

SHAPE THE FUTURE OF SENIOR LIVING LEADERSHIP



SENIOR *Living*
EXECUTIVE CONFERENCE

THE OFFICIAL MEETING OF  ARGENTUM

State of the Industry

James Balda

Argentum, President & CEO

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SPECIAL THANKS TO ARGENTUM'S 2025 INDUSTRY PARTNER CIRCLE MEMBERS

PLATINUM



GOLD



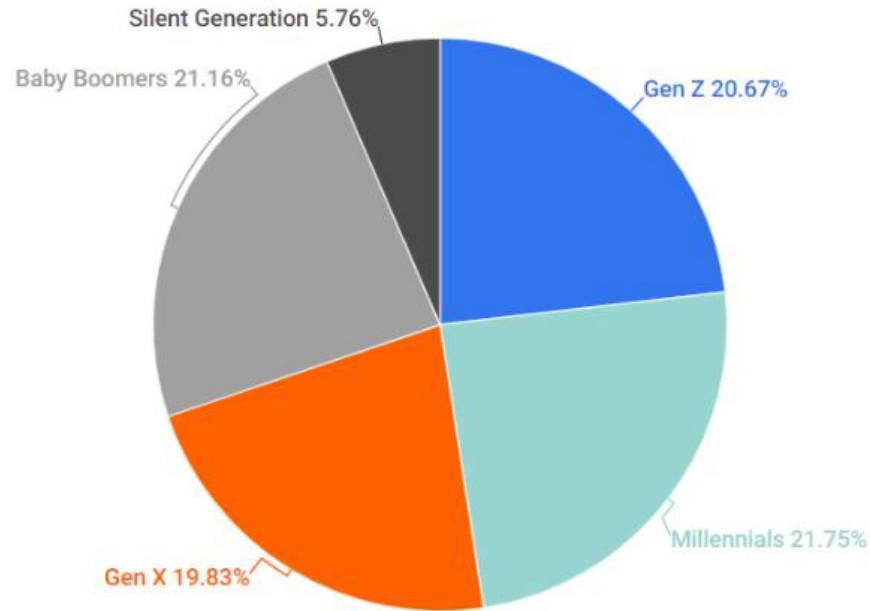
SILVER



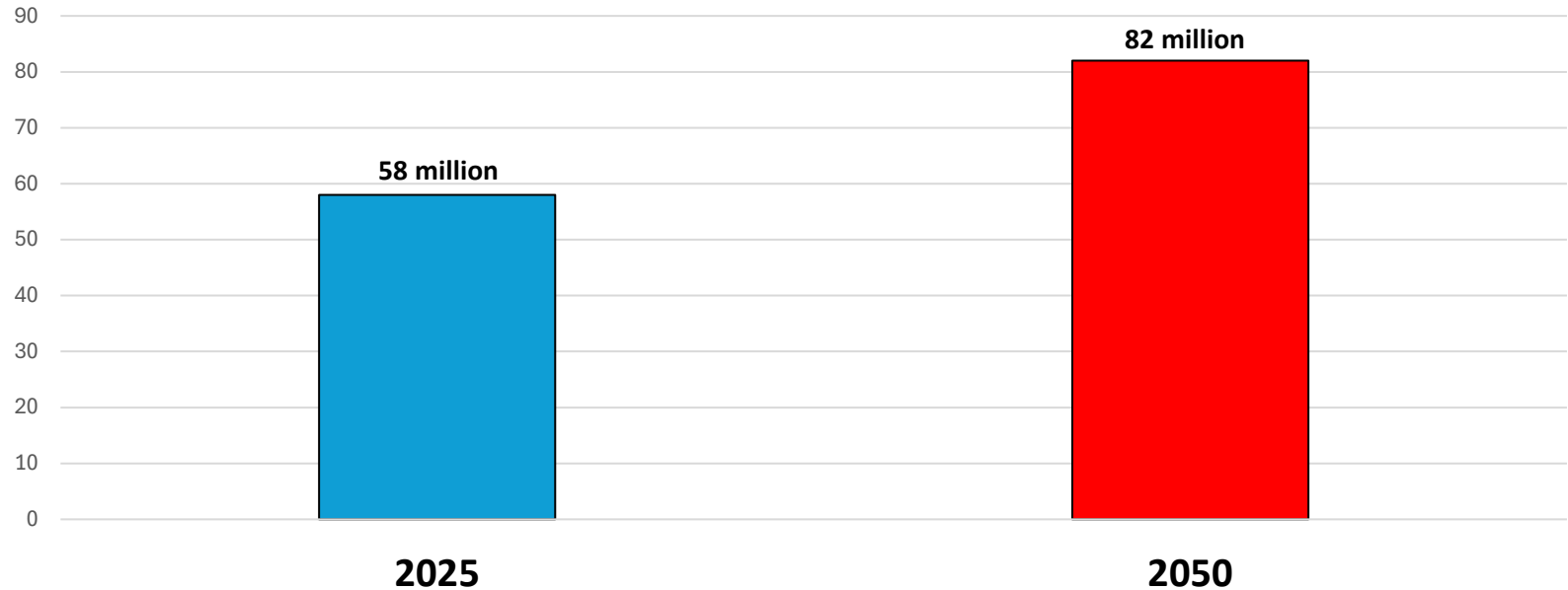
BRONZE



Share of US Population by Generation

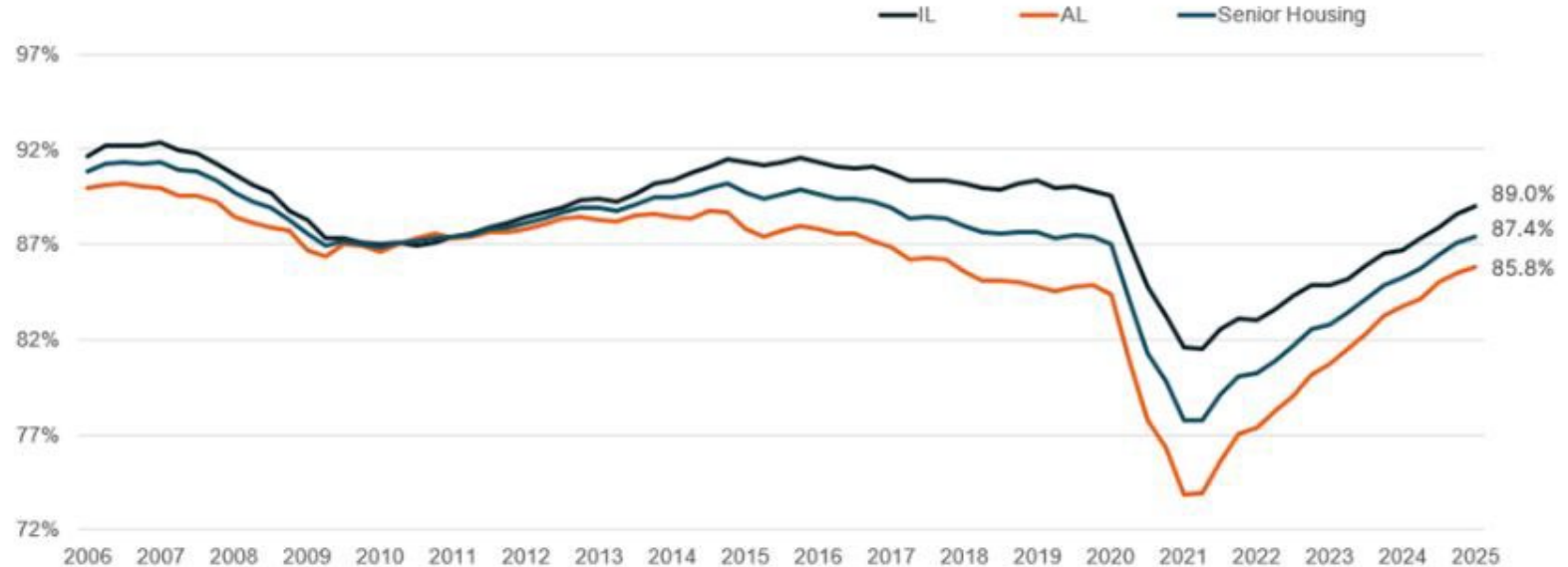


Older Population Expected to Rise by 42% by 2025



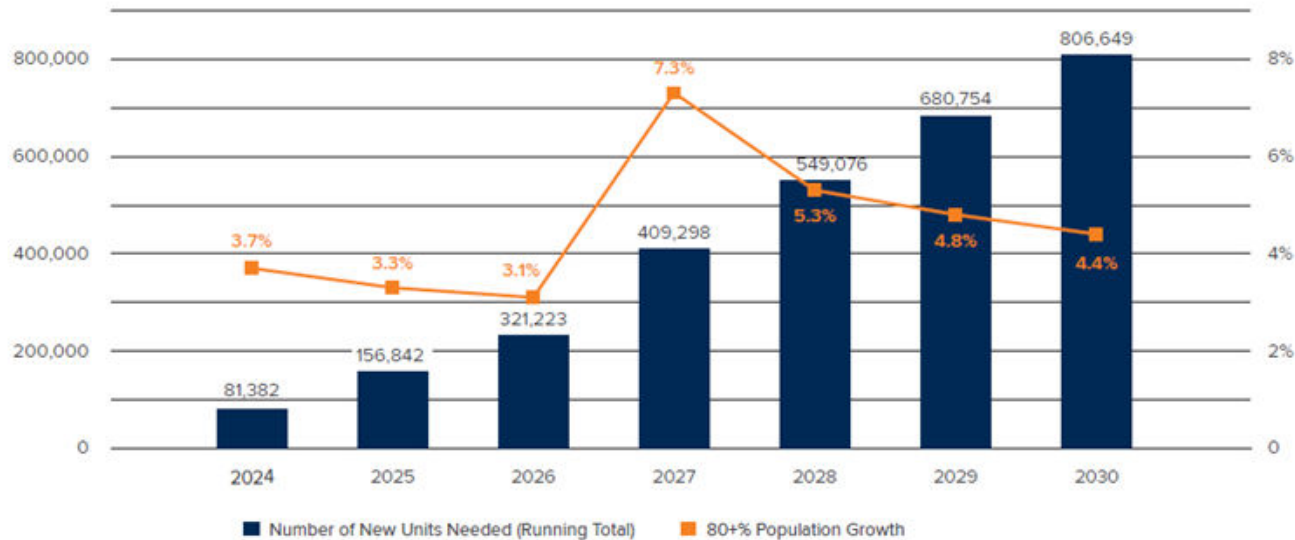
IL Occupancy Gains Outpacing AL in Recent Quarters

Senior Housing & Majority Property Type Occupancy | Primary Markets | 1Q06 – 1Q25



Near-Term Inventory Needs

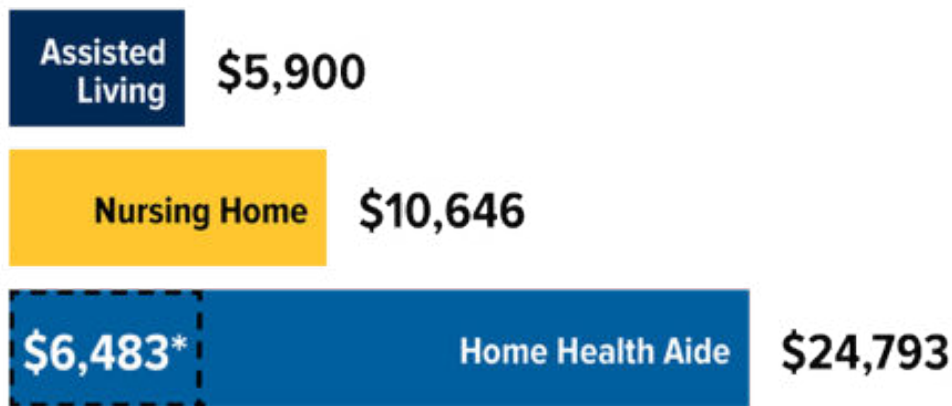
Major Near-Term Inventory Growth Needed to Keep Pace



