new, savvy, older adult audience has evolved and is focused on wellness that drives overall healthy longevity and a path to vitality, and this audience will drive how senior living views and integrates lifestyle into community benefits.



MAINTAINING AN EDGE

As mentioned above, we're already moving from care with a lifestyle wellness offering to a lifestyle wellness focused on healthy longevity and vitality with a care offering. This in no way diminishes the importance of the care provided by senior living. On the contrary, it assumes that quality care will be there when needed. Much like a university infirmary, it's there to get one back in the game of growing when there's a health setback, or to help accommodate when life throws a curve ball.

This is such a dramatic shift, there will undoubtedly be those who question this evolution. However, if we lay out the facts it becomes clear why this is happening.

01

What is the mission of senior living? Is it not to support residents so that they experience the highest quality of life possible?

02

Research has confirmed that lifestyle, and overall lifestyle growth play a major part in determining quality of life and healthy longevity.

03

Small lifestyle change can produce significant positive outcomes even with advanced age and impairment. It's never too late.

04

There is continued marked advancement in information and technology to assist older adults in attaining a healthy longevity and this is driving higher expectations.

The new, savvy, older adult audience has created an environment where operators are challenged to meet higher demands and expectations from prospective residents. The result is a need for communities to stand-out and differentiate themselves to attract and retain the healthier older adult.



With wellness programs everywhere, how to offer one that stands out?



How can a community keep up with the rapid growth of information, researched-based content, technology delivery capability, and consumer expectation for a personalized, data-driven experience?

ADDING POWER TO YOUR LIFESTYLES OFFERING

Masterpiece (formerly Masterpiece Living) has a long history of successful partnerships with senior living systems and communities to enhance lifestyle-based wellness capabilities. Taking up the gauntlet presented by the results of the MacArthur Study nearly twenty years ago, Masterpiece developed a groundbreaking capability to assess, track, and enrich a holistic lifestyle. This early pursuit of lifestyle sophistication for healthy longevity has yielded an enormous volume of experience and data which has guided Masterpiece in their own evolution to enrich wellness offerings in partner communities, and to significantly contribute to the change in dialogue and focus within the aging field.



Initially, when such capabilities were essentially non-existent, Masterpiece was the major component of wellness offerings for their partners, often the community's branded life enrichment program, with lifestyle assessment tools, data tracking, and programming enhancement. But with the rapid development of community capabilities, Masterpiece has now set up in the lifestyle engine room, providing the additional power to support the community's own wellness program in meeting the expectations of the emerging new older adult: more personalization, data, research-based, sophisticated content focused not only on wellness, but the greater goal of healthy longevity and vitality.

Powered by Masterpiece represents a new relationship with partners; one that places Masterpiece in the role of substantially augmenting the branded lifestyle and wellness capabilities of any community. **Powered by Masterpiece** is essentially made up of the following key ingredients:

01

20+ years of research and expertise to continuously provide access to updated content. Masterpiece content includes methods, tools and best practices to provide ease of use, increase operational efficiency and turnkey solutions for communities and their residents.

02

A 360-degree comprehensive approach focused on a holistic lifestyle experience framework to support your community vision. This includes associate training, coaching, content and programming. With continuous content development, Powered by Masterpiece provides communities with a vast and growing content library across lifestyle wellbeing for the evolving, savvy, older adult.

03

Access to measurements and a lifestyle dataset that provides transparency on a community's overall strategy for wellbeing, engagement planning, decision-making and occupancy.

After nearly two decades of experience as a lifestyle partner to both not-for-profit and for-profit communities, Masterpiece has accumulated a wealth of data that has guided them to Masterpiece for a tech-enabled platform. By continuously collecting millions of data points, Masterpiece is able to provide dynamic insight for both the individual resident and the community partners. Data is the driving force for curating and delivering a personalized content experience for Masterpiece partners and their communities. The end result delivers engaging content and programming for resident growth and community knowledge for strategic decision making. All branded and delivered by community partners, but powered by Masterpiece behind the scenes.

Whatever the lifestyle and wellness needs of the organization, Masterpiece is ready to support communities:



Training for associates

Turnkey training in the ins and outs of healthy longevity is ready; Additional holistic content? An ever-growing treasure trove of ready-to-use programming is at fingertips;



Aggregate community data to guide lifestyle decision-making

A wealth of Masterpiece Network and system or community-specific data is ready to guide sound decision-making and augment sales and marketing messaging;



Assessment tools, content, individual data for tracking progress

Masterpiece has continued to evolve these resources over many years. Today's tools, content and individual data measures are designed to meet the resident at the moment, no matter where they currently reside on their path to healthy longevity.

While the Masterpiece solution has been designed to maximize each individual's pathway to health longevity, resident's needs continue to grow and research continues to evolve. As such, Masterpiece is currently beta-testing its next evolution for delivery of more personalized content. This continuous development will help equip and differentiate your community to stand head and shoulders above competitors and remain there.

THE MASTERPIECE PROCESS FOR SUPPORTED AUTONOMY



The confluence of the Masterpiece experience with data-driven lifestyle change, the new technology supporting personal growth, and the expanding demand for customized resources has spawned a new approach for self-directed lifestyle enrichment...A Masterpiece Process for Supported Autonomy. A community wellness program will soon be able to immediately enhance their offering utilizing this state-of-the-art capability. Supported autonomy allows residents to take control of their lifestyle growth while supported by community resources enriched with Masterpiece. This process enables the resident to assess holistic lifestyle in six major areas: Physical Health, Intellectual Vitality, Social Engagement, Peace and Fulfillment (meaning and purpose), and Movement and Motion. The sixth area, Personal Attributes focusing on mindset, self-efficacy, and emotional constitution, makes this process highly personalized. With the feedback generated by this evaluation, the individual can then pursue whatever lifestyle growth she chooses, supported with multi-level content matched to subject and preferred medium (visual, auditory, written). With coaching available, and full self-tracking capability, this process is designed to meet the individual wherever they are in their healthy longevity journey. Aggregate data generated by this process can significantly enhance community oversight of the effectiveness of their wellness efforts.

The focus on healthy longevity, and the support that allows each individual to chart a personalized course to attain it, is power indeed for the future of senior living.