



Well-being

A BUSINESS STRATEGY FOR SENIOR LIVING

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Agenda

- Intro and Industry Context
- What is well-being?
- What makes well-being different from wellness?
- Why is it important?
- Combining employee and resident well-being
- Frameworks and trends
- 5 tips for making well-being part of your business



Learning Objectives

- Understand the difference between wellness and well-being.
- Understand why employee well-being is an important business consideration for Senior Living leaders.
- Understand the benefits of a comprehensive approach to resident and employee well-being.



Introduction

Senior Living: Challenges and Opportunities for Well-being



Mindful Moment

Well-being

A measure of what people think and feel about their lives, such as the quality of their relationships, their positive emotions and resilience, the realization of their potential, or their overall satisfaction with life.

Centers for Disease Control and Prevention

Wellness Programs

Focused on physical health, may include some mental health.

Driver: Reduce healthcare costs

Focus: Employee benefits. Examples include on-site fitness offerings, wellness reimbursements, stretch breaks, nutrition webinars, employee assistance plans.

Well-being Program

Focus on different aspects of well-being (e.g., physical, mental, social, financial, career/purpose)

Driver: Engage employees, strengthen recruitment and retention, improve business results

Focus: Culture plus broader range of employee benefits



Polling Question #1

Which statement best characterizes your organization's approach to employee wellness and/or well-being?

Well-being is Good for Business

Employees:

- Attract and retain talented staff
- Improve staff engagement and productivity
- Reduce healthcare costs
- Purpose fuels engagement

Residents:

- Seniors interested in living longer and **living better**
- Residents with higher well-being will have better health outcomes
- Attract residents, differentiating the resident experience

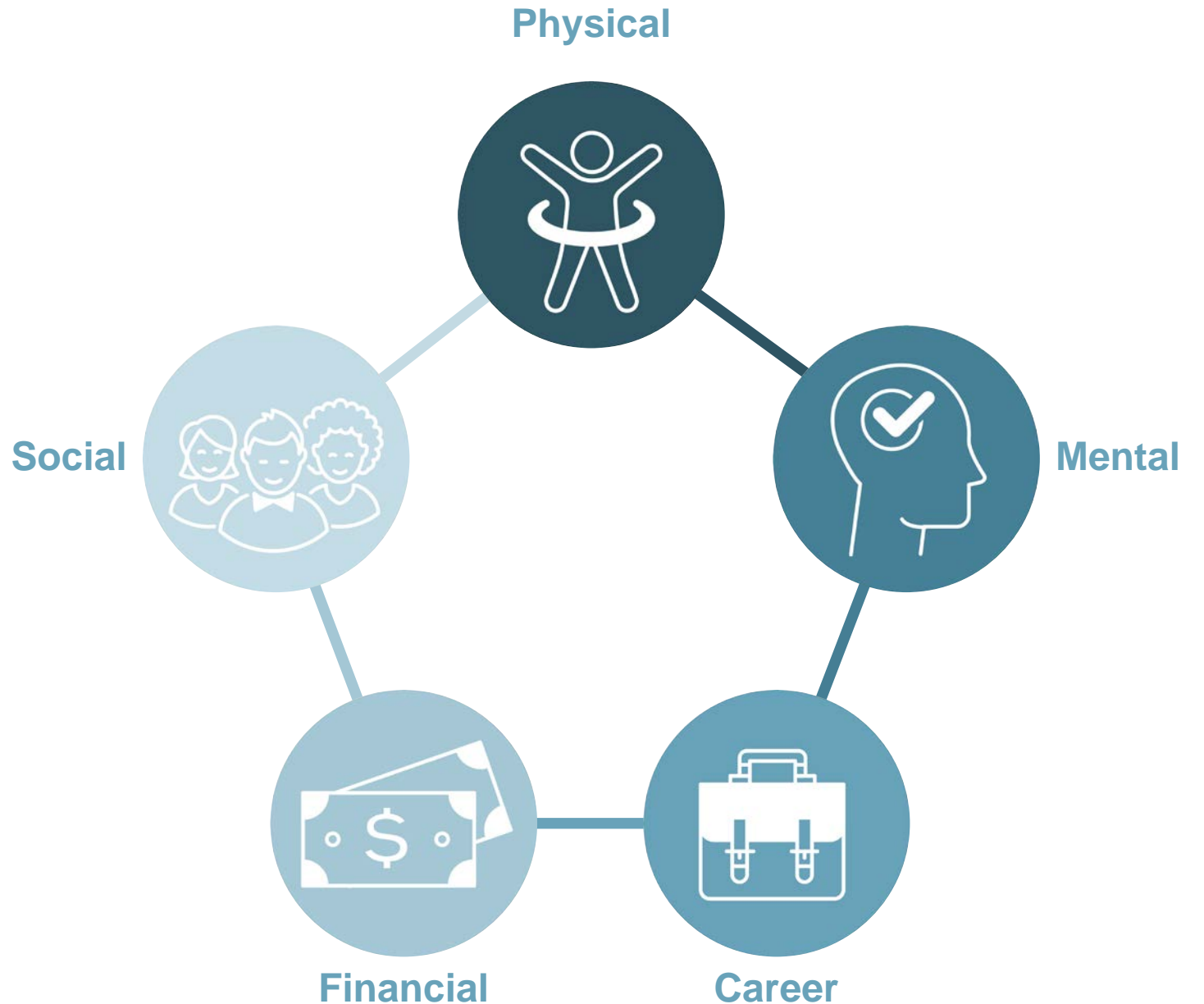
**A Well-being
Opportunity for
Senior Living**



