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## PERKINS EASTMAN EXPLORES THE STATE OF THE SENIOR LIVING INDUSTRY IN THE CAROLINAS, PUBLISHES FINDINGS IN NEW WHITE PAPER

New York, NY (October 20, 2014) Top international design and architecture firm Perkins Eastman is pleased to announce the publication of “The State of Senior Living in the Carolinas,” a new white paper written by David J. Segmiller AIA, Managing Principal of the firm’s Charlotte, NC office. This extensive report is a summary of a series of one-on-one interviews that Segmiller conducted with a number of influential leaders of existing Continuing Care Retirement Communities (CCRCs) and multi-facility providers throughout North and South Carolina.

All interviewees were posed the same nine questions related to current trends affecting their communities’ recent successes and challenges, and to gauge how such trends will affect the senior living industry as a whole in the coming years. Among those interviewed, there was a general consensus that the CCRC industry is changing, driven by both its changing consumer and more prevalent global interest on the effects of aging.

Among the topics discussed were shifts in the financial models for not-for-profit vs. for-profit providers, changing resident demographics, staffing trends and retention efforts, the delivery of services outside the community, and much more. One CEO of a CCRC in South Carolina had this say: “I think our industry is being redefined, both from a product standpoint and a programmatic standpoint ... we as providers either are smart enough to be a part of that new definition, in creating that definition, listening to that consumer or that consumer, or it will be redefined without our input.”

According to Segmiller, “Being involved in designing senior living environments for more than 30 years has shown me that our industry and its providers are innovative and responsive to the residents’ needs and demands. The industry will be challenged more than ever by the increasing demands of a growing consumer base and challenges to staffing and economic issues ... The future of senior living in the Carolinas appears bright, but with hurdles and pitfalls driven by the market, regulations and changing demographics.”

All interviews took place over the summer of 2014. Copies of the white paper are currently being distributed at the LeadingAge Annual Meeting and Expo (Oct 19 - 22) in Nashville. The full paper is available for download at [http://www.perkinseastman.com/white\\_papers](http://www.perkinseastman.com/white_papers).

## **About Perkins Eastman**

Perkins Eastman is among the top design and architecture firms in the world. With 800 employees in 13 locations around the globe, Perkins Eastman practices at every scale of the built environment. From niche buildings to complex projects that enrich whole communities, the firm's portfolio reflects a dedication to inventive and compassionate design that enhances the quality of the human experience. The firm's portfolio includes education, science, housing, healthcare, senior living, corporate interiors, cultural institutions, public sector facilities, retail, office buildings, and urban design. Perkins Eastman provides award-winning design through its offices in North America (New York, NY; Boston, MA; Charlotte, NC; Chicago, IL; Pittsburgh, PA; San Francisco, CA; Stamford, CT; Toronto, Canada; and Washington, DC); South America (Guayaquil, Ecuador); North Africa and Middle East (Dubai, UAE); and Asia (Mumbai, India, and Shanghai, China).

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