Source: NIC

Our Value Message

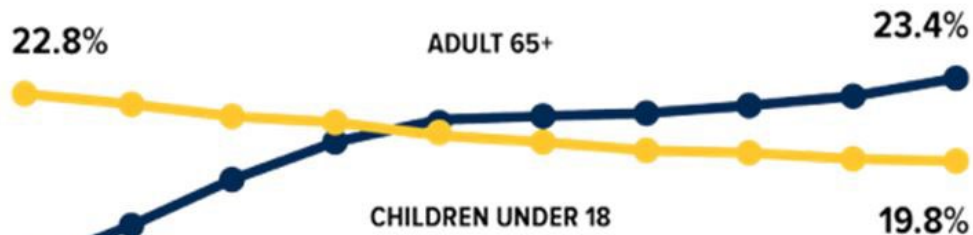
ASSISTED LIVING IS THE MOST AFFORDABLE CHOICE OF SENIOR CARE



** A home health aide costs an average of \$6,483 for 44-hours per week of care; for comparable 24/7 care, a home health aide costs an average of \$24,793. Neither of these amounts include the cost of housing or meals.*

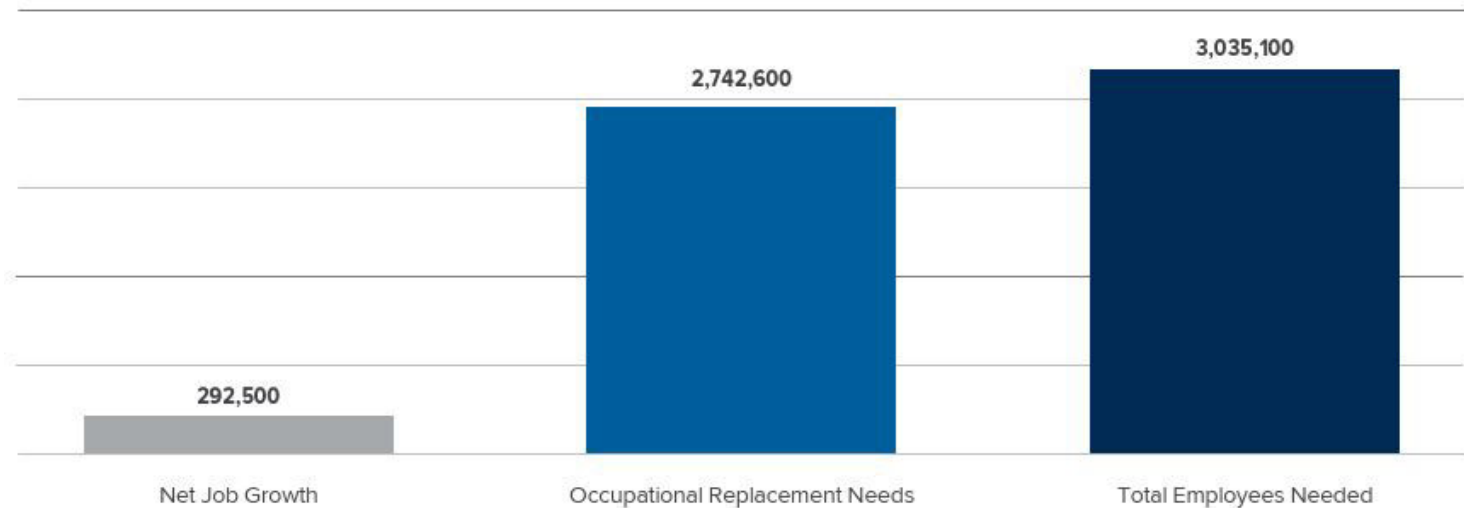
More Older Adults Than Children

**FOR THE FIRST TIME IN U.S. HISTORY
OLDER ADULTS ARE PROJECTED
TO OUTNUMBER CHILDREN BY 2029**



Projected percentage of population

More Than 3 Million Workers Needed



Three Big Ideas

OUR TEN-YEAR VISION

Senior living is recognized by residents, family, workers and the public as being the most effective, efficient, and compassionate care delivery system to meet the needs of America's seniors.