Well-being Framework

A framework helps **plan** and **market** your well-being program.

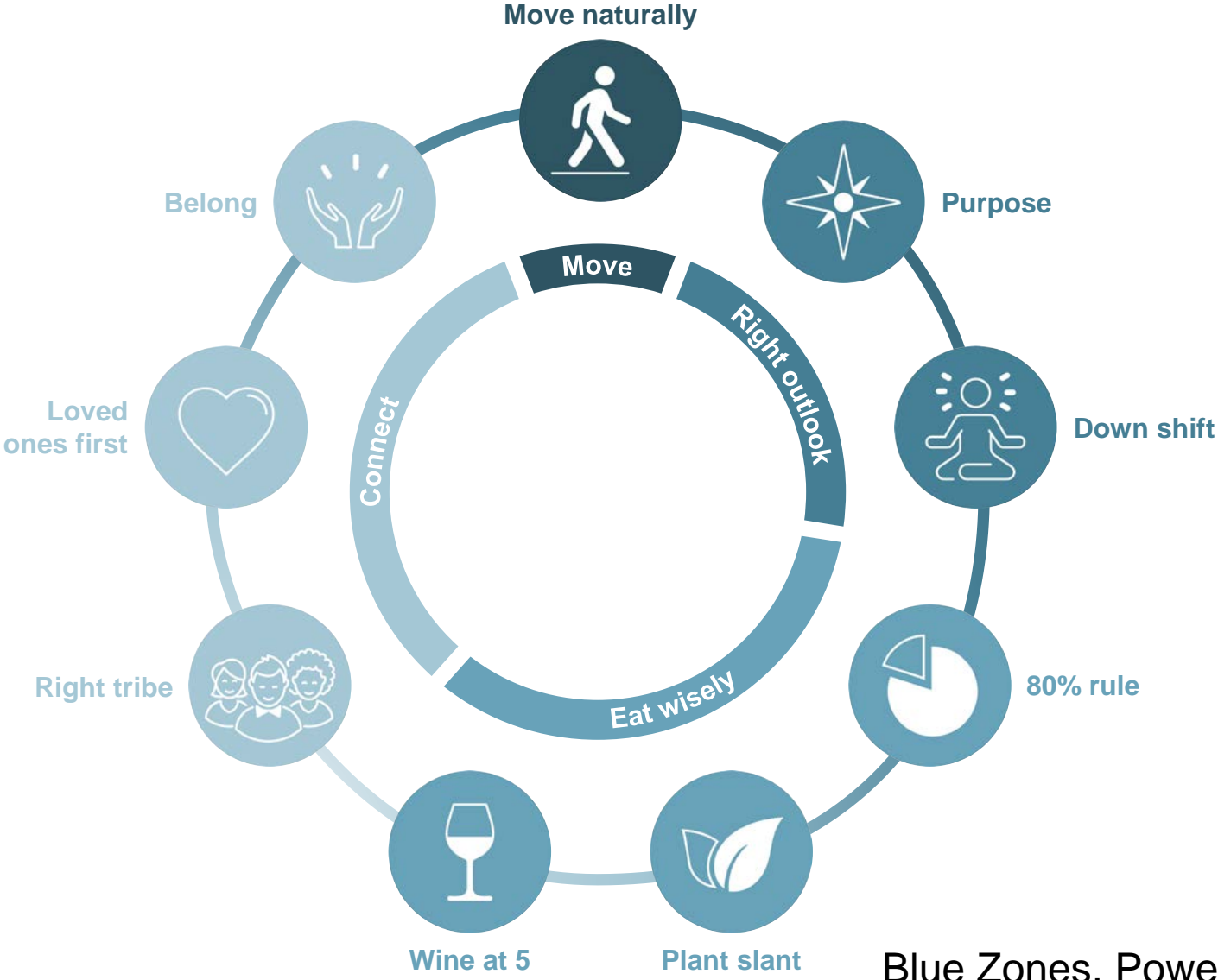
Sample employee well-being framework from BerryDunn



