

ESG in Senior Living

5 Reasons and Initiatives to Include in Your Strategic Plan and
One Tool to Help You Do It

5 <i>reasons</i> ESG initiatives should be in your strategic plan:	5 ESG <i>initiatives</i> to include in your strategic plan:
<ol style="list-style-type: none"> 1. Critical to securing future funding as capital markets emphasize environmental and social responsibility 2. Increase long-term value creation through increased resident satisfaction, wellbeing, and retention <ol style="list-style-type: none"> a. Increase residents' healthy life expectancy (length and quality of life) through effective and proactive care b. Improve resident and family satisfaction with a better senior living experience c. Healthier and happier residents lead to retention of current residents and increased market demand 3. Reduce the cost and burdens of care by using technology to increase: <ol style="list-style-type: none"> a. Operational efficiencies leading to better allocation of natural, human, and capital resources b. Reduce food, paper, and energy waste c. Effective preventative wellness interventions to reduce costly acute incidents that contribute to burdens on seniors, future generations, and the larger health system 4. Improve staff engagement, retention, and efficiency <ol style="list-style-type: none"> a. Provide a positive, inclusive, and safe working environment b. Empower and engage staff with the training, support, tools, opportunities, and incentives needed to efficiently and effectively care for residents 5. Ensure transparency and accountability <ol style="list-style-type: none"> a. Build trust and goodwill across stakeholders b. Proactively mitigate risks and avoid oversights with accurate, timely, and comprehensive reporting and communication 	<ol style="list-style-type: none"> 1. Transparency and accountability through timely and accurate reporting <ol style="list-style-type: none"> a. Accurate measuring and transparent reporting of business social, environmental, and economic impact b. Better internal communication between owners and operators c. Better communication with families 2. Proactive wellness interventions to reduce acute incidents <ol style="list-style-type: none"> a. Adopting technology to <i>improve</i> preventative care and <i>reduce</i> social, emotional, and economic burdens of care on seniors, future generations, and the larger health system b. Appropriately staff for effective care c. Evidence-based wellness programs for cognitive, physical, and emotional wellbeing 3. Safe and inclusive environments that are people- and planet-friendly <ol style="list-style-type: none"> a. Meet or exceed LEED certification standards b. Build senior communities and programs that promote seniors' independence, dignity, and intergenerational social engagement c. Provide employee education, wellness, and recognition programs 4. Engage and empower senior living employees <ol style="list-style-type: none"> a. Provide the training, support, tools, opportunities, and incentives staff needs to efficiently and effectively care for residents b. Ensure fair labor standards c. Promote diversity, equity, and inclusion 5. Holistic care collaboration <ol style="list-style-type: none"> a. Reduce inefficiencies by breaking through existing information silos b. Provide all senior care stakeholders with accurate and timely information to anticipate needs and make informed decisions for themselves and/or others <p><small>*stakeholders include: senior community investors, owners, operators, employees, residents, families, and third parties such as clinicians, pharmacists, insurance, government, etc.</small></p>

How Fynn is working to support you in reaching your ESG goals:

- **Improved revenue recognition** via earlier notification of changing resident acuity
- **Higher occupancy** through improved customer satisfaction and retention
- **Improved staff retention** via gamification and intelligent scheduling
- **Increased staff efficiency** through system-directed task management and streamlined user interface
- **Lower total cost of ownership** via a holistic operational platform
- **Enablement of proactive interventional strategies** between owners and operators via transparency of real-time data
- **Increased goodwill and trust** among all stakeholders through a reliable, timely reporting and communication channel