PEOPLE

Engage, Develop &
Support 2 Million People

TRUST

Improve Policy Influencer's
Perception of the Industry

CHOICE

Increase Access

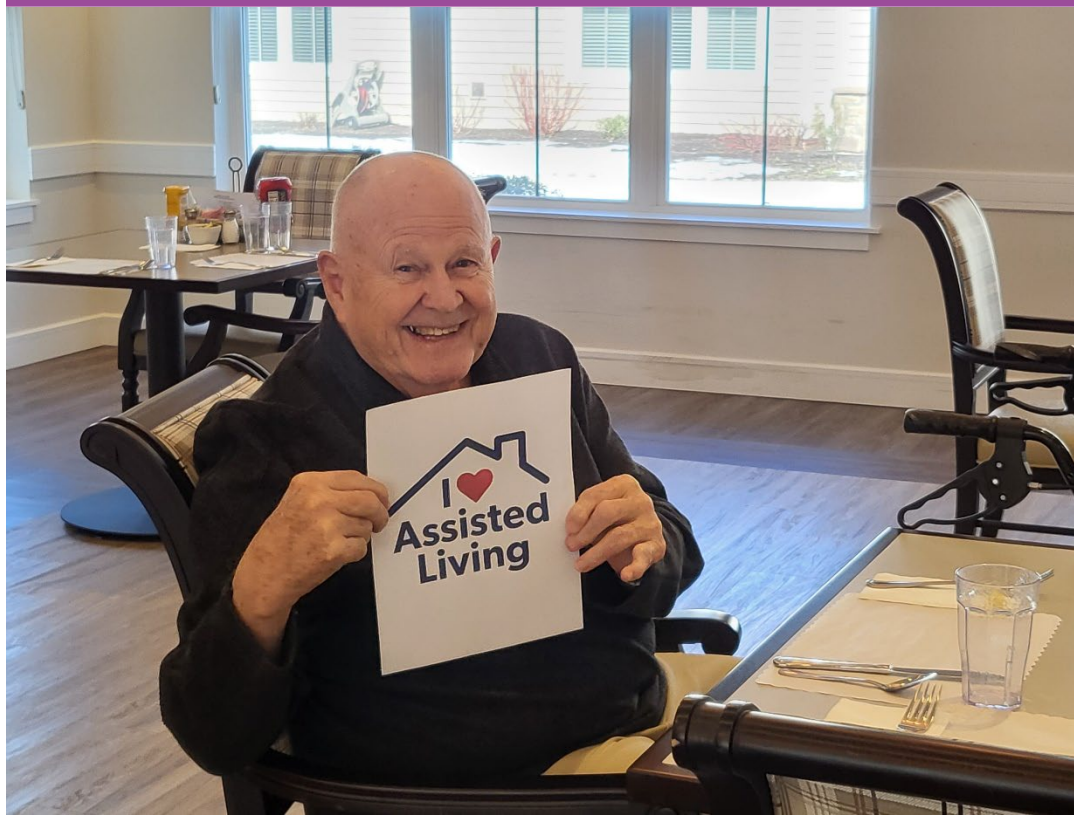
Tell Our Story



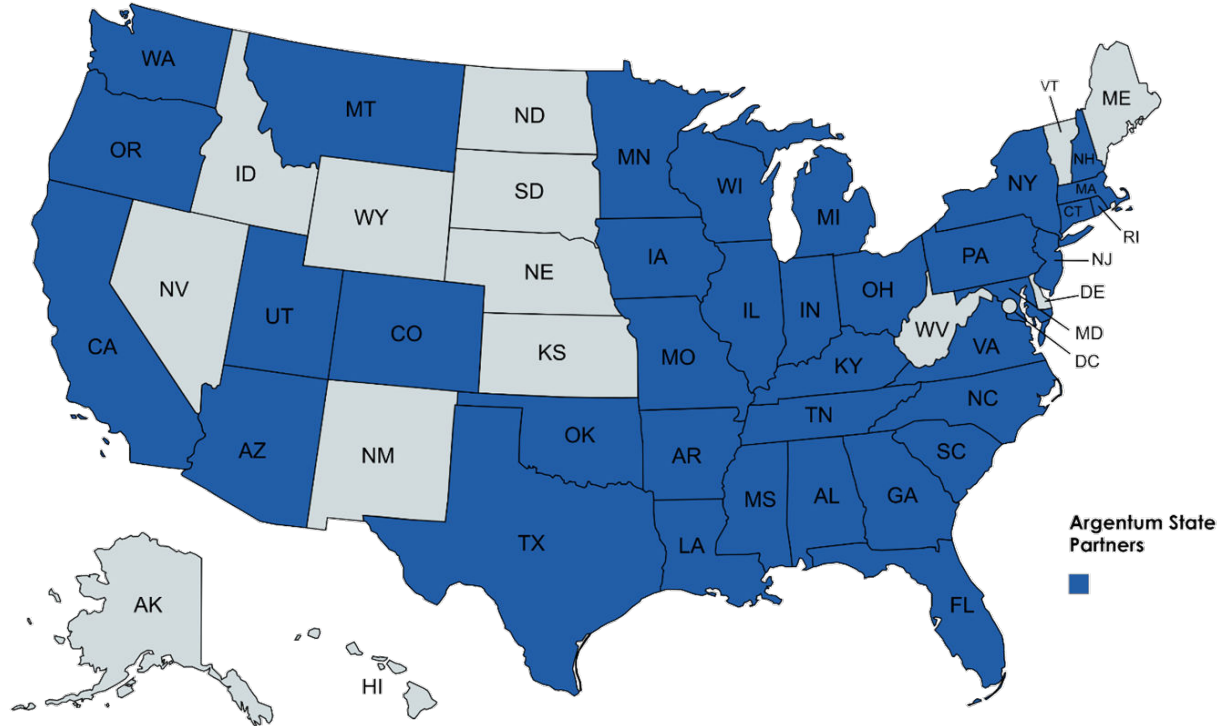
Advocate and increase our impact as the voice of the senior living industry.

- Educate policymakers on the value of senior living.
- Provide members with research, tools, and messaging to attract talent
- Provide members with research, tools, and messaging to attract residents

