
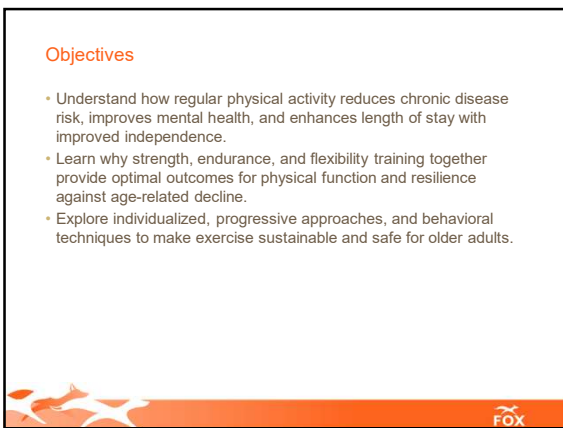


Be Stronger, Live Better, Longer:
Becoming the Primary Care Provider of Functional Wellness

Presented by
FOX Rehabilitation




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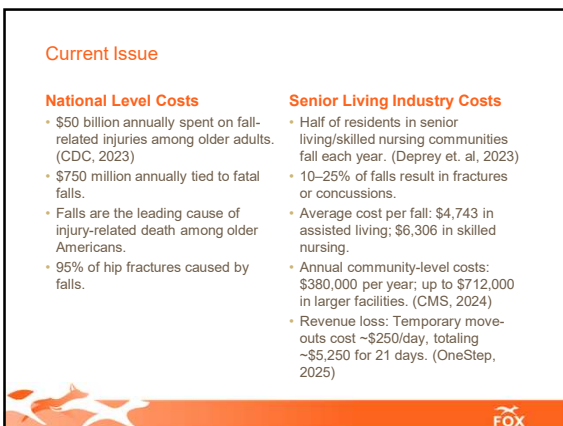


Objectives

- Understand how regular physical activity reduces chronic disease risk, improves mental health, and enhances length of stay with improved independence.
- Learn why strength, endurance, and flexibility training together provide optimal outcomes for physical function and resilience against age-related decline.
- Explore individualized, progressive approaches, and behavioral techniques to make exercise sustainable and safe for older adults.




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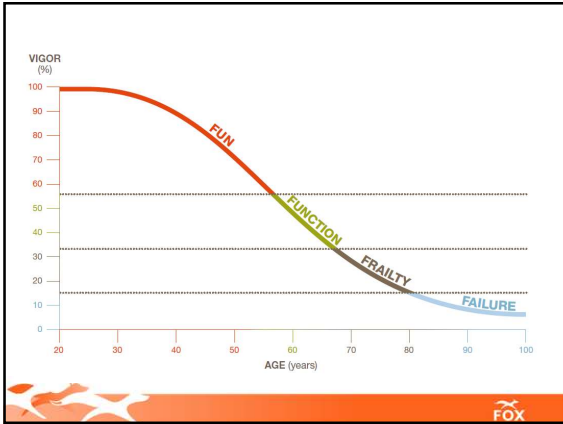


Current Issue

<p>National Level Costs</p> <ul style="list-style-type: none">• \$50 billion annually spent on fall-related injuries among older adults. (CDC, 2023)• \$750 million annually tied to fatal falls.• Falls are the leading cause of injury-related death among older Americans.• 95% of hip fractures caused by falls.	<p>Senior Living Industry Costs</p> <ul style="list-style-type: none">• Half of residents in senior living/skilled nursing communities fall each year. (Deprey et. al, 2023)• 10–25% of falls result in fractures or concussions.• Average cost per fall: \$4,743 in assisted living; \$6,306 in skilled nursing.• Annual community-level costs: \$380,000 per year; up to \$712,000 in larger facilities. (CMS, 2024)• Revenue loss: Temporary move-outs cost ~\$250/day, totaling ~\$5,250 for 21 days. (OneStep, 2025)
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The Magic Bullet

- Decrease cognitive impairment
- Improve function
- Decrease behavioral disturbances
- Reduce falls
- Reduce injuries
- Decrease frailty
- Reverse sarcopenia
- Slow bone loss
- Reduce pain
- Decrease constipation
- Decrease incontinence
- Enhance sleep
- Improve glycemic control
- Improve quality of life

EXERCISE!

