With the aging baby boomer population, the Assisted Living Facilities (ALF) market has experienced rapid growth over the past few years, with the number of facilities in the United States increasing by almost 10% between 2004 and 2008. As the number of ALFs – and consequently – the number of ALF residents increases, so do opportunities for pharmaceutical and medical product companies to broaden their footprint within this channel. Often described as a “fragmented” market, HRA’s research is designed to provide our clients with greater clarity on this growing treatment center – from patient types to policies and procedures employed – bringing a new perspective on how to effectively navigate, and leverage, the ALF setting.

TOPICS ADDRESSED IN THIS RESEARCH:

- Changing ALF Resident Demographics
- Recent Changes in ALF Dynamics
- Overall Assessment and Treatment Plan
- Overview of Patient Management in Assisted Living Facilities
- Managing Resident Medications
- Medical Device Usage among Residents
- Influences on Decision-Making
- Relationships with Pharmaceutical/Device Companies and Opportunities for Partnership and Support

The Assisted Living Facilities Market is powered by robust, primary market research, aggregating the perspectives of a variety of stakeholders in this treatment setting – including Directors of Nursing, Purchasing Managers, Directors of Pharmacy, and Administrators – to provide a complete perspective on the current and anticipated trends in this changing market.

APPLICATIONS:

- Understand the evolution of the ALF marketplace: resident demographics, roles of staff, challenges and opportunities
- Identify best practices for conducting business in this space
- Identify tactics for maximizing product share in the ALF
- Better understand product procurement in the ALF to craft better strategies
- Execute strategies leveraging the role of the ALF nurse in the overall patient care dynamic
- Develop and maintain viable long term care market strategies
RESEARCH HIGHLIGHTS:

• ALF resident age and acuity are increasing. The assisted living facility of the future will require a more skilled and clinically trained staff to accommodate the expanding needs of residents.

• ALF nurses/directors of nursing play a critical role in patient care and decision-making. Promotion of patient wellness, education regarding medication side effects and monitoring medication efficacy are all key roles.

• Directors of nursing in the ALF have only some interaction with pharmaceutical and medical product/device representatives. Opportunities exist to enhance pharma presence among this key stakeholder in the ALF.

DELIVERABLES:

• Robust final report in Power Point format
• Integration of findings from qualitative, quantitative, and Opinion Leader research
• Presentation of findings

For additional information on this research program, please contact:

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