I Love Assisted Living



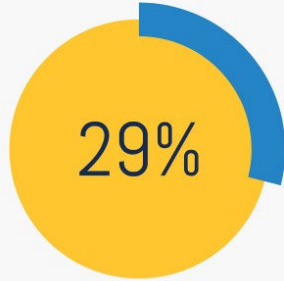
State Association Partners



Testifying Before Congress



America's Invisible Epidemic



Increased risk of heart disease



Increased risk of stroke

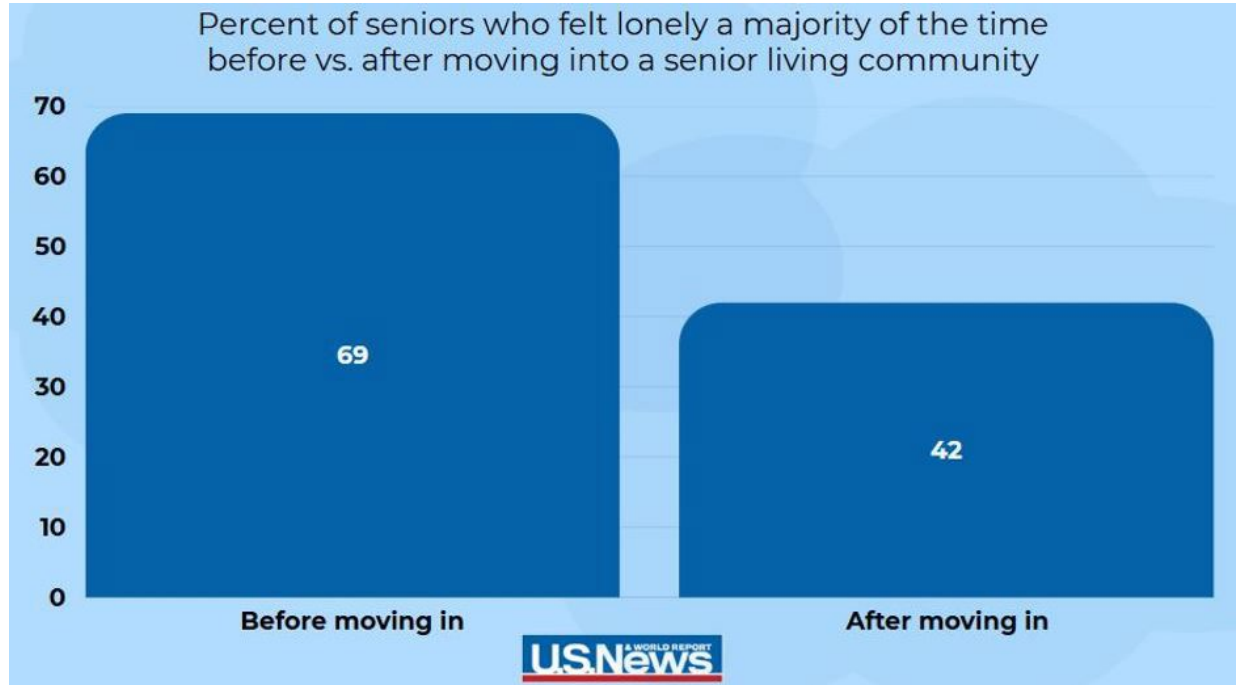


Increased risk of premature death



Additional federal spending each year

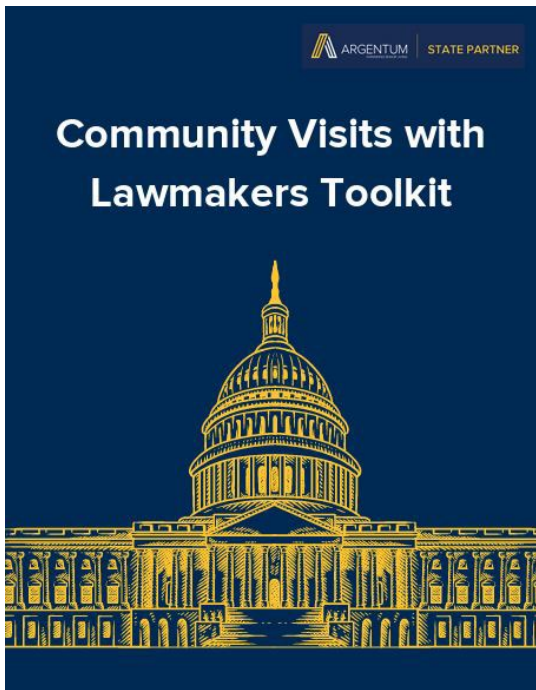
Loneliness Among Seniors



Public Policy Institute and Fly-In



Host a Community Visit with a Lawmaker



Become an Argentum Advocate



2025 ADVOCACY FUND CONTRIBUTORS

PLATINUM PARTNERS



BRONZE PARTNERS



SUPPORTING PARTNERS



GOLD PARTNERS



ADVOCATE PARTNERS



SILVER PARTNERS



2025 Cobb Cup



ARGENTUM
EXPANDING SENIOR LIVING

SILVER PAC



Learn more



Increase Access

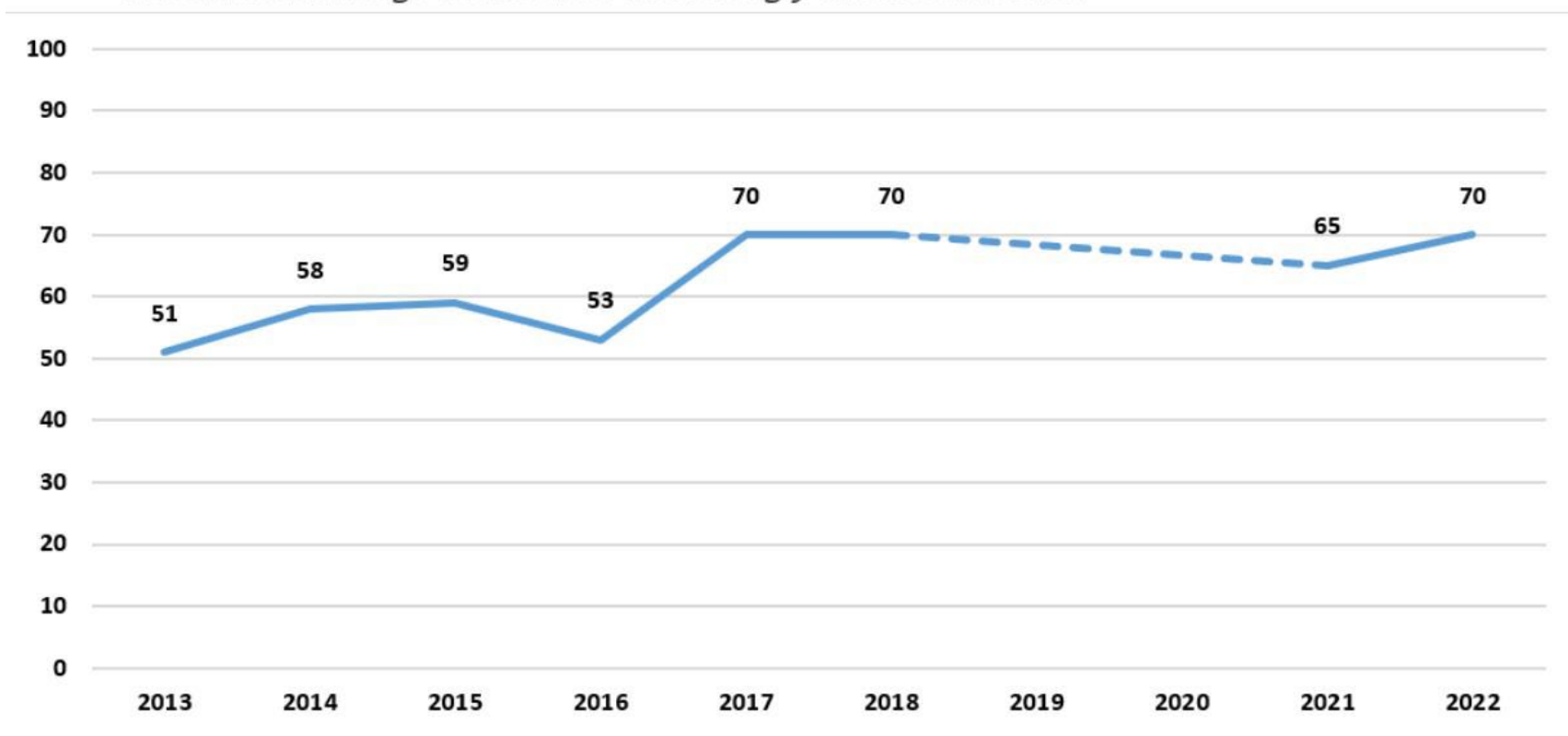


Facilitate the curation of new solutions and offerings to improve access to senior living communities.

- Drive policy solutions to support senior living and healthcare partnership
- Develop policy solutions to support expansion and affordability of senior living product
- Curate technology and resources to improve customer experience and workforce recruitment/retention

