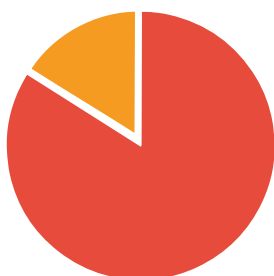


# Why Life Plan Community instead of CCRC?

## What the research told us

The change to Life Plan Community is about selecting a name that appeals to the next cohort seeking services in the next 10 years (by 2025). So we asked qualified **participants 65 and younger** what they thought and they preferred Life Plan Community. Though this change was designed with them in mind, we did ask **current residents** and they preferred the new name as well.



Out of the 84% who preferred a new name – Life Plan Community ranked high as a replacement

## Here's what some people said...

“

Most retirees are active and still interested in life. Names should reflect that.

”

“

Life is great, cherish every moment and see the world. I believe we all dream of amazing things. Still living the dream.

”

“

Any name should be short, easily remembered, and address an alternative lifestyle which promotes as stress free and rewarding a life as possible.

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For more information on how to transition from using CCRC as a category name to Life Plan Community, please visit [LifePlanCommunity.org](https://www.LifePlanCommunity.org)