

# Results of the 2007 Illinois Supportive Living Facility Survey

**Report Completed:  
August 31, 2007**

**For additional information, please contact:**

**Linda Hollinger-Smith, RN, PhD, FAAN  
Senior Vice President for Research  
Life Services Network  
911 N. Elm Street, Suite 228  
Hinsdale, IL 60521  
630.325.6170  
lindah@lsni.org**



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## Executive Summary

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This report contains a detailed statistical analysis of the results to the **2007 Supportive Living Survey**, a joint effort of Life Services Network and the Affordable Assisted Living Coalition. A total of 52 SLFs completed the survey during the time period of April 1 through June 1, 2007. A total of 59 SLFs completed authorization forms for participation, so the final participation rate was 88%. Of the participating SLFs, 45 are operational representing a participation rate of 62% of operating SLFs (73 SLFs operational at the time of the survey).

The report breaks down findings by region when sufficient data are available (A minimum of 5 respondents per position per region are required to provide sufficient data for analysis). Of the 52 participating SLFs, 40.4% are from the northern Illinois region (combining Chicago metropolitan and northwest Illinois), 30.8% are from the central Illinois region, and 28.8% are from the southern Illinois region. The following provides overall state of Illinois highlights from the report:

### **SLF Property Development**

- 78% of participating SLFs are new construction; 20% are building renovation; and 2% are both.
- The average number of days from initial SLF plan approval to construction completion was 720 days for new construction SLFs and 717 days for building renovation SLFs.
- The average number of days from the SLF becoming operational to achieving 100% occupancy was 403 days for new construction SLFs and 470 days for building renovation SLFs.

### **SLF Property Characteristics**

- Forty-five (87%) of the participating 52 SLFs are operational.
- The average total square footage of participating SLFs is 56,500 square feet.
- The average total number of SLF apartments is 77.

### **SLF Occupancy**

- The monthly average occupancy of studio SLF apartments is 86%.
- The monthly average occupancy of one-bedroom apartments is 90%.
- The monthly average occupancy of two-bedroom apartments is 88%.
- On average across participating SLFs, approximately 64% of current residents are Medicaid and 36% are private pay.
- Nearly 57% of participating SLFs have a wait list for apartments.
- Over half of 2006 SLF Resident move-outs relocated to nursing homes (due to health changes) or back to private homes/apartments. Of the 2006 SLF move-outs, 13% were due to deaths and 12% relocated to an assisted living or independent living community.

### **SLF Current Residents**

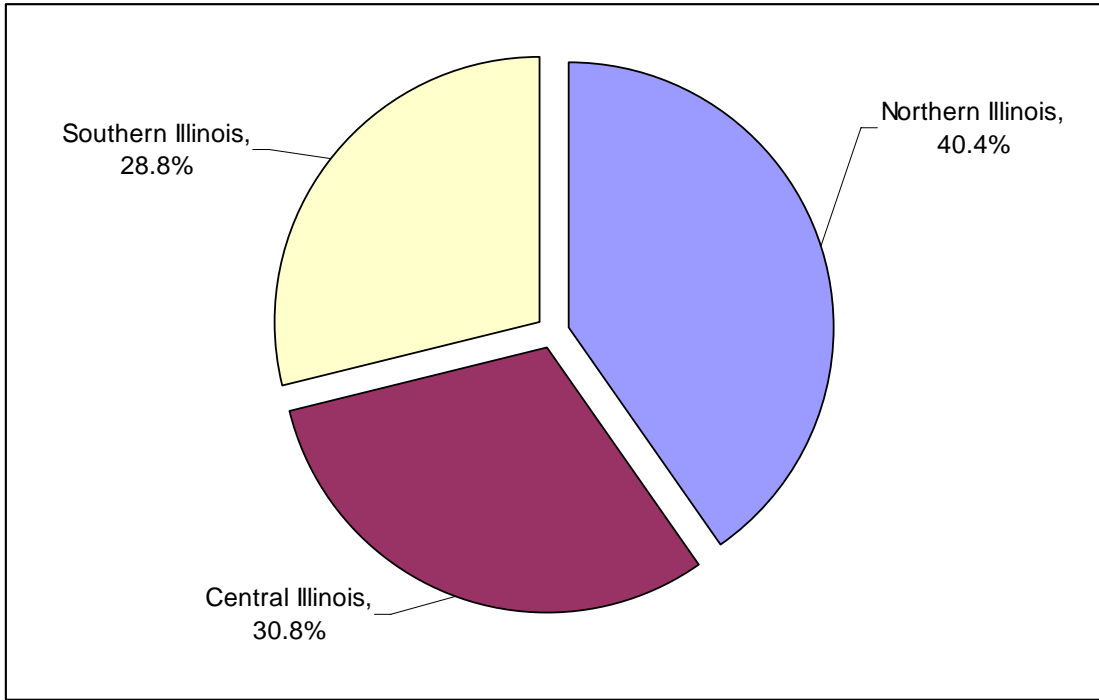
- 64% of SLF residents come from a private home or apartment; 60% of SLF residents lived within 10 miles of the SLF.
- 71% of SLF residents are widowed; 81% of SLF residents are 75 years of age or older; 77% of SLF residents are female.

**PLEASE NOTE:** As this is the first Illinois SLF survey completed, data must be interpreted with great caution. In some sections, we have regions with less than five facilities reporting data, and thus these results **may not be representative** of all SLFs in a particular region. In order to have adequate data to report, we also included SLFs that have been operational for less than 15 months (on average, participating SLFs achieved full occupancy in their first 15 months of operation and have an average occupancy of 92%). Of the participating 45 SLFs, 6 (13.3%) have been operational for less than 15 months and have an average occupancy of 68%. In future surveys, we hope to have adequate data to separate out results for “stabilized” SLFs (i.e., achieving 92% occupancy).

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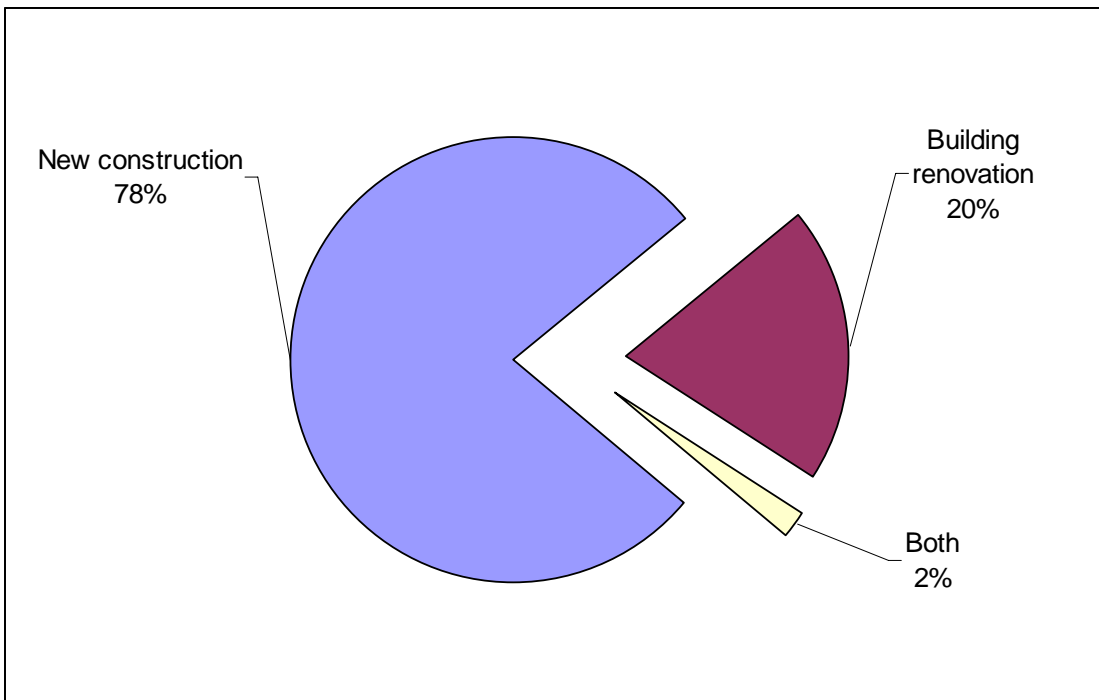
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## Characteristics of Respondent Facilities/Organizations



