



Grow your census,  
maintain occupancy,  
and improve resident  
satisfaction—by  
partnering with TheKey.

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What's different about a  
partnership with TheKey?  
Results.



# Introduction

At TheKey, we have been delivering expert, quality care to seniors living in communities like yours for 20 years. With decades of experience, we understand your challenges and are uniquely positioned to provide tailored solutions that assist your residents—and you.

Whether it's helping to grow your census, maintain occupancy, improve resident satisfaction, or fill your activities calendar, TheKey has proven programs that can help. We have a track record of delivering results and building strong partnerships that last.

# With the support from TheKey, your residents can stay with you longer.

At TheKey, we understand the importance of not only maintaining, but also growing a healthy census. Residents who can stay where they are longer, even as needs evolve, are happier—and it's less disruptive and more cost-effective for the community.

According to LongTermCare.gov, the average length of time people receive care at facilities is less than 1 year.

## When communities enlisted TheKey to provide care for their residents:

TheKey care recipients had an average length of stay of

**18.5**  
months

which is

**50%**  
higher

than the industry average.



## TheKey team adds value in many ways:

1

We listen carefully, share our expertise, and work with you to develop programs that support your specific needs.

2

We become an extension of your team, adapting and adhering to your protocols and preferred methods of communication.

3

Our commitment to exceptional care and service matches yours. We want the best for your residents, and will do whatever it takes to meet their needs.

4

As an exclusive care provider to your community, our shared learning and experience leads to greater efficiencies and improved outcomes over time.

“TheKey, formerly Home Care Assistance, has become the go-to for support for our residents at Maple Leaf Assisted Living & Memory Care. Our contact has been extremely responsive and the staff that works with our residents has been caring and professional. I would highly recommend this amazing service.” - MAC M.

# What happens to occupancy rates and quality of life for residents at Abbotswood at Stonehenge when TheKey becomes an exclusive provider?



## CHALLENGE

Abbotswood at Stonehenge, an independent living community in Raleigh, North Carolina with 120 residences, needed help from an outside home care agency to provide its residents with additional support—or run the risk of residents moving away as their care needs increased. But finding the right home care agency partner was a challenge.

Despite working with a local home care agency for a few years, the teams struggled with communication and delivering a seamless care experience that matched the Abbotswood leadership's vision for quality and best-in-class care.

Abbotswood's Executive Director (ED) knew it was time for a change.

## SOLUTION

After countless interviews, the ED landed on a home care agency that had the same shared vision, heart, and passion for the residents and the community. The company Abbotswood at Stonehenge selected is TheKey, formerly Aware Senior Care.

## What's different about this partnership? Just about everything.

### Better Team-Work, Communication, and Technology

There was a true synergy and partnership between the teams. Communication vastly improved when they leveraged technology, creating a Slack channel to problem-solve as a group and manage shifts real-time with a mobile, robust scheduling software designed specifically for senior living communities. Caregivers—armed with iPad's to review schedules and care plans on the go—also benefited from technology that helped them be more efficient at their job.

### On-Site Presence

To help TheKey best serve their residents, Abbotswood at Stonehenge provided two on-site offices—one for the TheKey's Nurse and staffing manager and another for the on-site caregiving staff that work around the clock to meet residents' care needs.