FOX logo in the bottom right corner.

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Why Exercise Matters in Senior Living

- Reduces risk of chronic diseases (cardiovascular, diabetes, cancers)
- Improves mental health and cognitive function
- 150 minutes/week lowers all-cause mortality by 30% (Thornton, Morley, & Sinha, 2025)
- Impact on independence and length of stay
 - Enhances mobility and overall well-being
 - Reduces falls and hospitalizations (Sherrington et al., 2023)
 - Helps seniors remain in communities longer




FOX logo in the bottom right corner.

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Diversifying Exercise



- Regular exercise reduces chronic disease risk, boosts mental health, and improves longevity.
- A balanced program of strength, endurance, and flexibility enhances independence and quality of life for older adults.
- ACSM recommends 150 minutes/week of moderate aerobic activity + strength + balance training



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Components of a Well-Rounded Program


- Strength training: combats sarcopenia, improves bone density, supports metabolic health
- Endurance training: improves heart and lung function, reduces fall risk, manages weight
- Flexibility & balance: maintains joint mobility, prevents injuries, and falls



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Making Exercise Sustainable

- Individualized and progressive programs
- Behavioral techniques to encourage participation
- Supportive strategies for long-term adherence
- Group-based programs foster social connection and adherence



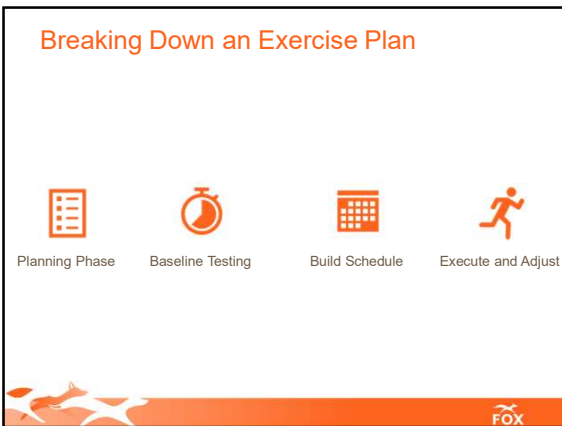
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Planning Phase


- Complete quarterly 2-3 weeks in advance of upcoming quarter
 - Dedicate 4 hours of uninterrupted time
- Identify both community wide and individual goals
- Align with yearly goals, set targets
 - Use both process and performance goals
- GREAT time to collaborate with healthcare partners



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Baseline Testing


- Observational method (Easy/quick)
 - Tier 1 – Ambulatory with limited cognitive impairment
 - Tier 2 – Limited ambulation with mild/moderate cognitive impairment
 - Tier 3 – Wheelchair mobility, moderate to advanced cognitive impairment
- Test/retest method
 - More accurate but challenging to execute
 - Tier 1 - Strong scores on testing
 - Tier 2 - Moderate performance on testing
 - Tier 3 - Low performance on testing and/or advanced cognitive impairment



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Baseline Testing Example Measures

- **30-Second Chair Stand**
 - <10 for 80-85 y/o indicates increased risk of falls
- **Timed Up and Go**
 - >12 seconds indicates increased risk of falls
 - >30 sec. indicates increased risk of dependence and frailty
- **Patient Specific Functional Scale**
 - 3 resident specific questions ranked 1-10
 - Ave. < 6.9 more likely to be hospitalized or need hospice care
- **Grip Strength**
 - Less than age related norms correlated with increased hospitalization and mortality risk





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Execute and Adjust

"It's better to be consistently good than occasionally great" – Nick Bare

- Utilize reward system
 - Exercise star of the month plaque
 - Awards for reaching goals (process or performance)
 - Special treats at end of session
- Start goal setting during sales cycle
- Identify key participants to be a "Health Liaison"
- Consider wearable tech resources
- Utilize clinical team as part of discharge planning and follow-up



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Call to Action

- Falls are predictable and preventable
- Implementing exercise programs, with balance training can save communities hundreds of thousands annually
- Beyond financial savings, prevention strategies improve resident independence, satisfaction, and length of stay—all critical to sustainable operations
- Exercise is not just about living longer—it's about being stronger and living better.
- Lead your community toward functional wellness.



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"Great vision, without great people, is largely irrelevant."





-Jim Collins, Good to Great



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References

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THANK YOU

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