



# **Senior Living Communities: Operations Management and Marketing for Assisted Living, Congregate, and Continuing Care Retirement Communities**

*Benjamin W. Pearce*

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The demand for residential communities for seniors rises as the U.S. population continues to age. This growth means that new administrators and staff members often are learning by trial and error the complicated task of delivering high-quality and consistent services to elderly persons. While many new facilities have been successful, others have been plagued by a variety of administrative and financial difficulties. *Senior Living Communities* remains the definitive guide to managing these facilities.

In this thoroughly updated and revised edition, Benjamin W. Pearce offers a wealth of sound advice and practical solutions. He discusses resident relations, operating methods, staffing ratios, department management, cost containment, sales and marketing strategies, techniques of financial analysis, budgeting, and human resources. New chapters address issues particular to dementia care and architecture, and the appendix contains a department-by-department audit of senior living operations.

From the front lines to the boardroom, this book should be a part of every decision-making process for improving and maintaining assisted living, congregate, and continuing care retirement communities.

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