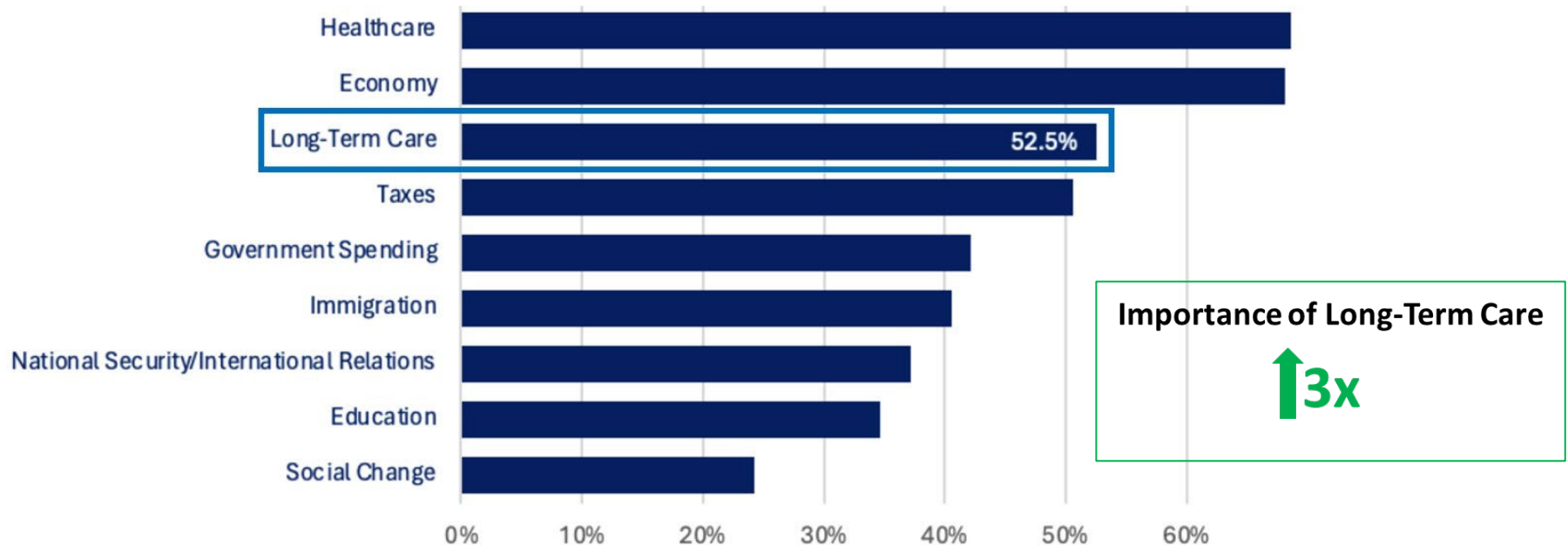
Support for a government-administered long-term care insurance program similar to Medicare has increased since 2013.

Percent of adults age 40 and older who strongly or somewhat favor

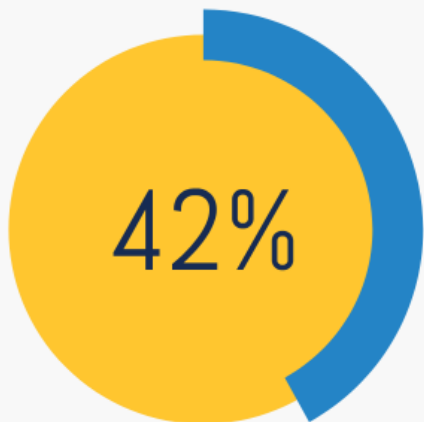


What Matters Most to Americans

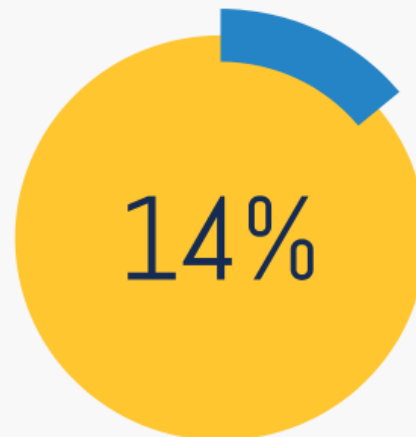
Most Important Issues When Voting in an Election



Retirement Savings is Lacking



Percentage of Baby Boomers that lack a retirement account



Percentage of retirees who report they are very confident they can afford long-term care

Senator Elizabeth Dole 21st Century Healthcare and Benefits Improvement Act



JANUARY 02, 2025

Press Release: Bill Signed: S. 141



» BRIEFING ROOM

» LEGISLATION

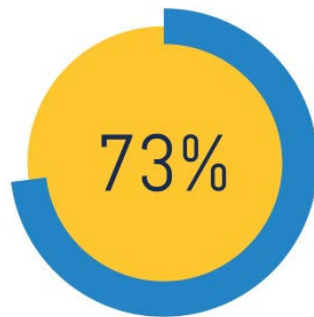
On Thursday, January 2, 2025, the President signed into law:

S. 141, the “Senator Elizabeth Dole 21st Century Veterans Healthcare and Benefits Improvement Act,” which amends various Department of Veterans Affairs authorities related to health care, economic opportunity, disability and memorial affairs, veteran homelessness, and oversight and investigations.

Thank you to Senators Moran, Tester, and Hassan, Representatives Ciscomani, Bost, Brownley, and Takano, and many others for their leadership.

###

Voters Are Supportive



Support a program that would allow **senior veterans to choose assisted living** instead of skilled nursing facilities.



Better for the VA



Better for Taxpayers



Better for Veterans

Caring for Seniors Act



Brian Fitzpatrick (R-PA)



Lori Trahan (D-MA)

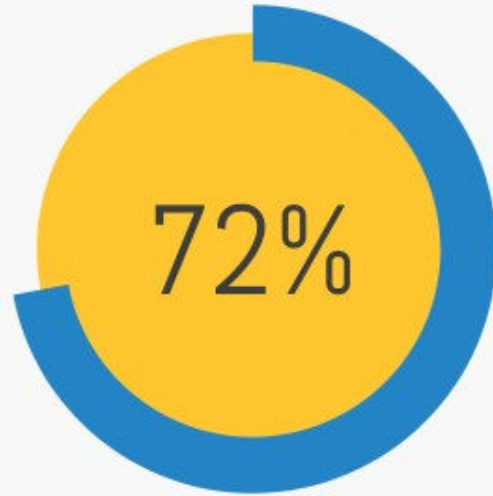
Credit for Caring Act – Bipartisan Support

The Caring for Seniors Act ([H.R. 3000](#)) is bipartisan legislation that would provide programs to increase access and affordability of assisted living and address the industry's workforce development needs, by:

1. Helps lower-income seniors receive affordable care in assisted living through cost-reduction program, saving Medicaid money.
2. Re-targets existing HHS and DOL workforce training programs like Job Corps, American Job Centers and others to offer specializations in senior care.

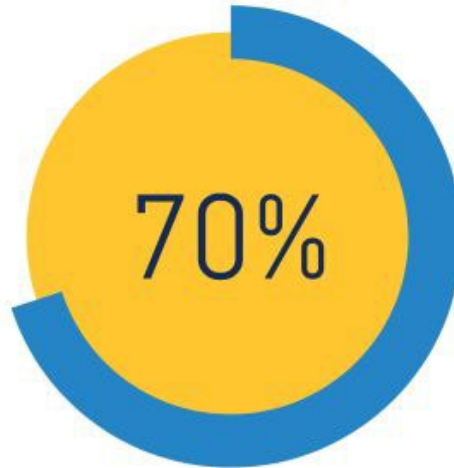


Supportive of Tax Credits



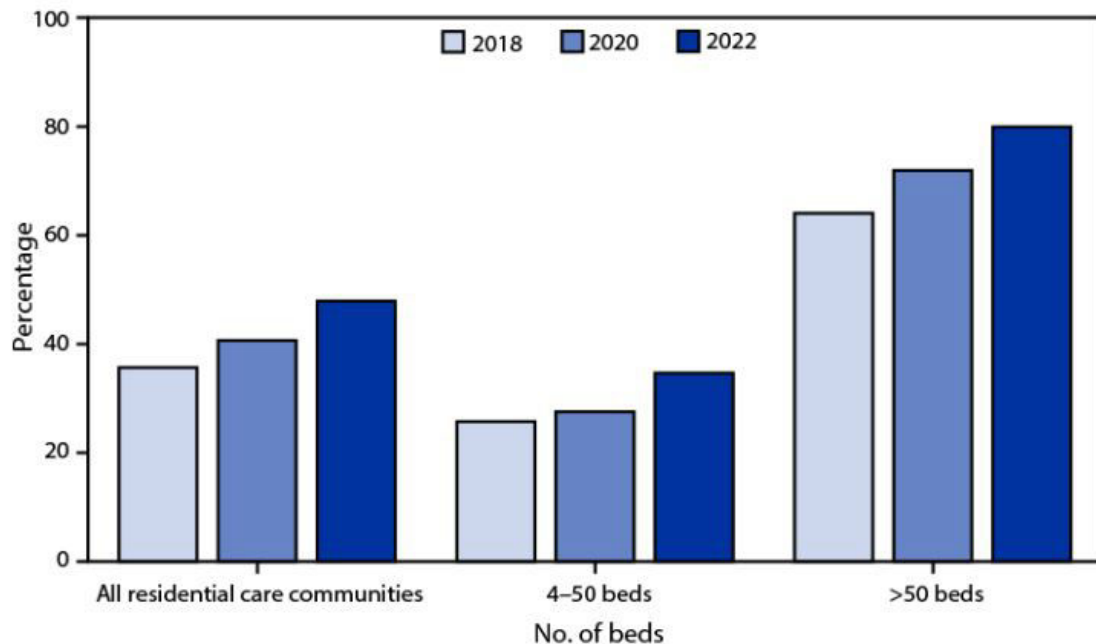
Percentage that are supportive of tax credits