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## Percent of SLFs – New Construction and Building Renovation



# SLF Property Development

## SLF – New Construction

Only SLFs that provided sufficient data are reported (i.e., minimum of 5 SLFs reporting by region)

### Number of Days from SLF Plan Approval to Construction Completion

Region	Minimum Number of Days	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Number of Days	Number of Organizations Reporting
Northern Illinois	243	394	771	885	1,034	8
Central Illinois	365	414	697	925	1,079	8
Southern Illinois	334	386	470	1,148	2,206	8

### Number of Days from SLF Construction Start to SLF Becoming Operational

Region	Minimum Number of Days	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Number of Days	Number of Organizations Reporting
Northern Illinois	262	381	457	520	959	8
Central Illinois	270	299	400	415	426	8
Southern Illinois	273	350	416	498	1,749	8

### Number of Days from SLF Becoming Operational to 100% Occupancy

Region	Minimum Number of Days	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Number of Days	Number of Organizations Reporting
Northern Illinois	55	64	159	580	698	8
Central Illinois	30	235	554	792	959	8
Southern Illinois	136	146	275	576	818	8

### Maximum SLF Occupancy Since Becoming Operational

Region	Minimum SLF Occupancy	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum SLF Occupancy	Number of Organizations Reporting
Northern Illinois	47%	52%	87%	97%	100%	8
Central Illinois	64%	73%	88%	97%	100%	8
Southern Illinois	62%	69%	82%	95%	100%	8

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### **SLF – Building Renovation**

Only SLFs that provided sufficient data are reported (i.e., minimum of 5 SLFs reporting by region)

As 8 respondents provided data about their SLF development (building renovations), there was insufficient responses to report by region, so data are combined.

#### **Number of Days from SLF Plan Approval to Construction Completion**

<b>Region</b>	<b>Minimum Number of Days</b>	<b>25<sup>th</sup> Percentile</b>	<b>50<sup>th</sup> Percentile</b>	<b>75<sup>th</sup> Percentile</b>	<b>Maximum Number of Days</b>	<b>Number of Organizations Reporting</b>
<b>All Regions</b>	118	152	273	1,505	2,007	8

#### **Number of Days from SLF Construction Start to SLF Becoming Operational**

<b>Region</b>	<b>Minimum Number of Days</b>	<b>25<sup>th</sup> Percentile</b>	<b>50<sup>th</sup> Percentile</b>	<b>75<sup>th</sup> Percentile</b>	<b>Maximum Number of Days</b>	<b>Number of Organizations Reporting</b>
<b>All Regions</b>	3	15	194	483	756	8

#### **Number of Days from SLF Becoming Operational to 100% Occupancy**

<b>Region</b>	<b>Minimum Number of Days</b>	<b>25<sup>th</sup> Percentile</b>	<b>50<sup>th</sup> Percentile</b>	<b>75<sup>th</sup> Percentile</b>	<b>Maximum Number of Days</b>	<b>Number of Organizations Reporting</b>
<b>All Regions</b>	27	109	493	825	856	8

#### **Maximum SLF Occupancy Since Becoming Operational**

<b>Region</b>	<b>Minimum Number of Days</b>	<b>25<sup>th</sup> Percentile</b>	<b>50<sup>th</sup> Percentile</b>	<b>75<sup>th</sup> Percentile</b>	<b>Maximum Number of Days</b>	<b>Number of Organizations Reporting</b>
<b>All Regions</b>	48%	56%	90%	93%	100%	8

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# SLF Property Characteristics

## Total Square Footage

Region	Minimum Square Footage	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Square Footage	Number of Organizations Reporting
Northern Illinois	24,506	62,217	73,321	79,750	98,385	21
Central Illinois	31,000	38,383	50,176	64,618	72,000	16
Southern Illinois	14,500	24,582	42,000	73,064	87,461	15

## Percent of Common Space (excludes halls, corridors, and outside common space)

Region	Minimum % of Common Space	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum % Of Common Space	Number of Organizations Reporting
Northern Illinois	4.0%	10.0%	17.5%	25.9%	38.0%	21
Central Illinois	1.0%	10.0%	13.0%	36.0%	50.0%	16
Southern Illinois	7.0%	10.0%	17.0%	27.5%	36.0%	15

## Number of Stories in Property

Region	One Story	Two Stories	Three Stories	Four Stories	Five Stories	Six or More Stories
Northern Illinois	0%	16.7%	44.4%	16.7%	5.6%	16.7%
Central Illinois	46.7%	33.3%	6.7%	0.0%	6.7%	6.7%
Southern Illinois	40.0%	33.3%	20.0%	0.0%	6.7%	0.0%

## Types of Financing Obtained for SLF Construction/Renovation

Region	Conventional bank financing	Tax credits at 4%	Tax credits at 9%	Taxable bond	Nontaxable bond	HUD financing	Number of Organizations Reporting
Northern Illinois	19.0%	4.8%	38.1%	4.8%	4.8%	23.8%	21
Central Illinois	50.0%	12.5%	12.5%	0.0%	0.0%	6.3%	16
Southern Illinois	46.7%	13.3%	20.0%	0.0%	0.0%	6.7%	15

Other forms of financing listed:

- Other tax credits
- Trust
- Commercial loan
- Illinois Capitol Fund Bond Pool Proceeds
- IHDA Tax Donation Credits

## Property Type

Property Type	Northern Illinois (n=21)	Central Illinois (n=16)	Southern Illinois (n=15)
Single entity property	23.8%	13.3%	23.1%
Part of a multi-property organization	76.2%	86.7%	76.9%

## Number of Studio Apartments

Region	Minimum Number of Studios	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Number of Studios	Number of Organizations Reporting
Northern Illinois	3	40	75	111	124	21
Central Illinois	2	4	13	38	136	16
Southern Illinois	2	4	22	38	44	15

## Number of 1-Bedroom Apartments

Region	Minimum Number of 1 BRs	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Number of 1 BRs	Number of Organizations Reporting
Northern Illinois	7	28	41	60	120	21
Central Illinois	21	35	37	44	63	16
Southern Illinois	10	19	37	50	100	15

## Number of 2-Bedroom Apartments

Region	Minimum Number of 2 BRs	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Number of 2 BRs	Number of Organizations Reporting
Northern Illinois	5	6	8	18	40	17
Central Illinois	6	6	7	8	23	14
Southern Illinois	3	3	7	8	8	13

## Total Number of Apartments

Region	Minimum Number of Apartments	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Number of Apartments	Number of Organizations Reporting
Northern Illinois	45	84	100	113	124	21
Central Illinois	42	46	59	76	136	16
Southern Illinois	27	46	52	90	103	15



# SLF Occupancy

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## Monthly Average Percent Occupancy – Studio Apartments

Region	Minimum Percent Occupancy	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent Occupancy	Number of Organizations Reporting
Northern Illinois	18%	83%	93%	98%	100%	17
Central Illinois	50%	73%	98%	99%	100%	14
Southern Illinois	44%	68%	95%	98%	100%	14

## Monthly Average Percent Occupancy – 1-Bedroom Apartments

Region	Minimum Percent Occupancy	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent Occupancy	Number of Organizations Reporting
Northern Illinois	18%	71%	95%	98%	100%	17
Central Illinois	97%	98%	98%	99%	100%	14
Southern Illinois	39%	80%	98%	99%	100%	14

## Monthly Average Percent Occupancy – 2-Bedroom Apartments

Region	Minimum Percent Occupancy	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent Occupancy	Number of Organizations Reporting
Northern Illinois	5%	48%	98%	99%	100%	17
Central Illinois	83%	90%	98%	99%	100%	14
Southern Illinois	8%	77%	98%	99%	100%	13

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### Number of Related Residents Living in 2-Bedroom Apartments

Region	Minimum Number of Residents	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Number of Residents	Number of Organizations Reporting
Northern Illinois	2	2	4	10	12	11
Central Illinois	2	4	8	10	12	13
Southern Illinois	0	2	6	10	12	11

