

Senior housing properties pair off with care providers

Don't get shut out of the race for market share. Our exclusive data analysis shows that healthcare providers who serve residents of senior housing are engaging entire buildings as a sole preferred partner. The trend towards consolidation marches on. What is your plan to align your growth to this new scale?

NICMAP VISION

NIC MAP Vision for Healthcare delivers high-impact market intelligence about senior housing to healthcare providers, including:

- Long-term care pharmacy
- Hospice
- Rehabilitation
- Primary care
- Home health

We help you:

Connect senior community profiles with their healthcare needs
See data on residents' healthcare utilization and current provider relationships

Understand important relationships
View connections between providers, buildings, geographies, and operators

See into the future of your market
Look ahead to align your strategy to new development in your geographies and target segments.

In your market, we can show you which providers serve specific buildings and how much share they have, helping you understand the best path to growth.

Consolidation of healthcare spend by senior housing building

% of buildings with >60% of building spend moving to only one provider

Service	2018/2019	2020/2021
Hospice	55%	60% ↑
Primary care	26%	30% ↑
Home health	54%	59% ↑
All Pharmacy	44%	49% ↑



About our data

We examined spend by named provider for each service type, across a sample of 4,500 senior housing buildings.



We included buildings in the assisted living, independent living, and memory care categories



We set a minimum spend threshold of \$50,000 in hospice and home health



Analysis of LTC pharmacy service included building resident spend at retail pharmacies for 2018 and 2020



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