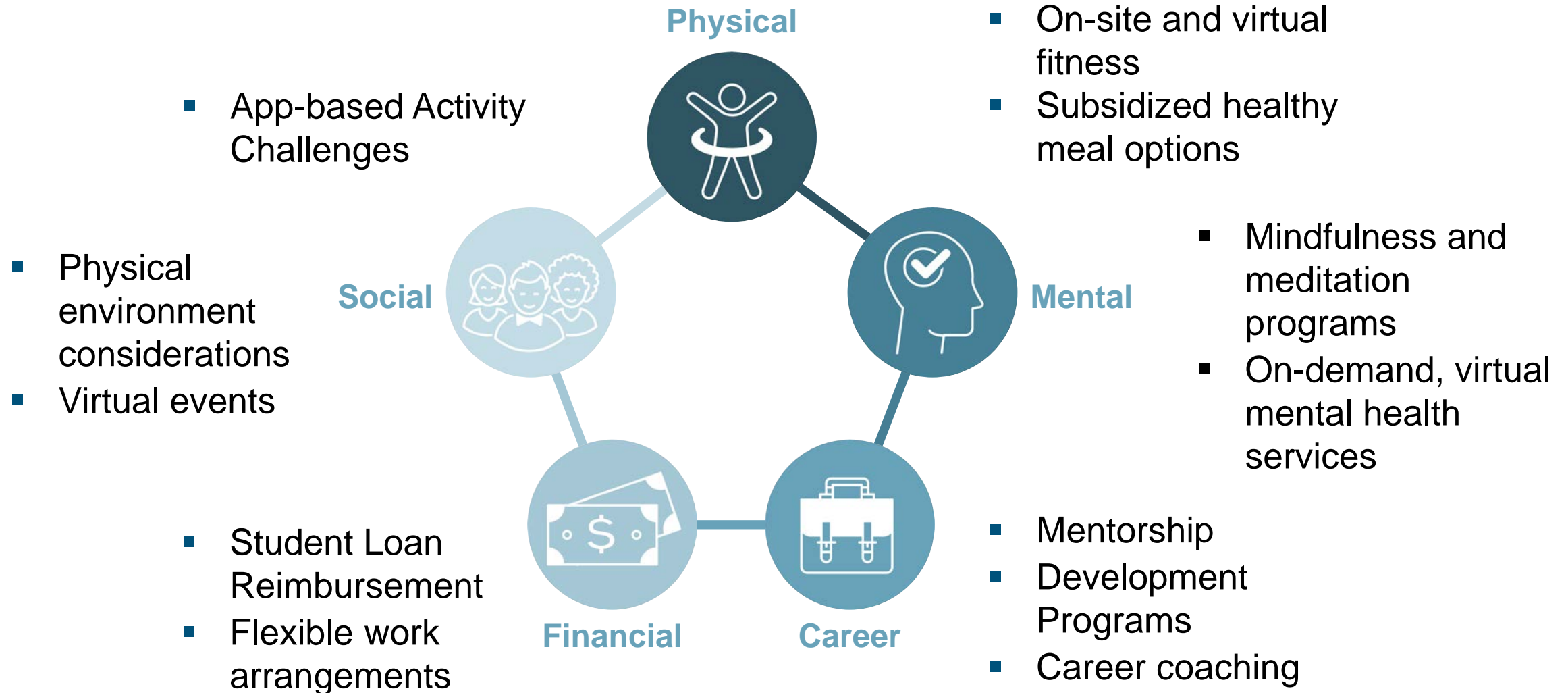
Well-being Framework

A framework helps **plan** and **market** your well-being program.

Resident framework may look different, but should have commonalities.