### Number of Unrelated Residents Living in 2-Bedroom Apartments

Region	Minimum Number of Residents	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Number of Residents	Number of Organizations Reporting
Northern Illinois	0	2	4	14	16	11
Central Illinois	2	4	8	10	14	13
Southern Illinois	0	2	6	12	16	11

### How Residents are Assigned to 2-Bedroom Apartments

	Residents may select roommate	Administration assigns roommate	Other
<b>Assignment Method</b>	50.0%	33.3%	16.7%

Insufficient responses by region, so data are combined

### Percent of SLFs with a Policy to Assign Residents to 2-Bedroom Apartments

	Yes	No
<b>SLF has assignment policy</b>	25.0%	75.0%

Insufficient responses by region, so data are combined

### Percent of Respondents that Reserve a Minimum Number of Apartments for Medicaid Residents

	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
<b>Percent Reserving Minimum Number of Apartments for Medicaid</b>	47.4%	31.3%	35.7%



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### Number of Apartments Reserved for Medicaid Residents

Region	Minimum Number of Apartments	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Number of Apartments	Number of Organizations
Northern Illinois	22	26	35	85	86	19
Central Illinois	17	18	31	49	52	16
Southern Illinois	10	12	17	56	68	14

### Number of Medicaid Residents

Region	Minimum Number of Residents	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Number of Residents	Number of Organizations Reporting
Northern Illinois	5	45	64	81	113	15
Central Illinois	3	13	27	48	86	14
Southern Illinois	2	13	23	61	83	13

### Number of Private Pay Residents

Region	Minimum Number of Residents	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Number of Residents	Number of Organizations Reporting
Northern Illinois	0	4	16	41	76	15
Central Illinois	1	24	27	45	50	14
Southern Illinois	12	14	17	28	51	13

### Total Number of Residents

Region	Minimum Number of Residents	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Number of Residents	Number of Organizations Reporting
Northern Illinois	34	69	87	111	124	15
Central Illinois	41	46	53	85	103	14
Southern Illinois	23	29	50	88	108	13

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# SLF Private Pay Rates

## How Private Pay Rates are Determined

	Northern Illinois (n=18)	Central Illinois (n=15)	Southern Illinois (n=14)
All-inclusive Rates are Used	94.4%	86.7%	85.7%
Leveling Charges are Used	5.6%	13.3%	14.3%

## Monthly Private Pay Rate – Studio Apartments

Region	Minimum Private Pay Rate	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Private Pay Rate	Number of Organizations Reporting
Northern Illinois	\$2,100	\$2,500	\$2,800	\$2,995	\$3,877	17
Central Illinois	\$1,720	\$1,995	\$2,090	\$2,450	\$2,700	14
Southern Illinois	\$1,865	\$1,891	\$1,974	\$2,134	\$2,485	14

## Monthly Private Pay Rate – 1-Bedroom Apartments

Region	Minimum Private Pay Rate	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Private Pay Rate	Number of Organizations Reporting
Northern Illinois	\$2,310	\$2,561	\$2,790	\$3,500	\$3,695	17
Central Illinois	\$2,030	\$2,193	\$2,258	\$2,721	\$3,100	14
Southern Illinois	\$1,950	\$2,145	\$2,263	\$2,509	\$2,887	14

## Monthly Private Pay Rate – 2-Bedroom Apartments

Region	Minimum Private Pay Rate	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Private Pay Rate	Number of Organizations Reporting
Northern Illinois	\$3,677	\$3,750	\$4,600	\$5,000	\$5,100	13
Central Illinois	\$3,000	\$3,091	\$3,150	\$3,750	\$3,803	14
Southern Illinois	\$2,571	\$2,931	\$3,100	\$3,305	\$4,000	11

# SLF Operations and Policies

## Percent of SLFs Charging a Reservation Fee

	Northern Illinois (n=20)	Central Illinois (n=16)	Southern Illinois (n=14)
Percent of SLFs Charging a Reservation Fee	30.0%	50.0%	35.7%

## Reservation Fee Amount

Region	Minimum Reservation Fee	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Reservation Fee	Number of Organizations Reporting
Northern Illinois	\$150	\$170	\$375	\$750	\$1,500	6
Central Illinois	\$75	\$100	\$200	\$800	\$1,000	8
Southern Illinois	\$100	\$125	\$250	\$750	\$1,000	5

## Percent of SLFs with Refundable Reservation Fee

	Northern Illinois (n=6)	Central Illinois (n=8)	Southern Illinois (n=5)
Percent with Refundable Reservation Fee	33.3%	75.0%	100.0%

## Percent of SLFs Requiring a Security Deposit

	Northern Illinois (n=20)	Central Illinois (n=16)	Southern Illinois (n=14)
Percent of SLFs Requiring a Security Deposit	35.0%	50.0%	50.0%

## Security Deposit Amount

Region	Minimum Security Deposit	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Security Deposit	Number of Organizations Reporting
Northern Illinois	\$200	\$600	\$1,500	\$2,500	\$2,900	7
Central Illinois	\$700	\$1,000	\$1,100	\$1,375	\$1,995	8
Southern Illinois	\$150	\$250	\$650	\$2,025	\$2,550	7

## Percent of SLFs with Refundable Security Deposit

	Northern Illinois (n=7)	Central Illinois (n=8)	Southern Illinois (n=7)
Percent with Refundable Reservation Fee	100.0%	100.0%	100.0%



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**Percent of SLFs Allowing the Following:**

	<b>Northern Illinois (n=20)</b>	<b>Central Illinois (n=16)</b>	<b>Southern Illinois (n=14)</b>
<b>Overnight guests</b>	95.0%	93.8%	93.3%
<b>Pets</b>	70.0%	50.0%	50.0%
<b>Smoking</b>	16.7%	0.0%	0.0%
<b>Alcohol use</b>	100.0%	100.0%	100.0%

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**Other Residential Options in the Same Building**

<b>Region (number of organizations in parentheses)</b>	<b>Assisted Living</b>	<b>Independent Living</b>	<b>Nursing Home</b>	<b>CCRC</b>
<b>Northern Illinois (n=21)</b>	9.5%	9.5%	0.0%	0.0%
<b>Central Illinois (n=16)</b>	12.5%	18.8%	0.0%	0.0%
<b>Southern Illinois (n=15)</b>	13.3%	6.7%	6.7%	0.0%

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**Other Residential Options on the Same Campus**

<b>Region (number of organizations in parentheses)</b>	<b>Assisted Living</b>	<b>Independent Living</b>	<b>Nursing Home</b>	<b>CCRC</b>
<b>Northern Illinois (n=21)</b>	4.8%	47.6%	19.0%	0.0%
<b>Central Illinois (n=16)</b>	18.8%	18.8%	12.5%	0.0%
<b>Southern Illinois (n=15)</b>	6.7%	13.3%	13.3%	6.7%

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**Resident Contract Addresses the Following Reasons for Involuntary Discharge:**

<b>Reasons for Involuntary Discharge</b>	<b>Northern Illinois (n=21)</b>	<b>Central Illinois (n=16)</b>	<b>Southern Illinois (n=15)</b>
<b>Abuse of other residents or staff</b>	100.0%	93.8%	85.7%
<b>Cognitive impairment</b>	55.0%	50.0%	71.4%
<b>Danger to self or others</b>	100.0%	100.0%	100.0%
<b>Dependency in activities of daily living</b>	50.0%	56.3%	78.6%
<b>Immobility/inability to transfer from bed or chair</b>	50.0%	56.3%	57.1%
<b>Incontinence</b>	25.0%	37.5%	42.9%
<b>Nonpayment of fees</b>	100.0%	93.8%	100.0%
<b>Safety issues that may jeopardize health, safety, and well-being of resident or others</b>	95.0%	93.8%	100.0%
<b>Other</b>	15.0%	12.5%	21.4%

Other categories listed:

- Breach of contract
- Excessive temporary absences
- Facility cannot meet needs due to growing health/other issues
- Repetitive damage/unsanitary conditions in apartment

# SLF Resident Move-In/Move-Out Patterns

**Please note:** As this is the first SLF survey of its kind, please interpret the following data with caution. Move-In/Move-Out data in the following tables include all participating operational SLFs. We did not have sufficient data to separate “stabilized” SLFs (i.e., in operation for 15 months or more) from those in operation for less than 15 months.

