

Life Plan Community

OUR NEW CATEGORY NAME FOR “CCRC”

WHY “LIFE PLAN COMMUNITY”?

- This name allows for a conversation that is expansive and aspirational — something “CCRC” could never do.
- “Life Plan Community” allows “planning” and “living” to merge, rather than being in opposition to one another.
- The new name tested positively with consumers, who felt that it centered around them and their needs, was easy to remember and made them want to learn more.

THE REASON FOR CHANGING THE NAME

- Rate of CCRC market acceptance and growth has been slow.
- We need a category name with corresponding messaging that speaks to the next cohort of older adults seeking services (in the next 10+ years).
- We need to increase overall interest, engagement and enrollment, and also lower the age at which people decide to move to a CCRC.
- CCRCs are about more than just care. We need a term that conveys that residents are empowered to live life to the fullest — whether or not care is needed.

HOW YOU CAN HELP LEAD THE MOVEMENT

- Begin using “Life Plan Community” in your marketing and other communications
 - Start by including the name on your website and in any of your newly developed materials
 - Avoid shortening to “LPC,” since we want to give meaning to the term, rather than simply changing one abbreviation for another
- Share your excitement on social media, using **#LifePlanCommunity**, and spread the word!

We understand that state regulations may require the term “Continuing Care Retirement Community/CCRC” in your contracts and in other materials (for now), but we need operators to begin using the name in tandem with “CCRC.”

For more information and updated resources, visit LifePlanCommunity.org
or contact us at LifePlanCommunity@LeadingAge.org

ORGANIZATIONS PARTNERING IN PROJECT NAMESTORM

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