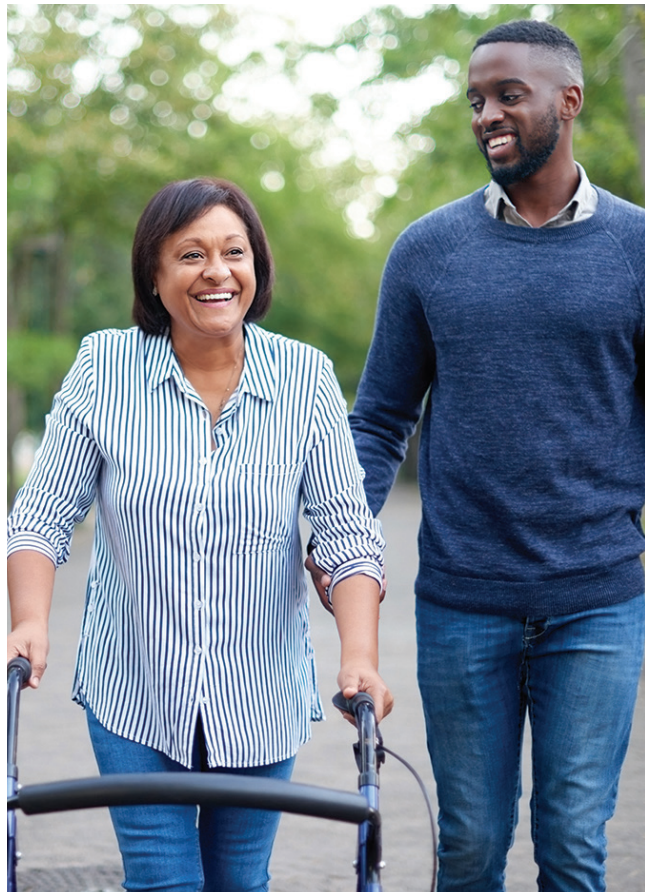
### New Resident Assessments and Sales Support

Every time a new resident moves into the community, TheKey's on-site Nurse does an assessment of care needs. From there, she puts together a care plan and pricing inclusive of home care costs, which is then given back to the sales representative to share with the resident and their family members. This process is seamless, and the Abbotswood Executive Director has full trust that TheKey care plan puts the resident's needs first.

## OUTCOME

In partnership with TheKey, Abbotswood at Stonehenge has maintained a 98% occupancy rate and as of this writing is at 100% occupancy with a waitlist to move in. TheKey is the exclusive home care provider for over 90 of Abbotswood's 135 residents. There are currently 25 caregivers on the roster who provide 14-16 daily shifts providing care services around-the-clock.

Every week, TheKey team participates in a client review meeting with Abbotswood leadership to share what is happening with residents on service, discuss who needs more care and who is showing signs they may need to start care. This ensures clients remain safe and have the support they need to continue to do the things they love in the community.





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**We have a dedicated caregiver recruitment team, trained to screen, hire and retain the best talent in the industry.**

Many of our senior living community partners bring us in to provide one-on-one care to those wanting to stay where they are even if their needs have evolved since moving in. We are able to provide trained caregivers who are backed by our Care Team and overseen by a Client Care Manager to make sure caregivers are providing the best care possible to your residents.



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**We lead Client Review Meetings on a regular cadence (at the discretion of the community).**

In these meetings, we review the residents we have on service and who may need additional care/support, identify clients who are showing signs they could benefit from one-on-one home care services, and make any care plan adjustments based on feedback from our caregivers.



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**Where it makes sense, we have an on-site lease program for select communities.**

This allows our caregivers and staff to have a dedicated space around the clock to maintain resident privacy, log care notes, resolve issues, update care plans and rest between shifts. Caregivers can be staffed part-time or around the clock to provide care to any resident as needed.

## CREATIVE STAFFING CASE STUDY



**CHALLENGE** | Mornings are busy at the Heart Home Independent Living Community\* as residents get ready for breakfast and other activities. But for some, the bustle is overwhelming: showers feel dangerous, dressing seems impossible, and activities are just too much.

We've all seen it happen: residents begin their stays in Independent Living Communities being truly

self-sufficient. But as age advances, so do needs—and as needs evolve, residents and their families face a difficult choice. They can pay for a full shift of assistance from a caregiver, which can be cost-prohibitive. Or they can move into a more expensive Assisted Living Community, uprooting their lives, leaving friends behind, and starting over in an unfamiliar situation.

## SOLUTION

We'd been working with Heart Home for several years, providing occasional one-on-one care to individual residents. During a meeting, Heart Home's Head of Operations explained the challenge to one of our Home Care Liaisons—who had an idea.