Length of time in operation does impact Move-In-Move-Out patterns due to availability of units. For example, **the average number of move-ins per month for SLFs operating three years or more is 2.4 compared to 4.2 average move-ins per month for SLFs operating less than three years.** The average number of move-outs per month for SLFs operating three years or more is 2.3 compared to 1.6 average move-outs per month for SLFs operating less than three years.

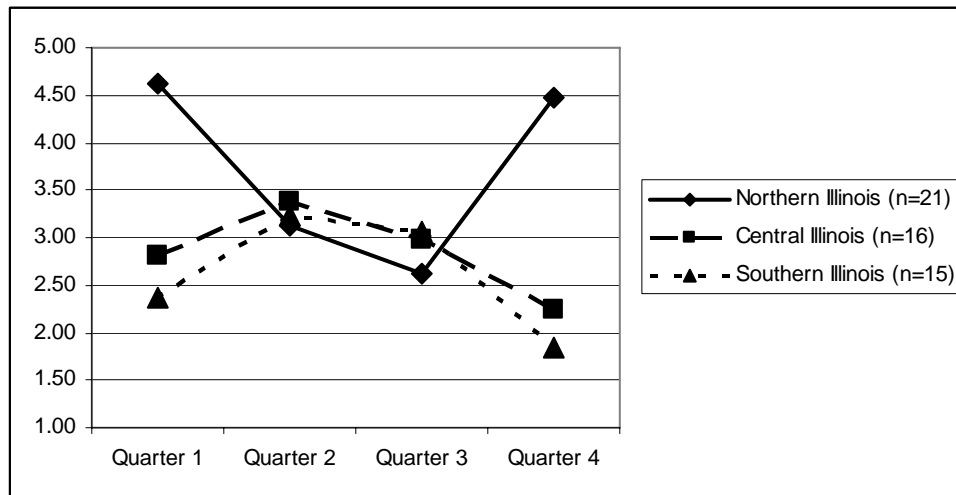
**Average Number of Move-Ins by Month (January-December 2006)**

Month	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
January	5.14	2.45	2.64
February	5.07	2.89	1.64
March	3.64	3.10	2.82
April	2.79	2.89	1.91
May	3.64	3.00	1.18
June	2.93	4.22	6.58
July	2.43	3.60	3.42
August	2.73	2.70	3.42
September	2.71	2.64	2.33
October	4.07	3.55	2.33
November	3.57	1.10	1.92
December	5.76	2.10	1.25

**Average Number of Move-Ins by Quarter (January-December 2006)**

Quarter	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
First (January-March)	4.62	2.81	2.37
Second (April-June)	3.12	3.37	3.22
Third (July-September)	2.62	2.98	3.06
Fourth (October-December)	4.47	2.25	1.83

**Chart of Average Number of Move-Ins by Quarter (January-December 2006)**



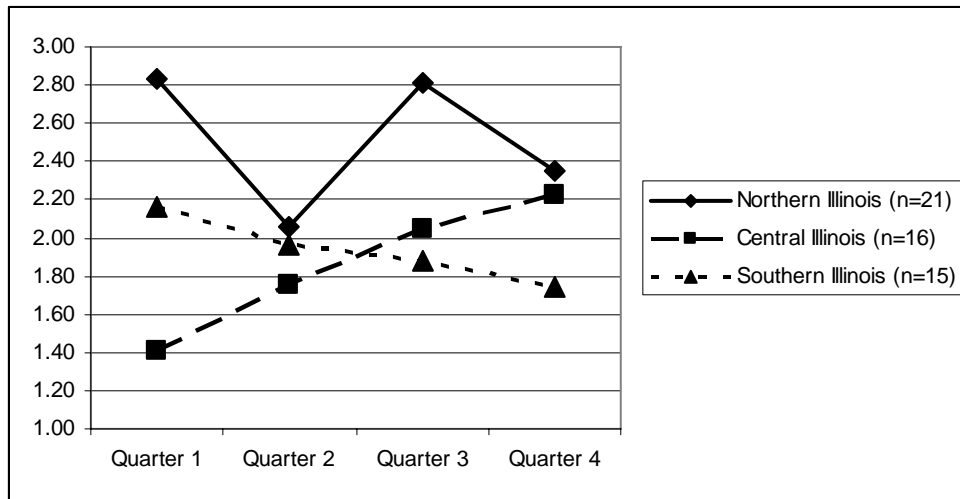
**Average Number of Move-Outs by Month (January-December 2006)**

Month	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
January	2.79	1.36	2.60
February	2.50	1.45	2.00
March	3.21	1.40	1.90
April	2.50	1.45	1.80
May	1.79	1.70	1.90
June	1.87	2.10	2.18
July	3.36	2.55	1.91
August	2.43	1.67	1.64
September	2.64	1.92	2.09
October	2.67	2.42	1.91
November	1.86	2.09	1.64
December	2.53	2.18	1.67

**Average Number of Move-Outs by Quarter (January-December 2006)**

Quarter	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
First (January-March)	2.83	1.40	2.17
Second (April-June)	2.05	1.75	1.96
Third (July-September)	2.81	2.05	1.88
Fourth (October-December)	2.35	2.23	1.74

**Chart of Average Number of Move-Outs by Quarter (January-December 2006)**



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**Length of Stay (number of months) – Medicaid Residents\***

Region	Minimum Length of Stay (months)	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Length of Stay (months)	Number of Organizations Reporting
Northern Illinois	4	9	15	21	36	17
Central Illinois	4	12	24	26	36	14
Southern Illinois	1	12	18	24	36	14

\*On average, length of stay for all state SLF Medicaid residents is 18 months. HFS data for July 2007 shows an average LOS for all state SLF Medicaid residents of 15 months. Both our report and HFS includes “new SLF” data. The small discrepancy may be due to how SLFs count a “hold” on an apartment for residents in short-stay nursing home situations. The Medicaid system technically “discharges” them from Medicaid during the nursing home period and thus do not count this time in SLF LOS (per HFS).

**Length of Stay (number of months) – Private Pay Residents\***

Region	Minimum Length of Stay (months)	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Length of Stay (months)	Number of Organizations Reporting
Northern Illinois	4	8	18	20	24	17
Central Illinois	10	13	24	28	36	14
Southern Illinois	1	14	18	34	60	14

\*On average, length of stay for all state SLF private pay residents is 20 months. HFS does not collect comparable data on private pay residents.

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**Percent of SLFs that Track:**

	Northern Illinois (n=19)	Central Illinois (n=14)	Southern Illinois (n=13)
<b>Why residents leave the SLF</b>	89.5%	92.9%	84.6%
<b>Where residents who leave relocate to</b>	94.7%	92.9%	76.9%

