

Thoughts about Census

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Our mission is to demonstrate God's love to senior adults. Even though our mission is clear, we cannot serve residents who do not exist.

In a recent article published in "Long-Term Living" magazine, the authors explain "In order to remain operationally and financially viable, we must reevaluate the context of the market in which services are provided."

Older adults are more independent, more active and more selective than ever before. And fortunately for senior adults today, there is an abundance of choices for aging services that were once very limited.

The new trend is called, "Aging with Choice." This new trend is driving the marketplace for aging services. Culture change is the force demanding changes in which services are being delivered.

We are slowly transitioning from the G.I. Generation to the Silent Generation.

The Silent Generation is highly self-dependent, which is a good thing. They perpetuate their youth and resist aging, and consequently maintain healthier, active and adventurous lifestyles. This generation is not seeking a traditional retirement.

Their motto is: "I want what I want when I want it, and only when I want it, will I be willing to pay for it."

The Silent Generation does not want the same type of services provided to their parents and grandparents. They abhor the traditional institutional delivery of services. Therefore the marketplace is being driven to change its provision for the aged with more choices and alternatives to traditional approaches to care.

The biggest competitor to our services is the resident's home. Seniors are looking for more ways to stay at home and receive support from family and community based serves, such as home health, adult day care, respite care and hospice.

Our administrative staff is acutely aware of changes needed to keep TBH on mission. The Resident Care Committee has been working on customer satisfaction and culture change.

Changes are already occurring:

1. Building design to allow for more room and privacy.
2. Building décor to reflect more home-like design moving away from institutional approaches.
3. Meals, showers, baths, waking and sleeping with more choices and at times when residents want it.
4. Medications delivered with more privacy, choice and personal preferences.

Change is indeed difficult and we never know where the path will lead. However, I am more concerned about doing nothing and going nowhere, than what is at the end of the path.

Thank you for joining us in this journey and nudging us towards better care and services showing the greater love of God to aging humanity.