What if a caregiver from TheKey was onsite at Heart Home every day for an eight-hour shift? The caregiver could offer care to different residents who need it—half an hour here, an hour there—providing medication reminders, companionship, showering support, toileting help, and more. Together, the community residents would fill the caregiver's shift while receiving the individual support they need.

## OUTCOME

Our idea worked. TheKey, formerly Home Care Assistance, developed a program that staffs Independent Living Communities with our expertly trained caregivers for full shifts, working with residents in various capacities and for different lengths of time. We also handle all the logistics—from scheduling to communicating with families.

This program allows residents to stay in the home they love at a price they can afford, even as their needs advance. It gives families peace of mind, knowing their loved ones are safe and happy. And it allows administrators to focus on their own work, while keeping their communities full without sacrificing safety or quality of life.



**“TheKey formerly Home Care Assistance has been a wonderful community partner in taking on cases that Mirabella Home Care cannot manage. As we struggle with staffing issues we find ourselves leaning on our community partners to make sure we can provide care services to residents that may not be able to transition to our other levels of care due to limited availability.”**

**-LONI HELD,  
DIRECTOR OF RESIDENT SERVICES/  
TRANSITIONS AT MIRABELLA SEATTLE**

## SENIOR LIVING SUCCESS STORY

TheKey brings the Mind Fit Series to senior living community residents—becomes so popular it's now a selling point for prospective residents.



TheKey provides engaging group activities for cognitive stimulation and an ongoing educational series on topics ranging from modifiable risk factors for Alzheimer's disease and other dementias, brain health, mobility basics, and more, to ensure our community partners have their activity calendars filled with fun, interesting games and exercises.

**CHALLENGE** | The Activities Director (AD) at Maravilla at The Domain, an independent and assisted living community located in Austin, was struggling to fill its calendar of activities for residents. Maravilla needed a new activities program to engage current assisted living community residents and to help attract new ones—but didn't have the budget to develop one on its own.

## SOLUTION

John, an enterprising Home Care Liaison at TheKey, saw an opportunity to help. While not currently providing care for any residents at Maravilla, John pitched TheKey's unique Mind Fit Series to the AD, offering our free 6-week program to promote social interaction and cognitive stimulation among residents. *But would Maravilla see the value?*

### Evidence-Based Activities for Engagement

It took some persuading. John explained that this fun and engaging program is actually backed by science. In fact, the activities in the Mind Fit Series target the six domains in the brain: social cognition, executive function, learning and memory, language, complex attention, and perceptual-motor functioning.

### Popular and Proven Program

And Mind Fit has a proven track record at dozens of senior living communities. Not only do residents love the activities in the weekly one-hour sessions, they also benefit from the cognitive stimulation.

### Real Value, Free of Charge

John offered to host this series for their residents. And the AD was happy to have fun, cognitively engaging activities planned for Maravilla residents for the next six weeks—with no additional resources.

*“John offered Mind Fit to Maravilla at The Domain a few months ago for assisted living and memory care. At first I was skeptical and didn't understand how this would benefit us. Needless to say, Mind Fit has become a popular activity in our community. John has excellent rapport with our residents and they look forward to Wednesdays. Our residents not only enjoy the activities, but they have improved cognitively resulting in better personal and social skills. I would recommend this program to all communities. I love seeing our residents happy and enjoying a great time!”*

*- Brenda S., Director of Assisted Living*

## OUTCOME

The first Mind Fit Series session that John hosted was in the library, attracting only three attendees. But word spread fast, and attendance quickly grew.

Now, five months later, John has outgrown not just one, but two spaces. And he is still hosting regular weekly sessions with new activities for 15 or more residents—with no end in sight! The residents absolutely love the Mind Fit Series and look forward to it every week. The group continues to grow through word of mouth with residents encouraging their friends to join.