Supportive of Tax-advantage Accounts

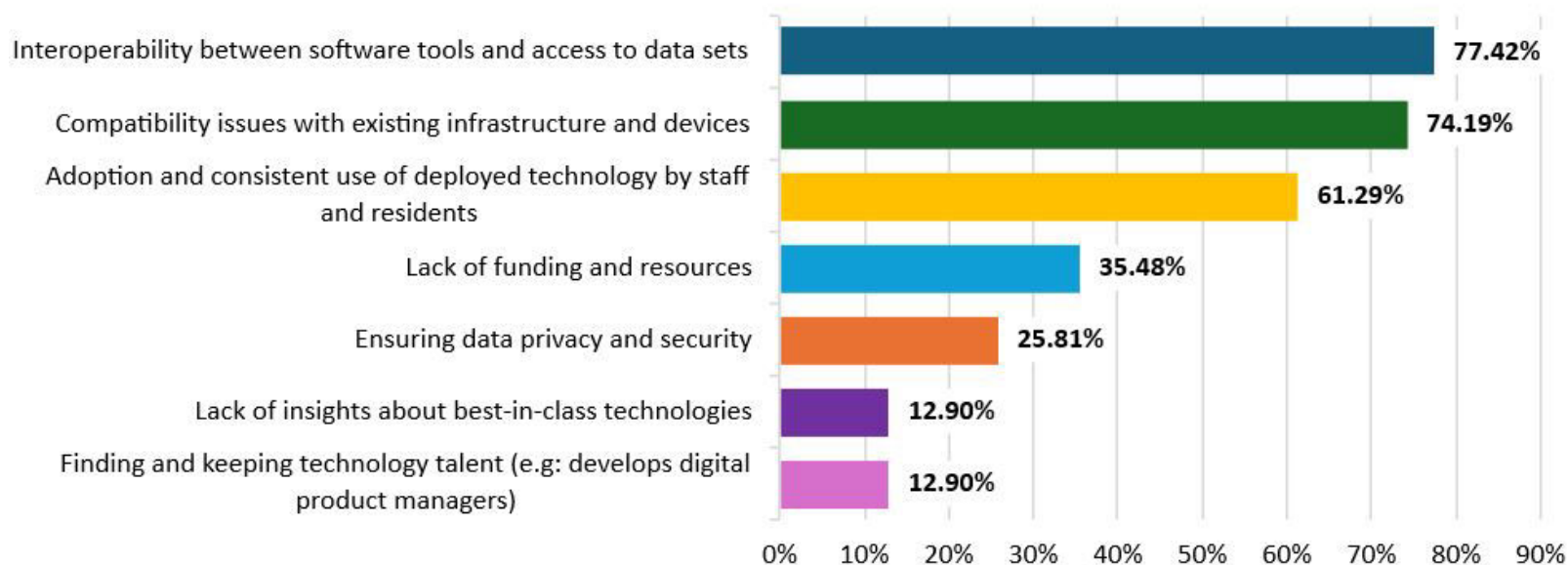


The percentage of voters who are supportive of using any tax advantage accounts to help pay for a family member's long-term care needs.

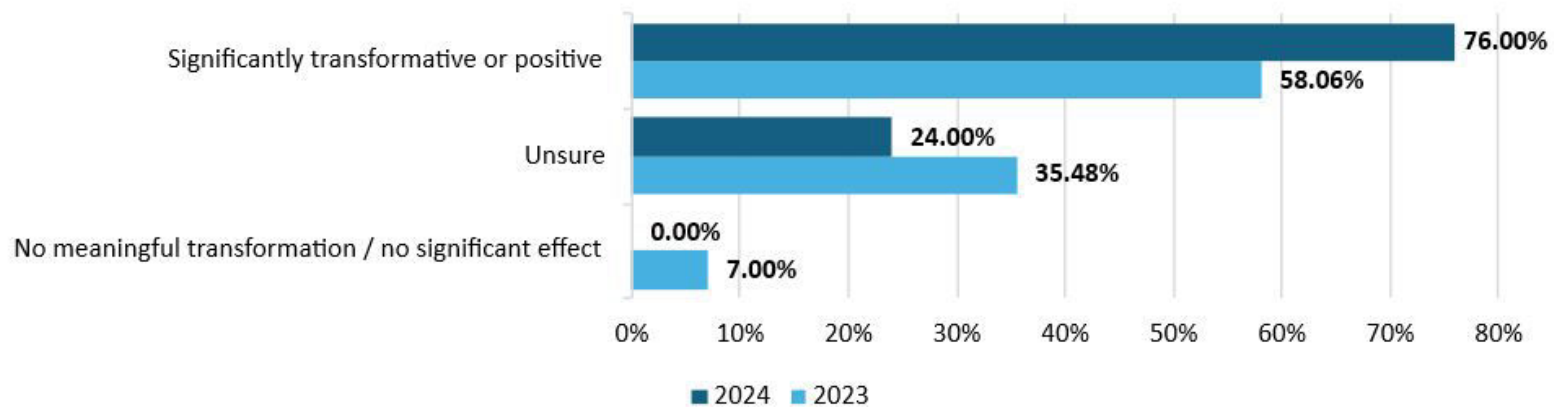
Adoption of Electronic Health Records



Interoperability Continues to Be a Barrier



Effect of Artificial Intelligence



Value-based Care Study



How involved would you like to be in making decisions about your (or your loved one's) healthcare?



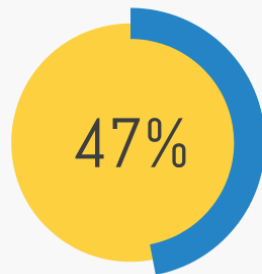
I prefer to collaborate with my/their care team on decisions



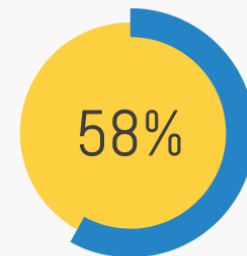
I want to make all of the decisions about my/their healthcare



I trust my/their doctor to make decisions for me/them



24/7 access to a care team member



There is strong interest in holistic and individualized care approaches. Incorporating cultural, spiritual, and/or personal care needs is very important

Health Over Wealth Act

11 “(4) HEALTH CARE ENTITY.—The term ‘health
12 care entity’ means an entity that [owns/manages/in-
13 cludes/consists of] 1 or more of the following health
14 care providers:

15 “(A) A hospital.

16 “(B) A physician practice.

17 “(C) An assisted living or skilled nursing
18 facility.

19 “(D) A hospice facility.

20 “(E) A mental [or] behavioral health care
21 provider.

22 “(F) An opioid treatment program.

23 “(G) A provider of services (as defined in
24 section 1861(u) of the Social Security Act (42
25 U.S.C. 1395x(u)) or a supplier (as defined in

**Original
Draft**

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22 section 1861(u) of the Social Security Act (42
23 U.S.C. 1395x(u)) or a supplier (as defined in
24 section 1861(d) of such Act (42 U.S.C.

