



## Life Plan Community: Our New Category Name for CCRC FACT SHEET

### **Background**

In 1980, researchers estimated that there were about 100,000 seniors (less than 1% of the 70+ population) that were in one of 274 CCRC-like communities.

Today, there are about 2,000 CCRCs with about 600,000 residents, or only 2% of the 70+ population.

CCRC category awareness and attitude is underdeveloped.

General perceptions of the older adult population are remarkably similar and consistent across geographical and socio-economic strata.

**“Continuing Care” carried a strong negative connotation.** Because the “Continuing Care” aspect of the CCRC implied to the respondents that you already needed care, it had no immediate relevancy if they perceived themselves as active.

### **Reason for Name Change**

An effort to reposition the category for future consumers and build relevancy in people’s minds.

Currently, the CCRC name sells *the end*.

Redefine the category to be more aspirational and attractive.

### **Parties Involved**

[LeadingAge](#), an association of not-for-profit aging services providers.  
[Mather LifeWays](#), which owns and operates CCRCs

Marketing and Advertising Agencies: [Brooks Adams Research](#), [GlynnDevins](#), [Love & Company](#), [SB&A Integrated Marketing](#), and [Varsity](#).

## **Process & Results**

The comprehensive process included:

- Soliciting feedback from corporate and industry leaders.
- Polling community residents and prospects, as well as the general population.
  - A total of more than **4,100** surveys were completed with responses coming from all **50** states.
- Focus groups were conducted in seven distinct markets with the intention to better understand how the 'CCRC' name is perceived.
  - conducted **34** focus groups comprising of more than **250** participants in seven markets

The results indicated that the phrase “continuing care” suggests a setting that involves seniors being cared for, rather than a setting that also fosters growth and new experiences.

**84%** of future consumers age 65 and younger chose a name other than CCRC for the category name .

**Name Selection** After completing the above steps, “**Life Plan Community**” was selected as the replacement category name for CCRC.

This name received positive results from the survey, including that it “is about me and my needs,” “is easy to remember,” and “makes me likely to want to learn more.”

This name allows for a conversation that is expansive and aspirational – something “CCRC” could never do.

A **Life Plan Community** allows “planning” and “living” to merge, rather than being in opposition to one another.

## **Next Steps**

Encourage widespread use of the new name with current CCRC operators.

Soon to follow will be an initiative regarding usage of the name as to how it is currently used in state regulations, financial markets, rating agencies, and by institutional investors.

Retirement communities can find tools and resources about how to begin a new conversation around Life Plan Community at **LifePlanCommunity.org** with research reports and more soon to follow in the months ahead.

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