The sales team at Maravilla uses the Mind Fit Series as a selling point with prospective residents. And Maravilla's onsite therapy group recommends that all their speech therapy clients attend the weekly sessions.

*“TheKey, formerly Home Care Assistance, has gone above and beyond for our residents. Their team conducted a mind fitness program for our residents, and people loved it! They provided not only a fun activity but a helpful and stimulating experience. I have the utmost confidence in them.”*

*— R.D., Director of Community Relations Renaissance Village Assisted Living and Memory Care*

## SENIOR LIVING SUCCESS STORY

How a home care agency helped a new, one-of-a-kind senior living community attract more prospective residents—and provided care for them after their move.

**CHALLENGE |** Loveland\*, a new, one-of-a-kind senior living community in Atlanta, Georgia with independent and assisted living as well as memory care, was struggling to hit its occupancy goals. Despite having beautifully designed apartments and expansive services and amenities, it had difficulty getting the word out to prospective residents. Loveland also was losing prospects who wanted to move in when construction would be completed—but needed some support or care immediately. How could they improve marketing and awareness efforts and develop some type of transitional care program to keep prospective residents in the pipeline?



In every market we serve, TheKey and our Home Care Liaisons are well connected to other top senior care resources. Whether it's co-hosting events, conducting outreach on your behalf, or working with you to schedule private tours for our partners, we have a proven track record for helping communities increase occupancy and build awareness as a trusted partner and senior living community.

## SOLUTION



Melissa, an experienced Home Care Liaison at TheKey, discovered that Loveland had a satellite office, even though the complex was still under construction. She set up a meet and greet with their leadership team to learn about the community and to see how she could help add value by being a connector to other senior care resources that could support their residents. When she learned that awareness was a challenge, Melissa also offered to help with marketing outreach by co-hosting events and speaking opportunities. And she developed a transitional care program to support future residents who had put down a deposit at Loveland and needed care as they waited for construction to be completed and the community to open its doors.

## OUTCOME

### Rising Census

To help promote Loveland and build awareness, Melissa has brought in many professionals she works with for a private tour of the community, including common areas and apartments, and to meet with the leadership team and staff. This has generated many new leads for prospective residents and contributed to Loveland's rising census—which will continue to grow with Melissa and TheKey's vast network of power partners in the area.

TheKey has also become Loveland's trusted home care partner, providing different levels of support, including 24/7 care, to new residents within the community. "I have heard all about TheKey and you are doing a great job. According to my Executive Director, we are to call you first if we have a need." -Director of Memory Care at Loveland

### Professional Events and Private Tours

Melissa hosted a Professional Advisory Council (PAC) meeting at Loveland, attracting 15 of Atlanta's top, well-connected professionals serving seniors across the health, legal, and wealth industries to Loveland. Attendees were given a private tour of the community, featuring its unique design and many amenities, so that they could refer clients and patients interested in moving to this type of community.

### Shared Resources and Networking

Melissa also attended one of Loveland's networking events for real estate professionals—and invited several real estate and placement agents she knows and trusts from her ProVisors group.



## Quality Benefits— Quantifiable Results

**When partnering closely with TheKey, you will enjoy the following benefits that have proven to increase occupancy and resident satisfaction as well as maintain your census and decrease move-outs.**

- Staffing and move-in support
- Service protocols, training, and standards
- Cognitive stimulation and educational programs as well as life enrichment activities for residents
- Seamless communication leveraging technology and regular care reports and meetings with the community Resident Oversight team
- On-site lease in select communities
- Co-marketing and outreach by TheKey to help you attract more residents

### About TheKey

For nearly 20 years, TheKey, formerly Home Care Assistance, has helped clients get exceptional care in their own home as they age. Today, we are more committed than ever to supporting families and their older loved ones living with more complex care needs—and changing how the world lives and ages at home.

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Interested in learning more about how we can support the residents in your community and your business goals?

TheKey.com | MAIN (844) 856-5665