**Final
Draft**

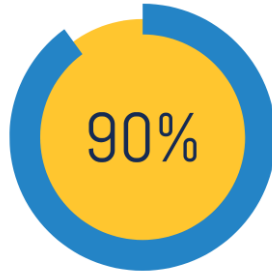
Measure What Matters



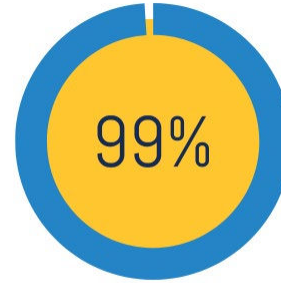
Demonstrate our value and maintain trust with residents, families, workers, partners, policymakers, and the public through data, transparency, and best practices

- Define and facilitate the collection and dissemination of quality data
- Strengthen the state regulatory framework by advancing best practices and industry accreditation around health and safety
- Establish industry “brand protection” opportunities/programs

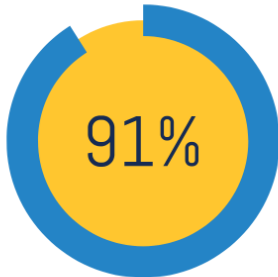
2013 Public Opinion Strategies Poll



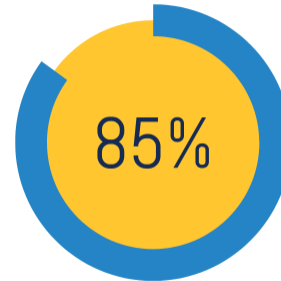
Percentage of senior residents report high satisfaction in 2013 and 2024



Percentage of senior residents report feeling safe in 2013 and 2024

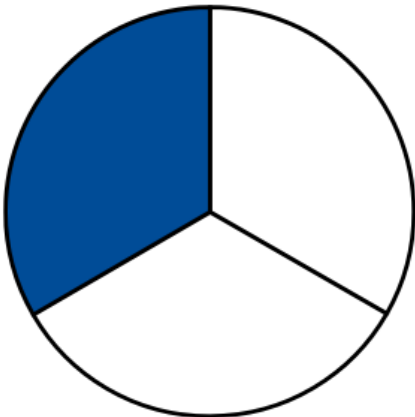


Percentage of senior residents report feeling safer than living at home

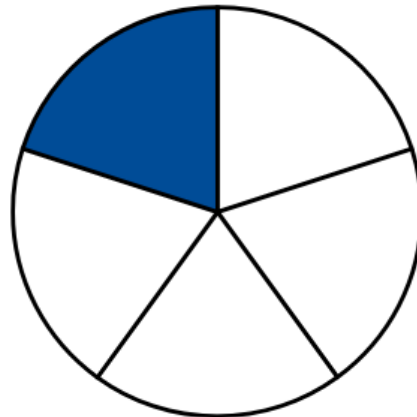


Percentage of families report high value in communities

US News and World Report

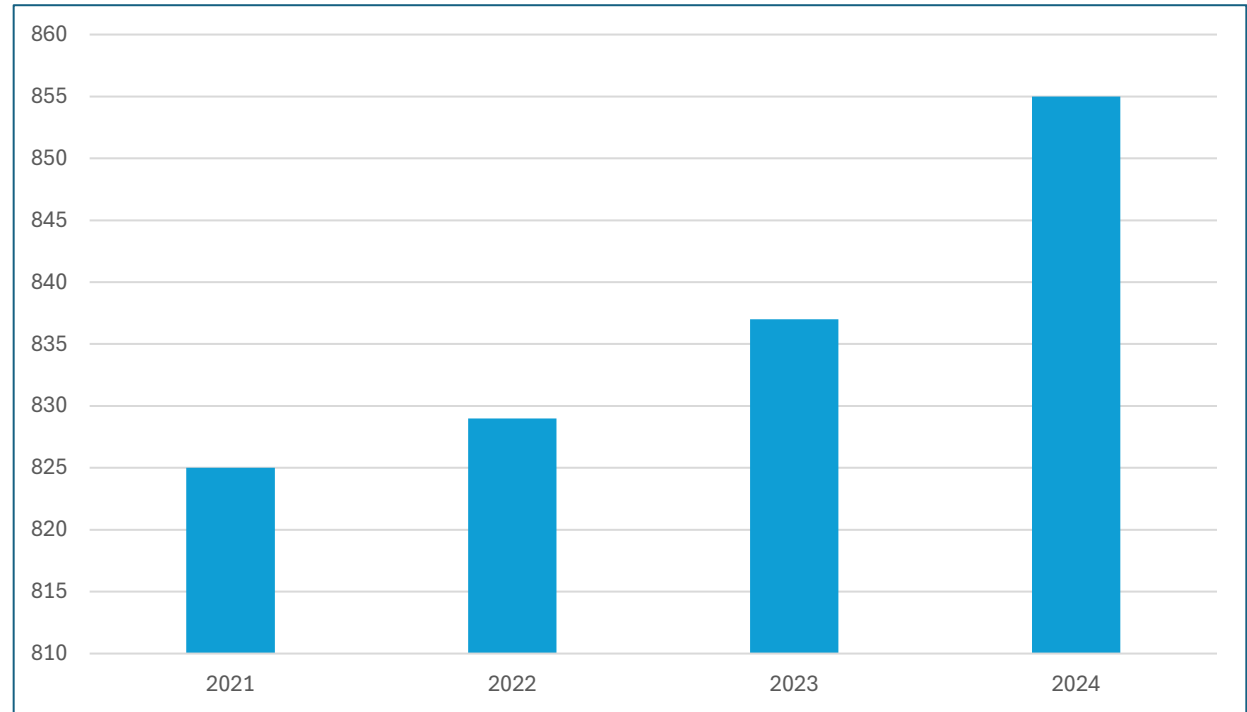


$\frac{1}{3}$ say that health has improved

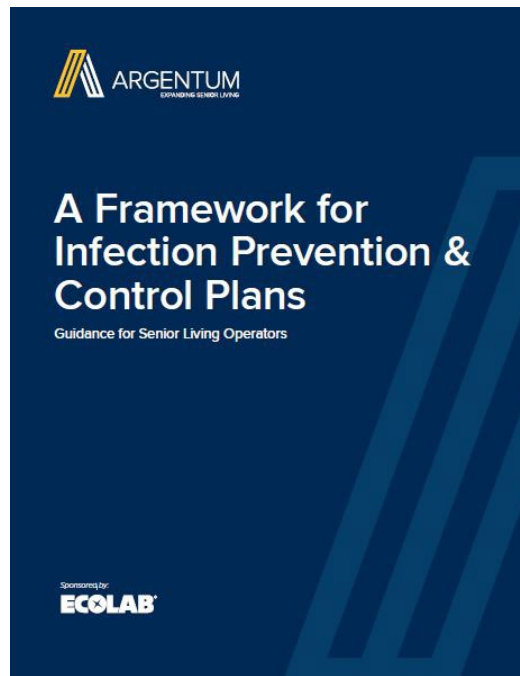
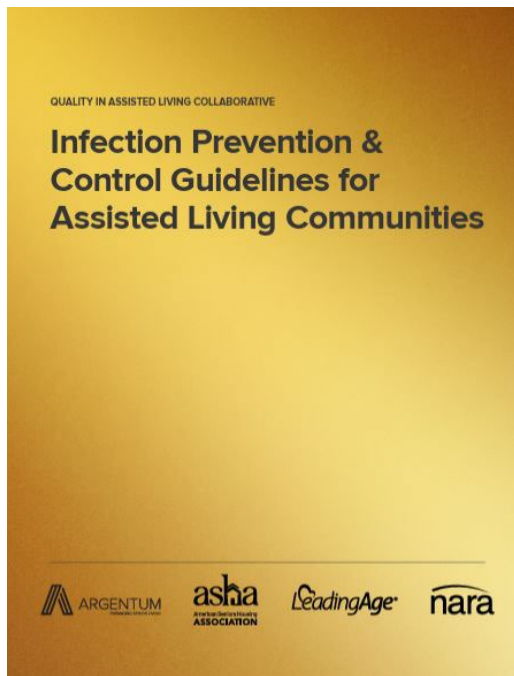


1 in 5 report being more active

JD Power Senior Living Satisfaction Survey



Quality of Assisted Living Collaborative



Earn a CDAL Credential

✓ **Stand Out**

Join top senior living leaders with this respected industry credential.

✓ **Build Trust**

Show residents and families your commitment to quality care and leadership.