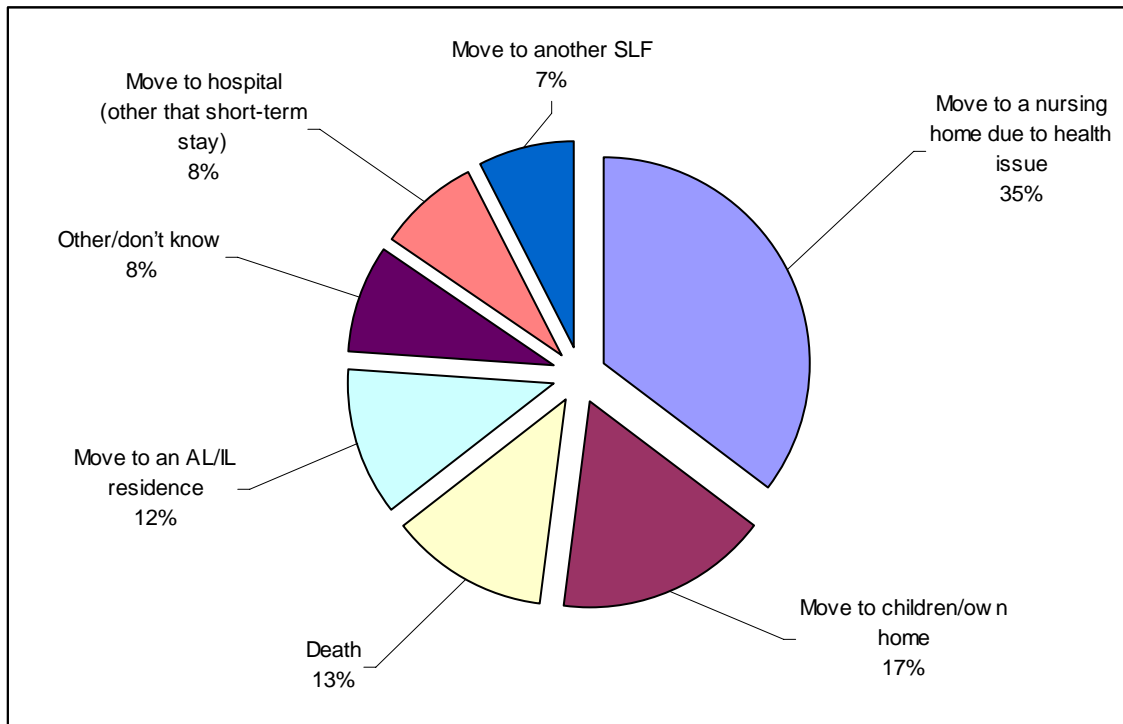
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## Average Number of Resident Move-Outs in 2006 by Reason

Move-out reason	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
Death	6.4	3.9	3.4
Move to hospital (other than short-term stay)	8.5	1.5	1.9
Move to a nursing home due to health issue	16.1	11.0	11.9
Move to another SLF	1.7	5.7	1.5
Move to an AL residence	2.0	2.0	1.5
Move to an IL residence	3.2	2.6	1.0
Move to children/other relative home	6.0	1.8	2.8
Move back to resident's home	3.0	1.7	3.3
Other/don't know	3.0	3.0	4.0

## 2006 Resident Move-Outs by Reason (all respondents)



Over half of **2006 SLF Resident Move-Outs** relocated to nursing homes (due to health changes) or back to private homes/apartments. Of the 2006 SLF move-outs, 13% were due to deaths and 12% relocated to an assisted living or independent living community. Smaller percentages went to hospitals or moved to another SLF.

## Current SLF Residents - Demographics

### Prior Living Arrangements of Current SLF Residents

Prior living arrangement	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
Private home or apartment	58.2%	75.9%	68.6%
Family residence (lived with adult children/other relatives)	4.2%	4.3%	2.2%
Residential care setting (AL, IL, retirement home, etc.)	20.0%	7.5%	6.4%
Nursing home	17.6%	12.3%	22.8%

### Distances Current Residents Relocated from Prior Residences

Relocation distance	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
Less than 5 miles	40.9%	27.5%	20.3%
5 to 10 miles	30.2%	33.7%	15.4%
11 to 25 miles	15.2%	23.2%	36.1%
26 to 50 miles	8.4%	9.7%	19.3%
More than 50 miles	5.3%	5.9%	8.9%

### Marital Status of Current Residents

Marital status	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
Never married	19.0%	4.6%	4.3%
Married	7.9%	12.4%	9.3%
Widowed	61.3%	72.9%	76.4%
Separated	2.2%	0.2%	0.5%
Divorced	9.6%	9.9%	9.5%

### Age Ranges of Current Residents

Age ranges	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
Under 65 years of age	4.2%	0.0%	0.0%
65 to 74 years of age	24.9%	9.6%	7.3%
75 to 84 years of age	39.4%	35.6%	43.4%
85 to 94 years of age	25.2%	47.1%	44.8%
Over 94 years of age	6.3%	7.7%	4.5%

### Gender of Current Residents

Gender	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
Female	71.5%	79.1%	82.9%
Male	28.5%	20.9%	17.1%



## Current SLF Residents – Services Received

### Percent of Residents Receiving Dental Care

Region	Minimum Percent of Residents	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent of Residents	Number of Organizations Reporting
Northern Illinois	6%	9%	14%	26%	93%	9
Central Illinois	4%	6%	46%	97%	100%	5
Southern Illinois	3%	5%	13%	45%	50%	5

### Percent of Residents Receiving Incontinence Care

Region	Minimum Percent of Residents	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent of Residents	Number of Organizations Reporting
Northern Illinois	3%	6%	11%	15%	49%	15
Central Illinois	2%	5%	11%	21%	26%	9
Southern Illinois	2%	4%	8%	29%	43%	8

### Percent of Residents Receiving Medication Administration by Licensed Nurses

Region	Minimum Percent of Residents	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent of Residents	Number of Organizations Reporting
Northern Illinois	2%	11%	20%	29%	35%	10
Central Illinois	7%	8%	10%	12%	13%	5
Southern Illinois	2%	4%	7%	19%	22%	5

### Percent of Residents Receiving Medication Supervision or Reminders

Region	Minimum Percent of Residents	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent of Residents	Number of Organizations Reporting
Northern Illinois	32%	44%	74%	92%	100%	15
Central Illinois	24%	34%	60%	80%	86%	9
Southern Illinois	44%	52%	67%	78%	96%	12



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### Percent of Residents Receiving Physical Therapy

Region	Minimum Percent of Residents	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent of Residents	Number of Organizations Reporting
Northern Illinois	3%	6%	8%	13%	27%	12
Central Illinois	2%	3%	4%	7%	9%	6
Southern Illinois	1%	2%	4%	8%	9%	6

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### Percent of Residents Receiving Podiatry Services

Region	Minimum Percent of Residents	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent of Residents	Number of Organizations Reporting
Northern Illinois	11%	24%	54%	80%	100%	13
Central Illinois	25%	32%	43%	67%	74%	6
Southern Illinois	12%	36%	52%	75%	100%	9

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### Percent of Residents Receiving Social Services

Region	Minimum Percent of Residents	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent of Residents	Number of Organizations Reporting
Northern Illinois	1%	4%	71%	99%	100%	8
Central Illinois	6%	8%	39%	95%	100%	6
Southern Illinois	3%	8%	31%	72%	93%	6

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### Percent of Residents Participating in Social and Recreational Activities

Region	Minimum Percent of Residents	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent of Residents	Number of Organizations Reporting
Northern Illinois	33%	58%	87%	98%	100%	15
Central Illinois	18%	22%	85%	98%	100%	9
Southern Illinois	50%	60%	93%	98%	100%	12

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### Percent of Residents Receiving Transportation Services

Region	Minimum Percent of Residents	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent of Residents	Number of Organizations Reporting
Northern Illinois	7%	44%	80%	93%	100%	15
Central Illinois	21%	57%	94%	98%	100%	9
Southern Illinois	40%	50%	70%	98%	100%	12

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### Percent of Residents Receiving Vision Care Services

Region	Minimum Percent of Residents	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent of Residents	Number of Organizations Reporting
Northern Illinois	10%	11%	21%	51%	100%	10
Central Illinois	6%	10%	27%	83%	100%	5
Southern Illinois	7%	8%	25%	66%	75%	5

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### Percent of Residents Involved in Wellness Activities/Exercise Programs

Region	Minimum Percent of Residents	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent of Residents	Number of Organizations Reporting
Northern Illinois	12%	26%	43%	81%	100%	14
Central Illinois	10%	22%	53%	98%	100%	9
Southern Illinois	19%	25%	40%	98%	100%	12

## Current SLF Residents – Functional Abilities and ADLs

### Percent of Residents by Physical Functioning

Physical functioning	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
Walking without assistive device	34.2%	30.1%	28.2%
Walking using assistive device	49.6%	58.1%	56.7%
Wheelchair is main mode of locomotion	11.9%	8.5%	9.3%
Scooter is main mode of locomotion	4.3%	3.3%	5.8%

