Executive Survey Insights
Wave 20
January 11 - 24, 2021

• Report Graphs
Organizations that have received the first dose of the vaccine

Share of residents and staff that have taken the first dose of the vaccine (mean)

Yes 80%

Residents 66%

Staff 47%

Source: NIC Executive Survey Insights
Wave 20 responses collected January 11 to January 24, 2021
Organizations made the following efforts to encourage vaccination acceptance among residents and staff (in order of frequency of mention)

- Education/communication campaigns for residents and staff
- One-on-one community leadership support
- Presentations by local health authorities, specialists, pharmacies, etc.
- Education/communication campaigns for family
- Use of social media (education, promotion, recognition)
- Management leadership by example (taking the vaccine)
- Non-cash incentives for staff such as prize drawings, PTO, special recognition
- Financial incentives for staff
- Resident and staff "champions"

Source: NIC Executive Survey Insights
Wave 20 responses collected January 11 to January 24, 2021
Pace of Move-Ins in Past 30-Days

Wave 17 responses collected November 30 to December 13, 2020
Wave 18 responses collected December 14 to December 27, 2020
Wave 19 responses collected December 28, 2020 to January 10, 2021
Wave 20 responses collected January 11 to January 24, 2021
Totals may not add to 100% due to rounding
Source: NIC Executive Survey Insights
Reasons for Acceleration in Move-Ins in Past 30-Days

- **Another reason**
- **Hospital placement**
- **Increased resident demand**

- **Question was not asked prior to May 11, 2020**
- **Source: NIC Executive Survey Insights**
Reasons for Deceleration in Move-Ins in Past 30-Days

- Slowdown in Leads Conversions/Sales
- Organization Imposed Ban
- Resident or Family Member Concerns
- Mandatory Government Imposed Ban

April 1   January 24

Question was not asked prior to April 1, 2020
Source: NIC Executive Survey Insights
Up to one-quarter of our properties 26%
Up to one-half of our properties 16%
More than one-half of our properties 32%
All of our properties 26%

Source: NIC Executive Survey Insights
Wave 20 responses collected January 11 to January 24, 2021
Wave 17 responses collected November 30 to December 13, 2020
Wave 18 responses collected December 14 to December 27, 2020
Wave 19 responses collected December 28, 2020 to January 10, 2021
Wave 20 responses collected January 11 to January 24, 2021

Totals may not add to 100% due to rounding

Source: NIC Executive Survey Insights
Change in Occupancy by Care Segment: Current vs. One Month Prior

- **Independent Living**
  - Wave 17: 29%
  - Wave 18: 35%
  - Wave 19: 38%
  - Wave 20: 36%

- **Assisted Living**
  - Wave 17: 47%
  - Wave 18: 44%
  - Wave 19: 38%
  - Wave 20: 40%

- **Memory Care**
  - Wave 17: 58%
  - Wave 18: 51%
  - Wave 19: 45%
  - Wave 20: 46%

- **Nursing Care**
  - Wave 17: 29%
  - Wave 18: 38%
  - Wave 19: 44%
  - Wave 20: 57%

- **Wave 17** responses collected November 30 to December 13, 2020
- **Wave 18** responses collected December 14 to December 27, 2020
- **Wave 19** responses collected December 28, 2020 to January 10, 2021
- **Wave 20** responses collected January 11 to January 24, 2021

Totals may not add to 100% due to rounding

Source: NIC Executive Survey Insights
Change in Occupancy By Care Segment:
Current vs. One Month Prior

Independent Living
Assisted Living
Memory Care
Nursing Care

Wave 17 responses collected November 30 to December 13, 2020
Wave 18 responses collected December 14 to December 27, 2020
Wave 19 responses collected December 28, 2020 to January 10, 2021
Wave 20 responses collected January 11 to January 24, 2021

Totals may not add to 100% due to rounding
Source: NIC Executive Survey Insights
Change in Occupancy by Care Segment: Current vs. One Week Prior

Wave 17 responses collected November 30 to December 13, 2020
Wave 18 responses collected December 14 to December 27, 2020
Wave 19 responses collected December 28, 2020 to January 10, 2021
Wave 20 responses collected January 11 to January 24, 2021
Totals may not add to 100% due to rounding
Source: NIC Executive Survey Insights