✓ **Lead with Confidence**

CDAL proves you have the skills, knowledge, and judgment to run a successful community.

✓ **Get Certified**

Pass a rigorous exam developed by senior living experts.



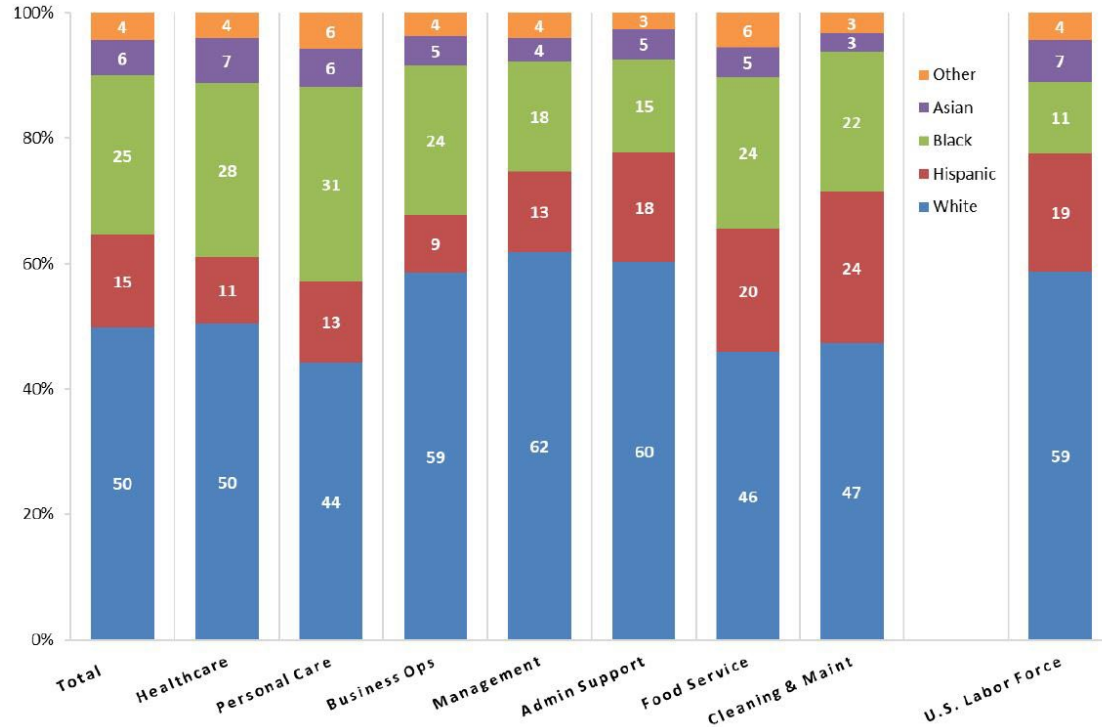
Develop Our People



Expand the pipeline and retention of qualified and diverse talent to meet the needs of a growing senior population.

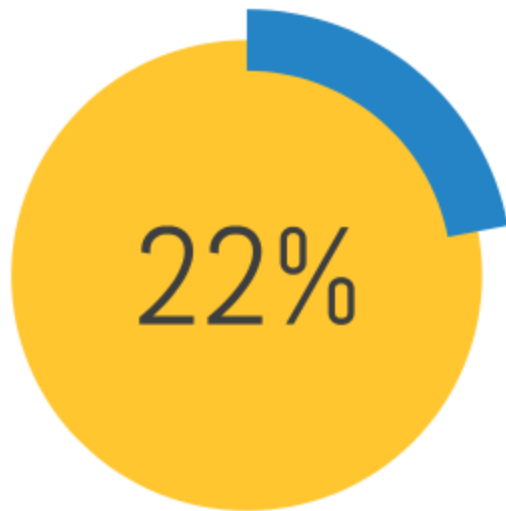
- Expand and promote career pathways and pipeline through strategic partnerships, culminating in apprenticeships, incumbent worker training, and recruitment and retention
- Engage the “total career opportunity” through supportive programs for workers
- Advance policy solutions to expand the workforce pipeline and enhance retention

Senior Living Workforce by Race/Ethnicity



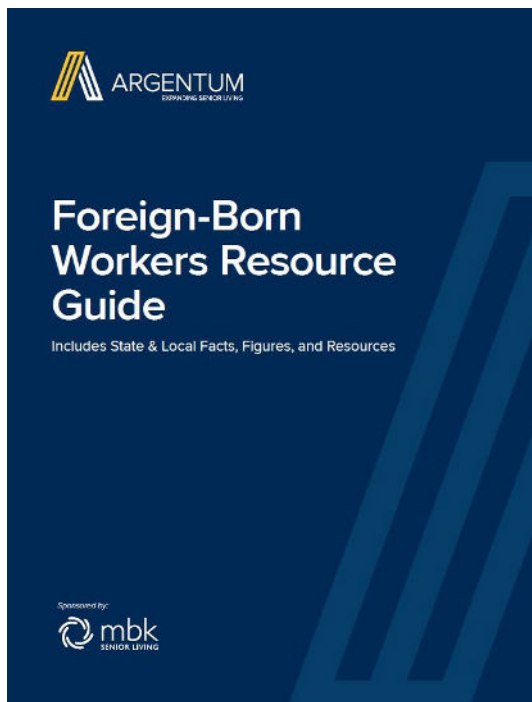
Reference: A Snapshot of the Senior Living Workforce

Representation Among Foreign-born Workers

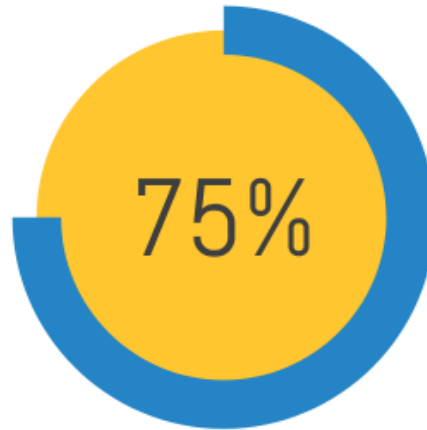


Percentage of foreign-born workers
has grown from 18-22%

Foreign Born Workers Guide



Women Lead the Industry



**Women comprise 75% of the
senior living workforce as of 2023**

Women in Leadership (WIL) Programs

Empowering women in senior living through professional development, education, mentorship, and networking.

- 10,000+ member network
- Monthly virtual speaker series
- 1:1 mentoring program
- Year-round events including the popular Women in Leadership Fall Forum (September 24-25 in Dallas)
- Recognition opportunities



LEARN MORE

The Average Age of Our Workforce



The average age of our workforce, 43, is slightly higher than the U.S. labor force at 42

Workforce Partnerships



Workforce Pilot Programs



- Partnered with Job Corps Centers in Maryland, Kentucky and Nevada
- Covers many opportunities in senior living:
 - Caregiving & Nursing
 - Hospitality & Resident Service
 - Dining & Culinary
 - Building Maintenance & Housekeeping
 - Sales & Marketing
 - Office Support
 - Management

Two Paths. One Goal: Stronger Senior Living Leadership

EDAL

Earn the **Executive Director of Assisted Living (EDAL)** certificate and gain expert insights across **16 key areas** of community leadership—from resident care to financial management.

EDLI

EDLI, offered in concert with the Senior Living Executive Conference, empowers executive directors with essential leadership skills in operations, HR, sales and marketing, clinical oversight, risk management, and more.



Leadership Advancement and Development



Unlock your leadership potential with LEAD, a results-driven program designed for today's senior living professionals.

- ✓ Evidence-based models with practical tools for real-world impact
- ✓ Expert guidance from KGH Consulting and top executive coaches
- ✓ Aligns leadership growth with organizational strategy
- ✓ Earn a program certificate and recognition award



Join Argentum

Be part of the leading national association supporting **resident-centered senior living communities**.

- ✓ Represents ~75% of the senior living industry
- ✓ Advocates for **choice, dignity, and quality of life**
- ✓ Provides advocacy, connections, insights and solutions you won't find any place else
- ✓ Supports communities offering **assisted living, independent living, memory care**, and more

