

Mather LifeWays Leads Initiative to Rename ‘Continuing Care’ Category *Local Provider Changes the Game by Changing the Name for CCRCs*

EVANSTON, IL. (November 3, 2015) -- For years, Mather LifeWays, an industry-leading senior living provider, has been a strong proponent of the importance of language when it comes to older adults and retirement living. In fact, to Mather LifeWays, “retirement” became the trademarked “**Repriorment™**,” where older adults have time to rediscover the priorities and passions they may have pushed aside and wish to revisit.

Mather LifeWays, together with LeadingAge, an association of not-for-profit aging services providers, recently helped lead an initiative in partnership with other industry research and marketing professionals called Project NameStorm, with an objective to change the “Continuing Care Retirement Community” moniker.

The culmination of the two-year project will change the name of what consumers call the place where they, or their parents, may “reprior” -- recommending that owners and operators of continuing care retirement communities now use the name “Life Plan Community.” The name change was announced at the recent LeadingAge Annual Meeting and EXPO in Boston.

“‘Life Plan Community’ is more memorable for consumers, and speaks to the idea that *living* and *planning* are central influences to the next generation of older adults,” said Mary Leary, President and CEO, Mather LifeWays. “‘Life’ speaks to growth and new experiences, and this name change reflects that shift in attitude.”

The comprehensive data, research, and analysis included input from individuals who have inquired about CCRCs, residents of CCRCs, operators of CCRCs, aging services professionals and the general population. Input included more than 4,000 survey responses, plus focus groups in multiple markets, to better understand how the CCRC name is perceived. Legal evaluations and recommendations from trademark attorneys and branding professionals also informed the final recommendation.

“Language has always been important in the work we do, and in accurately portraying today’s older adults,” said Brenda Schreiber, VP Marketing, Mather LifeWays, who worked on the initiative. “We wanted to help define a forward-thinking solution to the evolving lifestyle priorities and attitudes of this market -- ‘Life Plan Community’ does just that, and we’re proud of the role we played in helping to develop this term.”

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Nearly 2,000 U.S. continuing care retirement communities (CCRCs) currently use the existing terminology, and it is hoped that the new user-friendly name will mean quick adoption. LeadingAge says that soon there will be an initiative regarding usage of the name in state regulations, financial markets, rating agencies, and by institutional investors.

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About Mather LifeWays

Based in Evanston, Illinois, Mather LifeWays is a unique, non-denominational not-for-profit organization that was founded more than 70 years ago. Dedicated to developing and implementing Ways to Age Well, Mather LifeWays creates programs, places, and residences for today's young-at-heart older adults. To learn more about their senior living residences, Community Initiatives, and Mather LifeWays Institute on Aging, call 847.492.7500 or find your way to www.matherlifeways.com.

About LeadingAge

The mission of LeadingAge is to expand the world of possibilities for aging. Our 6,000+ members and partners include not-for-profit organizations representing the entire field of aging services, 39 state partners, and hundreds of businesses, consumer groups, foundations, and research partners. LeadingAge is also a part of the International Association of Homes and Services for the Ageing (IAHSA), which spans 30 countries across the globe. LeadingAge is a 501(c)3 tax exempt charitable organization focused on education, advocacy, and applied research.

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