### Bathing – Activities of Daily Living (ADL)

Percent of residents:	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
Independent in this activity	57.9%	73.1%	54.9%
Needing supervision in this activity	17.1%	11.0%	16.5%
Needing some assistance in this activity	22.7%	15.9%	28.6%
Needing full assistance in this activity	2.3%	0.0%	0.0%

### Dressing – Activities of Daily Living (ADL)

Percent of residents:	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
Independent in this activity	74.5%	89.4%	86.7%
Needing supervision in this activity	6.3%	0.0%	5.1%
Needing some assistance in this activity	18.6%	10.6%	8.2%
Needing full assistance in this activity	0.6%	0.0%	0.0%

### Eating – Activities of Daily Living (ADL)

Percent of residents:	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
Independent in this activity	100.0%	100.0%	100.0%
Needing supervision in this activity	0.0%	0.0%	0.0%
Needing some assistance in this activity	0.0%	0.0%	0.0%
Needing full assistance in this activity	0.0%	0.0%	0.0%

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### Managing Finances – Activities of Daily Living (ADL)

Percent of residents:	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
Independent in this activity	46.9%	50.6%	38.4%
Needing supervision in this activity	13.8%	21.1%	0.0%
Needing some assistance in this activity	22.8%	22.3%	30.8%
Needing full assistance in this activity	16.5%	6.0%	30.8%

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### Managing Medications – Activities of Daily Living (ADL)

Percent of residents:	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
Independent in this activity	31.7%	50.7%	26.3%
Needing supervision in this activity	32.8%	36.0%	26.3%
Needing some assistance in this activity	21.2%	13.3%	47.4%
Needing full assistance in this activity	14.3%	0.0%	0.0%

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### Personal Laundry – Activities of Daily Living (ADL)

Percent of residents:	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
Independent in this activity	23.1%	9.4%	20.4%
Needing supervision in this activity	5.9%	0.0%	0.0%
Needing some assistance in this activity	11.8%	3.1%	5.9%
Needing full assistance in this activity	59.2%	87.5%	73.7%

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### Telephone Use – Activities of Daily Living (ADL)

Percent of residents:	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
Independent in this activity	92.2%	100.0%	99.0%
Needing supervision in this activity	3.9%	0.0%	0.0%
Needing some assistance in this activity	2.9%	0.0%	0.0%
Needing full assistance in this activity	1.0%	0.0%	1.0%

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### Transferring – Activities of Daily Living (ADL)

Percent of residents:	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
Independent in this activity	92.7%	99.0%	100.0%
Needing supervision in this activity	4.4%	0.0%	0.0%
Needing some assistance in this activity	2.9%	1.0%	0.0%
Needing full assistance in this activity	0.0%	0.0%	0.0%

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### Toileting – Activities of Daily Living (ADL)

Percent of residents:	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
Independent in this activity	87.4%	99.0%	100.0%
Needing supervision in this activity	6.8%	0.0%	0.0%
Needing some assistance in this activity	4.8%	1.0%	0.0%
Needing full assistance in this activity	1.0%	0.0%	0.0%

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### SLF Monitors and Tracks Resident Falls

	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
Percent of SLFs that monitors and tracks resident falls	94.4%	83.3%	100.0%

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# SLF Staffing

## Length of Typical Full-Time Employee Work Week

	Northern Illinois (n=17)	Central Illinois (n=14)	Southern Illinois (n=14)
40 hour work week	5.3%	15.4%	7.7%
37.5 hour work week	31.6%	38.5%	46.1%
35 hour work week	52.6%	38.5%	30.8%
Other (ranged from 30-32 hrs/week)	10.5%	7.7%	15.4%

## Average Number of Full-Time and Part-Time Positions by Functional Area

The following two tables present the average number of full-time and part-time positions by functional areas. We breakdown SLFs into two groups – the first table reports average number of positions for SLFs with a total resident population of less than 70 and the second table reports average number of positions for SLFs with a total resident population of 70 or more residents.

### SLFs Reporting a Total Resident Population of Less than 70

Functional Area	Northern Illinois (n=5)	Central Illinois (n=9)	Southern Illinois (n=9)
Administration – Full-time	4.3	2.0	1.5
Administration – Part-time	3.5	1.0	0.0
Dietary – Full-time	5.0	1.7	2.4
Dietary – Part-time	4.8	4.8	3.5
Housekeeping – Full-time	1.5	1.2	2.0
Housekeeping – Part-time	1.0	2.0	1.5
Maintenance – Full-time	1.0	1.0	1.2
Maintenance – Part-time	0.0	1.0	1.3
Marketing – Full-time	1.3	1.0	1.0
Marketing – Part-time	1.0	0.0	1.0
Registered nurses – Full-time	1.0	2.0	1.0
Registered nurses – Part-time	2.0	1.0	1.2
Licensed practical nurses – Full-time	3.3	0.0	1.0
Licensed practical nurses – Part-time	2.5	0.0	1.0
Certified nurse assistants – Full-time	8.3	3.5	5.1
Certified nurse assistants – Part-time	2.8	3.8	4.0
Personal care workers – Full-time	0.0	0.0	1.0
Personal care workers – Part-time	0.0	1.0	1.0
Other – Business manager/receptionist	0.0	0.0	1.0
Other – Activities staff	0.0	0.0	1.0
Other – Resident services manager	0.0	0.0	0.0
<b>Total – Full-time</b>	<b>24.0</b>	<b>7.9</b>	<b>12.9</b>
<b>Total – Part-time</b>	<b>12.0</b>	<b>11.3</b>	<b>8.6</b>

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**SLFs Reporting a Total Resident Population of 70 or More**

<b>Functional Area</b>	<b>Northern Illinois (n=12)</b>	<b>Central Illinois (n=5)</b>	<b>Southern Illinois (n=5)</b>
Administration – Full-time	5.8	4.0	2.8
Administration – Part-time	2.2	1.0	1.3
Dietary – Full-time	7.5	5.0	6.8
Dietary – Part-time	7.2	5.5	6.5
Housekeeping – Full-time	1.9	3.0	2.3
Housekeeping – Part-time	1.1	2.0	2.0
Maintenance – Full-time	1.3	1.0	1.0
Maintenance – Part-time	0.8	1.0	0.0
Marketing – Full-time	1.1	1.0	1.0
Marketing – Part-time	1.0	0.0	0.0
Registered nurses – Full-time	1.0	1.0	1.0
Registered nurses – Part-time	1.0	0.0	0.0
Licensed practical nurses – Full-time	1.9	2.0	1.0
Licensed practical nurses – Part-time	1.0	2.0	0.0
Certified nurse assistants – Full-time	11.0	11.0	14.3
Certified nurse assistants – Part-time	7.1	5.5	3.8
Personal care workers – Full-time	0.0	0.0	0.0
Personal care workers – Part-time	0.0	0.0	0.0
Other – Activity coordinator	1.0	1.0	1.0
Other – Business office manager	0.0	1.0	1.0
Other – Move-in coordinator	1.0	0.0	0.0
Other – Service coordinator	2.0	0.0	1.0
Other – Security staff	1.5	0.0	0.0
<b>Total – Full-time</b>	<b>31.5</b>	<b>29.3</b>	<b>31.0</b>
<b>Total – Part-time</b>	<b>15.6</b>	<b>15.0</b>	<b>12.3</b>

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**Turnover Data Collected Annually**

	<b>Northern Illinois (n=17)</b>	<b>Central Illinois (n=14)</b>	<b>Southern Illinois (n=14)</b>
<b>Percent of SLFs that collects annual turnover data</b>	89.5%	50.0%	50.0%

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### Percent Annual Turnover Rates – Administration

Region	Minimum Percent Turnover	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent Turnover	Number of Organizations Reporting
Northern Illinois	13.0%	18.3%	28.5%	48.3%	73.0%	10
Central Illinois	N/A	N/A	N/A	N/A	N/A	N/A
Southern Illinois	N/A	N/A	N/A	N/A	N/A	N/A
All Participants	13.0%	20.0%	37.0%	61.5%	100.0%	12

N/A – insufficient data to analyze

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### Percent Annual Turnover Rates – Dietary

