



Bild & Co
Family and Resident Move
In Experiences White
Paper

October 19, 2023
Seniors Housing Weekly Data Drips



Family and Resident Move In Experiences Analysis

Recently, Bild & Co conducted a case study on 2023 move ins and the experiences of 60+ residents and 187 family members 90 days post move in. This study targets multiple states in the U.S. Below is the executive summary and the data trends that were uncovered.

Target Locations: National

Time Periods Data Analyzed: 1/1/2023 – 10/5/2023

Data Reviewed: Family and Resident Move In Experiences Post 90 days

- On a scale of 1 to 10, with 10 being the best, **73%** of family members and **72%** of residents rated between 8-10 for the overall experience since they have moved into the community.
- 91.5%** of all respondents rated associate communication and responsiveness either fantastic or average.
- After surveying the residents, it was concluded that more than **47%** of residents and family members were happy with the move in and the process that took place within the first 90 days.
- A few of the most consistent complaints residents submitted were regarding a better effort to acclimate the resident to other residents in the community, customer service, and meals/dining options.

23% of residents and 9% of families are dissatisfied or very dissatisfied with housekeeping.

85% of residents stated that they are happy with their apartment choice while the other 15% were interested in exploring other floorplan options.

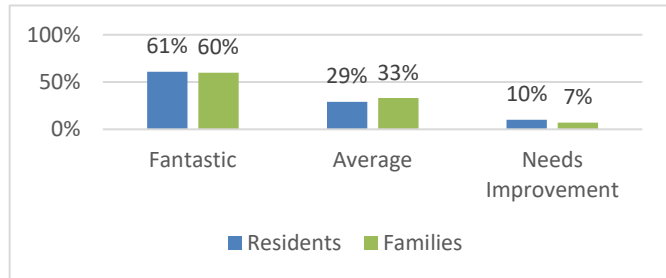
8.5% of respondents said they needed improvement with the associates and their level of responsiveness.

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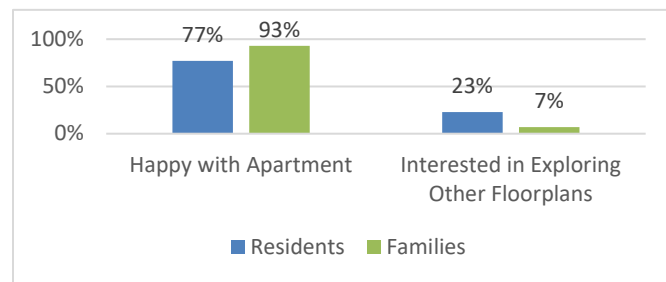
Overall Communication Rating:

91.5 % of all respondents rated associate communication and responsiveness either fantastic or average while **8.5%** said they needed improvement with the associates and their level of responsiveness.



Apartment Satisfaction Rating:

On average, **85%** of respondents stated that they were happy with their apartment choice while the other **15%** were interested in exploring other floorplans.



Housekeeping Feedback:

Common feedback regarding housekeeping:

Is housekeeping meeting your expectations regarding the upkeep of your apartment and laundry?

- **Laundry misplaced or lost, clothes are not folded or put away (#1 complaint).**
- Bed unmade.
- Housekeeping isn't done on a weekly basis.
- Trash not taken care of
- Unclean floors, bathrooms, overall apartment not cleaned.

Visiting Feedback:

When family is visiting you, is there anything we can do to improve the experience?

Response	% of Responses
Yes	18.3%
No	81.7%

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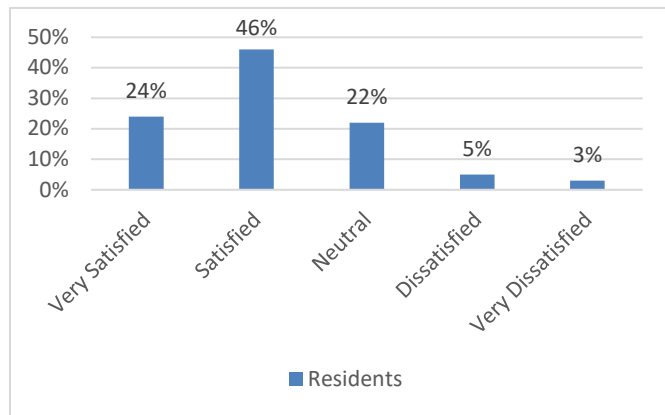
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Common feedback regarding visits:

- Lack of communication on paperwork, food, housekeeping, care etc.
- Food pricing is not up to expectation, needs better food, difficulty reserving foods.
- Extending front desk hours/staff turnover is an issue, signing in is a long process.
- Proper updates to records of care for resident.
- Rooms are unkept and need housekeeping.

Menu/Dining Experiences:

When asked how residents enjoyed the menu selections, **70%** were either satisfied or very satisfied. **22%** were neutral while **8%** were dissatisfied or very dissatisfied.



When asked which two areas of dining experiences were of most importance,

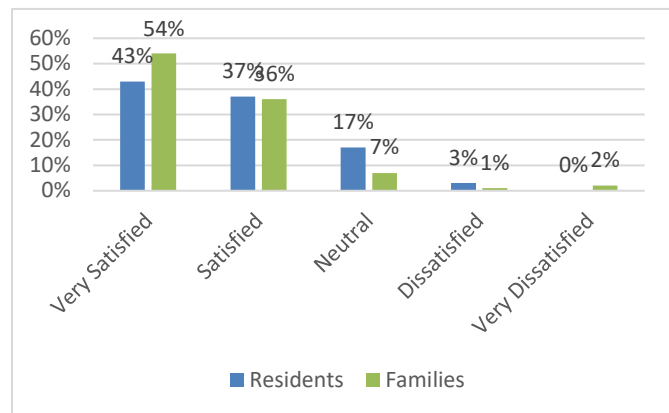
- **78.9%** of respondents chose choice and variety of menu.
- **57.9%** of respondents chose healthy options.

The **top complaints** were the quality of food, lack of flavor/ingredients or bland recipes, and very limited choices or too repetitive of a menu.

Care Experiences:

80% of residents were either very satisfied or satisfied.

The **top complaint** for care was lack of staffing to ensure proper and quality care.



Other Experiences:

Below are a couple of other experience questions that residents were asked.

- **79%** of residents are satisfied with how they have made friendships since moving in.
- **92%** of residents are satisfied with how the community has made them feel at home.