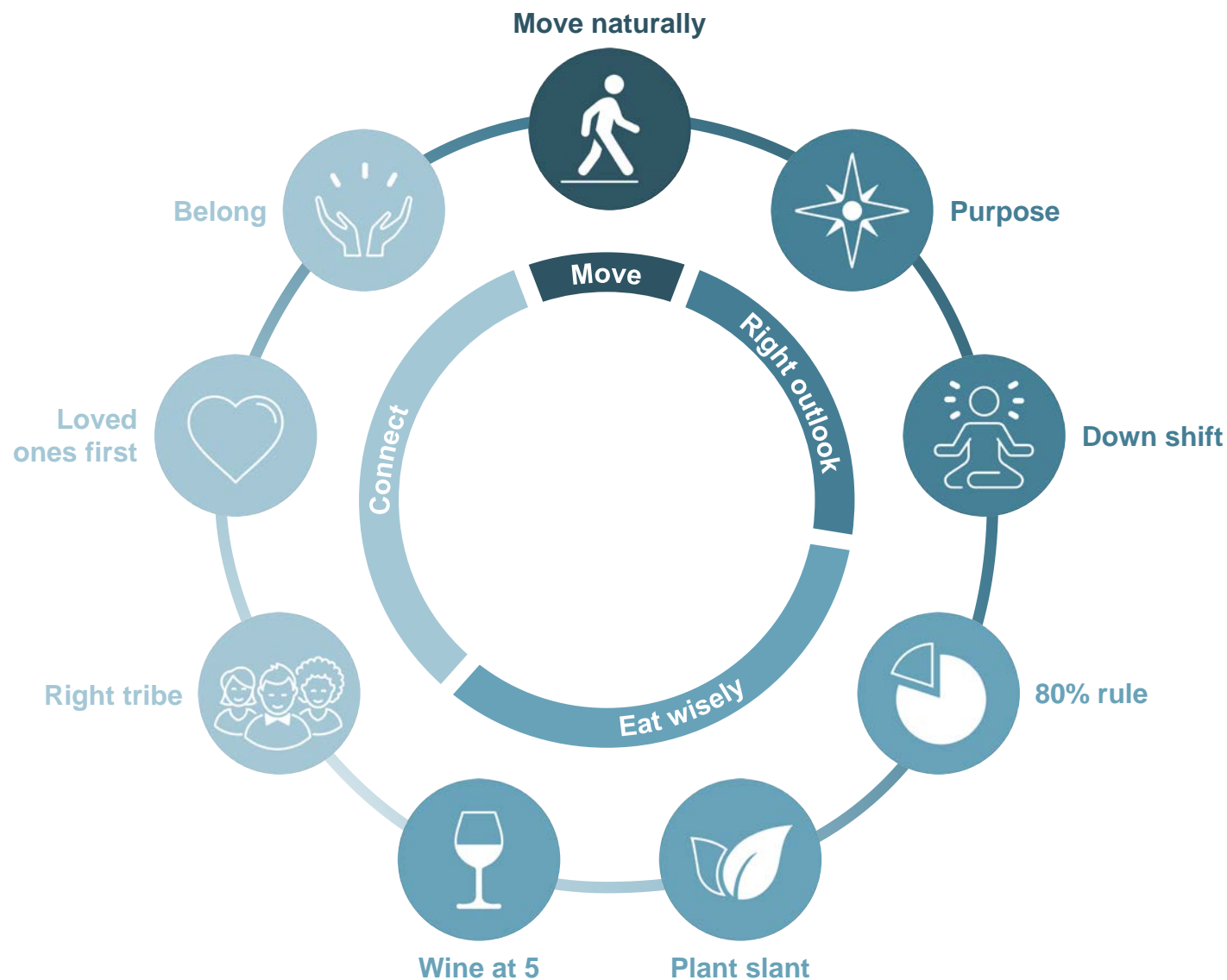
Well-being Trends for Employees



Well-being Trends for Residents

Examples:

- Functional Fitness and Balance
- Community gardens and micro-farms
- Nutrition education **and** healthier food choices
- Multi-generational communities
- Mindfulness and meditation programs
- Built environment



5 Tips: Making Well-being Part of Your Business

- Conduct a well-being workshop.
- Engage the entire organization.
- Focus on purpose as one of the greatest drivers of well-being. How do you cultivate purpose in your organization?
- Be mindful of burnout. Treat your employees like elite athletes. Have high expectations and allow for recovery periods.
- Pursue opportunities to make well-being a shared experience for residents and staff.

Questions



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