Region	Minimum Percent Turnover	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent Turnover	Number of Organizations Reporting
Northern Illinois	2.5%	20.0%	75.0%	94.5%	100.0%	9
Central Illinois	1.0%	5.0%	25.0%	40.0%	69.0%	5
Southern Illinois	3.0%	4.0%	15.0%	39.0%	58.0%	5
All Participants	1.0%	5.0%	25.0%	56.0%	100.0%	19

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### Percent Annual Turnover Rates – Housekeeping

Region	Minimum Percent Turnover	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent Turnover	Number of Organizations Reporting
Northern Illinois	1.0%	30.0%	60.0%	98.0%	100.0%	8
Central Illinois	N/A	N/A	N/A	N/A	N/A	N/A
Southern Illinois	N/A	N/A	N/A	N/A	N/A	N/A
All Participants	1.0%	45.0%	56.0%	100.0%	100.0%	11

N/A – insufficient data to analyze

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**Percent Annual Turnover Rates – Maintenance**

<b>Region</b>	<b>Minimum Percent Turnover</b>	<b>25<sup>th</sup> Percentile</b>	<b>50<sup>th</sup> Percentile</b>	<b>75<sup>th</sup> Percentile</b>	<b>Maximum Percent Turnover</b>	<b>Number of Organizations Reporting</b>
<b>Northern Illinois</b>	N/A	N/A	N/A	N/A	N/A	N/A
<b>Central Illinois</b>	N/A	N/A	N/A	N/A	N/A	N/A
<b>Southern Illinois</b>	N/A	N/A	N/A	N/A	N/A	N/A
<b>All Participants</b>	1.0%	25.0%	50.0%	80.0%	100.0%	7

N/A – insufficient data to analyze

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**Percent Annual Turnover Rates – Marketing**

<b>Region</b>	<b>Minimum Percent Turnover</b>	<b>25<sup>th</sup> Percentile</b>	<b>50<sup>th</sup> Percentile</b>	<b>75<sup>th</sup> Percentile</b>	<b>Maximum Percent Turnover</b>	<b>Number of Organizations Reporting</b>
<b>Northern Illinois</b>	N/A	N/A	N/A	N/A	N/A	N/A
<b>Central Illinois</b>	N/A	N/A	N/A	N/A	N/A	N/A
<b>Southern Illinois</b>	N/A	N/A	N/A	N/A	N/A	N/A
<b>All Participants</b>	1.0%	30.0%	50.5%	72.0%	100.0%	5

N/A – insufficient data to analyze

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**Percent Annual Turnover Rates – RNs**

<b>Region</b>	<b>Minimum Percent Turnover</b>	<b>25<sup>th</sup> Percentile</b>	<b>50<sup>th</sup> Percentile</b>	<b>75<sup>th</sup> Percentile</b>	<b>Maximum Percent Turnover</b>	<b>Number of Organizations Reporting</b>
<b>Northern Illinois</b>	N/A	N/A	N/A	N/A	N/A	N/A
<b>Central Illinois</b>	N/A	N/A	N/A	N/A	N/A	N/A
<b>Southern Illinois</b>	N/A	N/A	N/A	N/A	N/A	N/A
<b>All Participants</b>	1.0%	6.5%	50.0%	82.0%	100.0%	5

N/A – insufficient data to analyze

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### Percent Annual Turnover Rates – LPNs

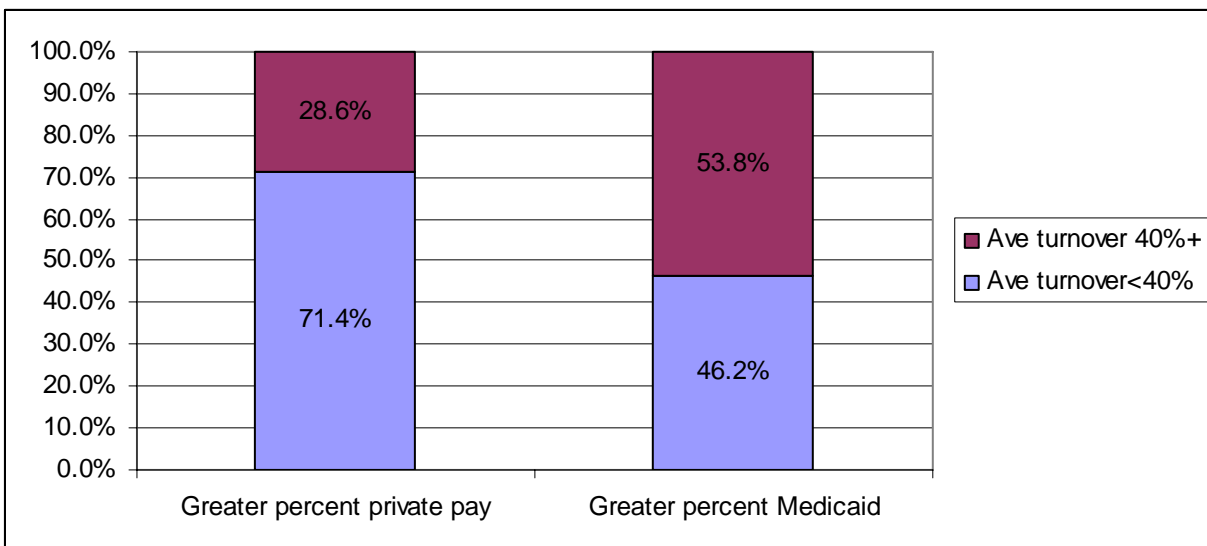
Region	Minimum Percent Turnover	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent Turnover	Number of Organizations Reporting
Northern Illinois	12.0%	14.3%	46.5%	81.3%	100.0%	6
Central Illinois	N/A	N/A	N/A	N/A	N/A	N/A
Southern Illinois	N/A	N/A	N/A	N/A	N/A	N/A
All Participants	12.0%	19.5%	55.0%	93.8%	100.0%	8

N/A – insufficient data to analyze

### Percent Annual Turnover Rates – CNAs

Region	Minimum Percent Turnover	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Percent Turnover	Number of Organizations Reporting
Northern Illinois	1.0%	19.5%	47.5%	81.3%	100.0%	10
Central Illinois	1.0%	2.0%	39.0%	80.0%	100.0%	6
Southern Illinois	2.0%	6.0%	12.0%	30.5%	79.0%	6
All Participants	1.0%	4.5%	29.0%	67.5%	100.0%	22

### Relationship Between Resident Payment Category and Average Turnover Rates



For SLFs with over 50% private pay residents, 28.6% of SLFs have an average annual employee turnover rate of 40% or more. In contrast, for SLFs with over 50% Medicaid residents, 53.8% have an average annual employee turnover rate of 40% or more.

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### SLF Provides Nursing Services Through Contracted Services

	Northern Illinois (n=19)	Central Illinois (n=14)	Southern Illinois (n=12)
Percent of SLFs contracts nursing services	5.3%	0.0%	8.3%

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### SLF Changes Staffing Patterns Based on Increased Resident Acuity

	Northern Illinois (n=19)	Central Illinois (n=14)	Southern Illinois (n=12)
Percent of SLFs changing staffing patterns based on acuity changes	5.3%	0.0%	8.3%

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### Changes in Staffing Patterns Implemented

	Northern Illinois (n=9)	Central Illinois (n=5)	Southern Illinois (n=1)
Increased staffing with increased acuity regardless of budget constraints	66.7%	20.0%	N/A
Increased staffing with increased acuity but only up to budget limits	33.3%	80.0%	N/A
No changes in staffing due to budget constraints	0.0%	0.0%	N/A

N/A – insufficient data to analyze

# SLF Marketing

## Amount Spent Annually per Unit on Marketing Efforts – Marketing Salaries

Region	Minimum Amount per Unit	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Amount per Unit	Number of Organizations Reporting
Northern Illinois	\$85.00	\$325.00	\$570.00	\$682.00	\$1,000.00	11
Central Illinois	\$0.00	\$130.00	\$368.00	\$400.00	\$10,000.00	7
Southern Illinois	\$0.00	\$100.00	\$411.00	\$453.00	\$4,500.00	10

