

IntegraCare shares the benefits and ROI of participating in U.S. News Best Senior Living

IntegraCare is a trusted leader in senior living with 18 communities offering Independent Living, Assisted Living, Alzheimer's care, and Dementia care in Pennsylvania, Maryland and Virginia.

18
Locations



Larry Rouvelas
Chief Executive Officer



Brandon Smeltzer
Vice President of Sales and Marketing

Benefits of participating in U.S. News Best Senior Living according to IntegraCare



More Prospects through an Expanded Radius

IntegraCare sees a **5x increase** in the area of their prospects pool.

*"Someone who would have driven 10 minutes to a place will now drive 10–15 minutes more to us because of our U.S. News rating."*¹



Greater Differentiation vs. Competitors

IntegraCare loves having U.S. News Best Recognition as a powerful tool in the toolbox for the sales team.

8–9 out of 10 people 'perk up' and listen to what you have to say when you say you were recognized by U.S. News.



Increasing Goodwill With Current Families

Knowing that you care enough to ask about experiences and their satisfaction to share with others, expected increase in NPS scores.

Plus, **~5% efficiency gains** from teams NOT arguing what should be priority—as now we have data.²

¹ Calculation of 5x is as follows: the area of a circle is $3.14 \times \text{radius}^2$ (radius squared). When the radius increases from 10 by 12.5 (midpoint of 10–15), the result is a 5x increase in the coverage area.

² IntegraCare chose to purchase the optional resident survey data insights for internal use from Activated Insights. These packages do NOT in any way influence the data or U.S. News ratings process.



Sign up now to participate in this year's U.S. News Best Senior Living.

Learn more: hello@activatedinsights.com

Activated Insights

How did IntegraCare share their recognition?

IntegraCare decided to license the U.S. News badge to use in print and digital assets.

Media Partners Email Signatures
Posters Social Media
Sales Pitch Photos
Brochures Website
Press Release Community Photos
Thank you poster in staff lounge



Return on Investment

“If you can get 1 move-in then it’s worth it”

—Larry Rouvelas, CEO, IntegraCare



Contribution margin of a move-in is **\$4,400**³



Cost of registration for U.S. News is **\$995**, or **\$1,495** across your portfolio of communities⁴



Just one move-in = 3x ROI

³ \$5,500 average monthly rent minus \$1,100 of marginal cost of serving one more resident.

⁴ Does not assume badge use—though IntegraCare did license the badge for communities that won a “Best” rating to increase the number of move-ins.

What is U.S. News Best Senior Living?

To support older adults and their families making decisions, residents and families from over 3,000 independent, assisted and memory care communities were surveyed. They were asked to rate their experience with the things that matter most—the kindness of staff; variety of activities; quality of the food and dining experience; whether local transportation is provided to doctor’s appointments, grocery stores or other daily needs; the quality of on-site caregiving and more. The top-rated communities for each level of care have been rated Best Senior Living in their categories by U.S. News. [Read more.](#)



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