## Amount Spent Annually per Unit on Marketing Efforts – Nonpersonnel Expenses

Region	Minimum Amount per Unit	25 <sup>th</sup> Percentile	50 <sup>th</sup> Percentile	75 <sup>th</sup> Percentile	Maximum Amount per Unit	Number of Organizations Reporting
Northern Illinois	\$0.00	\$105.00	\$242.00	\$497.00	\$4,450.00	12
Central Illinois	\$0.00	\$100.00	\$340.00	\$450.00	\$8,000.00	7
Southern Illinois	\$15.00	\$50.00	\$276.00	\$500.00	\$3,000.00	10

## Percent of SLFs Using Marketing Efforts to Reach Potential New Residents

	Northern Illinois (n=21)	Central Illinois (n=16)	Southern Illinois (n=15)
Direct mailings	71.4%	37.5%	40.0%
Direct mailings through HFS	9.5%	6.3%	33.3%
Internet advertising	71.4%	43.8%	33.3%
Local newspaper advertising	71.4%	56.3%	73.3%
Neighborhood postings/bulletins	61.9%	18.8%	60.0%
Open house events	76.2%	56.3%	73.3%
Radio advertising	33.3%	50.0%	53.3%
Television advertising	9.5%	31.3%	13.3%
“Word of mouth” networking	85.7%	56.3%	80.0%
Other	28.6%	12.5%	20.0%

### Other marketing efforts listed:

- Meeting with interested seniors
- Billboards; theater program ads
- Yellow pages
- Health fairs/newsletters
- Formal presentations to outreach contacts
- Vendor booths
- Facility education seminars
- Volunteers
- Journal/magazine ads

## Degree of Effectiveness of Marketing Efforts SLFs have Implemented

Northern Illinois (n=17)	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective
Direct mailings	25.0%	56.3%	18.8%	0.0%
Direct mailings through HFS	25.0%	25.0%	0.0%	50.0%
Internet advertising	13.3%	80.0%	6.7%	0.0%
Local newspaper advertising	25.0%	56.3%	18.8%	0.0%
Open house events	18.8%	70.0%	6.3%	0.0%
Radio advertising	22.2%	44.4%	11.1%	22.2%
Television advertising	0.0%	33.3%	33.3%	33.3%
“Word of mouth” networking	88.9%	11.1%	0.0%	0.0%

Central Illinois (n=14)	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective
Direct mailings	28.6%	28.6%	42.9%	0.0%
Direct mailings through HFS	75.0%	0.0%	0.0%	25.0%
Internet advertising	12.5%	50.0%	37.5%	0.0%
Local newspaper advertising	20.0%	50.0%	30.0%	0.0%
Open house events	40.0%	60.0%	0.0%	0.0%
Radio advertising	37.5%	62.5%	0.0%	0.0%
Television advertising	33.3%	66.7%	0.0%	0.0%
“Word of mouth” networking	80.0%	20.0%	0.0%	0.0%

Southern Illinois (n=14)	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective
Direct mailings	16.7%	50.0%	16.7%	16.7%
Direct mailings through HFS	0.0%	80.0%	20.0%	0.0%
Internet advertising	0.0%	83.3%	16.7%	0.0%
Local newspaper advertising	40.0%	60.0%	0.0%	0.0%
Open house events	40.0%	50.0%	10.0%	0.0%
Radio advertising	12.5%	75.0%	0.0%	12.5%
Television advertising	0.0%	70.0%	30.0%	0.0%
“Word of mouth” networking	81.8%	18.2%	0.0%	0.0%

### Other marketing efforts your SLF implemented that were effective:

- Holiday events public invited to participate in
- Making a connection with the prospect and family
- Personal contacts with provider groups, senior fairs, hospital social workers
- Professional education programs
- Relationship building with local hospital staff and physicians
- Signage and billboard campaign
- Working with Chamber of Commerce
- Special events for those prospects on waitlists
- Senior events such as Senior Expo
- Health fairs
- Use of Health Center departments as referral sources



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**Other marketing efforts your SLF found ineffective:**

- Billboards
- Monthly free lunch and building tours
- Tax credit program and resistance to turn over income
- Local newspaper advertising
- Booth at public health convention
- Classified advertising
- Radio advertising

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**Percent of SLFs with Waiting List for Apartments**

	<b>Northern Illinois (n=17)</b>	<b>Central Illinois (n=14)</b>	<b>Southern Illinois (n=13)</b>
<b>Percent of SLFs with waiting list for apartments</b>	29.4%	64.3%	84.6%

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**Length of Wait for SLF Apartments**

<b>Length of Wait Time</b>	<b>Northern Illinois (n=17)</b>	<b>Central Illinois (n=9)</b>	<b>Southern Illinois (n=10)</b>
<b>Less than 3 months</b>	0.0%	22.2%	20.0%
<b>3 to 6 months</b>	50.0%	44.4%	50.0%
<b>More than 6 months but less than 12 months</b>	50.0%	22.2%	20.0%
<b>12 to 24 months</b>	0.0%	11.1%	10.0%
<b>More than 24 months</b>	0.0%	0.0%	0.0%

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**Percent of SLFs with Lead Base of Potential Residents**

	<b>Northern Illinois (n=17)</b>	<b>Central Illinois (n=14)</b>	<b>Southern Illinois (n=11)</b>
<b>Percent of SLFs with lead base of potential residents</b>	100.0%	64.3%	72.7%

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**Approximate Number of Contacts in Lead Base**

<b>Number of contacts in lead base</b>	<b>Northern Illinois (n=14)</b>	<b>Central Illinois (n=8)</b>	<b>Southern Illinois (n=8)</b>
<b>Less than 100 contacts</b>	21.4%	62.5%	66.7%
<b>100 to 499 contacts</b>	50.0%	37.5%	33.3%
<b>500 to 999 contacts</b>	7.1%	0.0%	0.0%
<b>1,000 to 1,999 contacts</b>	14.3%	0.0%	0.0%
<b>2,000 to 4,999 contacts</b>	7.1%	0.0%	0.0%

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### Approximate Number of New Contacts Added to Lead Base Monthly

Number of new contacts added each month	Northern Illinois (n=14)	Central Illinois (n=8)	Southern Illinois (n=6)
Less than 10 new contacts	35.7%	50.0%	50.0%
11 to 49 new contacts	64.3%	50.0%	50.0%

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### Average Distances Lead Base Contacts Live from Your SLF

Average distance from SLF	Northern Illinois (n=13)	Central Illinois (n=7)	Southern Illinois (n=6)
Within 10 miles	55.4%	45.9%	43.3%
11 to 25 miles	25.8%	40.2%	38.3%
26 to 50 miles	14.5%	10.7%	14.2%
More than 50 miles	4.3%	3.2%	4.2%

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### Single Greatest Factor Helping Marketing Efforts

#### *Northern Illinois*

- Building signage
- Educating the community on SLF program
- Establishing good relationships with other senior service organizations
- Need for supportive living in area
- Word of mouth by families, residents
- Newspaper coverage
- Monetary move-in incentive
- Financial assistance through IDPA
- Open house events
- Direct mail

#### *Central Illinois*

- Maintaining positive relationship with community/positive word of mouth
- Founding the Marketing Senior Lifestyles group
- Internet
- Services and location
- Physician referrals

#### *Southern Illinois*

- Positive word of mouth
  - Reputation
  - Newspaper ads
  - Staff dedication/holding special events on own time
  - High resident satisfaction
  - Only SLF in area
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## Single Greatest Factor Hindering Marketing Efforts

### *Northern Illinois*

- Finding residents that fit our narrow niche (i.e., financial, age range)
- Lack of knowledge about SLFs
- Not enough apartments
- Tax credit program/residents reluctant to turn over their income
- Competition in area

### *Central Illinois*

- Lack of knowledge about SLFs
- Marketing budget constraints
- Location
- Lack of time to do marketing

### *Southern Illinois*

- Marketing budget constraints
  - Competition/increasing number of SLFs
  - Lack of knowledge about SLFs/think this is a nursing home
  - Misconception that no apartments are available
  - Negative word of mouth
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