

SENTRICS®



Life safety & the future of care intelligence

What 106 senior living operators told us — and what it means for the future of your community.



Your life safety system is telling your residents something. Is it the right message?



106

Senior living operators surveyed

89.6%

Say better life safety improves satisfaction



44.3%

Active or potential buying pipeline



Nearly 9 in 10 senior living operators say a better life safety system improves resident and family satisfaction. That is not a technology opinion. That is a market verdict.

And it raises an uncomfortable question for every community still running on legacy infrastructure: **what is your current system saying about you?**

This report draws on a survey of 106 senior living operators conducted in partnership with McKnight's Senior Living. It is a field report from an industry at a crossroads — where the gap between what operators have and what the market demands is widening fast.



WHAT YOU'LL TAKE AWAY

- A few long-held assumptions confirmed — and more than one challenged.
- Why the leader of yesterday, today and tomorrow in senior living life safety is a connected platform, not a point solution.
- Why now is the moment to modernize — and exactly where to start this quarter.

The window to modernize is open. It won't stay that way.

Senior living occupancy ended 2025 with its 18th consecutive quarter of gains. And occupancy is projected to cross 90% in 2026. But when you look closer, you'll see that families are researching longer, exploring in-depth, and choosing a community based on factors that go well beyond location and price.

The face of senior living is also changing. The first wave of Baby Boomers are now octogenarians, but they're also bringing technology expectations shaped by decades of smartphones and real-time connectivity.

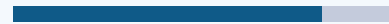
Meanwhile, the staffing crisis is structural: CNA turnover continues to be a common issue with 70% of new hires leaving within their first 100 days.

To meet these modern realities, successful communities are learning to equip their people with modern tools — tools that reduce friction, improve online experiences, route information faster, and surface what matters without asking staff to hunt for it.

The prediction is that this window of opportunity will be open for the next 18 months. **Are you ready for it?**

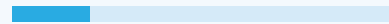
89.1%

Occupancy at close of 2025 —
18 straight quarters of gains



21.7%+

Life safety solutions that
are 11+ years old



80

Age the first Baby Boomers
reached in 2026

“

The future of senior living will be shaped by how well communities can use connected insights to support both residents and staff in real time.

— Brian Dawson, CEO, Sentrics





5 FINDINGS THAT SHOULD CHANGE HOW YOU THINK ABOUT LIFE SAFETY

What 106 operators told us

5 findings stand out as the ones that should prompt an honest conversation about whether your current system is helping — or holding you back.

The thing frustrating your staff every day isn't fall detection. It's communication.

Not outdated hardware. Not missing fall detection. Not compliance gaps. **Communication.** More than half of all respondents said the primary reason they'd walk away from their current life safety solution is that it can't communicate the way modern care delivery requires.

Caregivers who can't push a button and instantly reach a colleague two floors away. Nurses getting alerts on a wall panel instead of the phone in their pocket. Families receiving no updates when something happens. This is a daily friction tax that compounds into burnout, dissatisfaction, and turnover.

55.7%

Cite lack of modern communication features as the #1 reason to switch vendors

The industry narrative leans heavily on detection — operators are telling us the more urgent problem is downstream: getting the right information to the right person, fast.

WHAT THIS MEANS

- Communication gaps are the primary driver of vendor dissatisfaction.
- Families expect real-time updates as a baseline — not a premium feature.
- Staff who can't communicate efficiently can't care efficiently.

KEY TAKEAWAY

Solve the communication problem first. Detection without coordination is only half the answer.

Operators want to see the whole building. Room-centric platforms have a blind spot.

Advanced Location / RTLS earned more “ranked #1” votes than any other feature. That is a market signal.

Most life safety solutions are room-centric. But falls happen in hallways. Social isolation happens in common areas. Wandering happens at corridor intersections. **A system that only sees inside rooms has a structural blind spot in the most active parts of your building.**

#1 feature

Named Advanced Location / RTLS is the feature they'd most want to pay for

Operators are asking for intelligence across the whole footprint — movement patterns, behavioral trends, visibility that tells a caregiver something useful before a resident presses a button.

WHAT THIS MEANS

- Room-centric platforms miss where residents actually spend most of their time.
- RTLS is no longer a nice-to-have — operators are ready to pay for it.
- Community-wide visibility enables proactive care, not just reactive response.

KEY TAKEAWAY

The most valuable life safety intelligence doesn't start in a resident's room. It starts in the hallway.

Two-thirds of your peers don't fully trust their Wi-Fi. Neither should you.

Only **35.8%** of operators say they are very confident in their Wi-Fi as a life safety backbone. The remaining 64% expressed some degree of doubt. In clinical environments, “somewhat confident” is not a safety posture — it is a liability.

A significant wave of newer life safety vendors has built their entire product on Wi-Fi — sleek dashboards, modern apps, and a single point of failure that this survey says most operators are not ready to accept.

The smarter path: **modern capabilities on proven infrastructure, not instead of it.**

35.8%

Very confident in Wi-Fi as a backbone



64%

Expressed some degree of doubt



WHAT THIS MEANS

- Infrastructure reliability is non-negotiable in clinical environments.
- Wi-Fi-only platforms carry risk this market is not ready to absorb.
- Modern capabilities on proven infrastructure isn't a compromise — it's the right answer.

KEY TAKEAWAY

Communities that modernize on a solid foundation will outperform those that bet everything on wireless.



When a resident presses for help at 2 a.m., the network underneath can't be a question mark.

Buyers still think in CapEx. Subscription-first vendors are fighting the wrong battle.

When operators actively evaluating a new life safety solution were asked how they prefer to pay, two-thirds said capitalized. Not subscription. Infrastructure-style investment, approved through capital cycles, on the balance sheet.

This is more than a billing preference. It is a window into how operators think about life safety: **as infrastructure, not software.**

Newer vendors built on subscription economics are swimming upstream against this mindset — and that creates a natural alignment advantage for providers who meet communities where they budget.

2 in 3



Operators actively evaluating a new solution prefer to pay capitalized — not subscription

WHAT THIS MEANS

- Life safety still reads as infrastructure to this market.
- CapEx alignment is a strategic advantage in vendor selection.
- Subscription-only models create friction in how communities plan and approve investment.

KEY TAKEAWAY

Meet communities where they budget, and you remove one of the biggest barriers to modernization.



Staffing is your #1 problem. Technology is part of the answer. Most operators haven't made the connection.

Staffing tops the list — no surprise. What is surprising is what ranked last: adopting data and AI for proactive care. **Operators are staring at the staffing crisis and not seeing the technology solution sitting right next to it.**

32.1%

Rank staffing / retention as their #1 operational priority



30%

Rank adopting data & AI for proactive care last



67%

Decrease in caregiver attrition in the first 90 days on the Care Intelligence platform. Caregivers with tools that route alerts to their phone, enable instant push-to-talk, and surface what matters experience their job as manageable — not overwhelming. They stay.



WHAT THIS MEANS

- Staffing is the #1 priority. AI-assisted care is last. These are the same problem.
- Technology that reduces friction retains caregivers — especially in the critical first 90 days.
- Communities that connect staffing strategy to technology will outpace those that treat them separately.

KEY TAKEAWAY

The operators who solve the staffing crisis with smarter tools will outperform those who just try to hire more people.



The market isn't looking for the most disruptive solution. It's looking for the most trustworthy one.

Every finding points in the same direction. Operators want modern communication, building-wide location intelligence, and tools that help them run efficiently with the staff they have.

What they are not willing to do is take on new infrastructure risk to get there. That is the opening: modern capabilities on a foundation that doesn't require crossing fingers at 2am when a resident needs help.

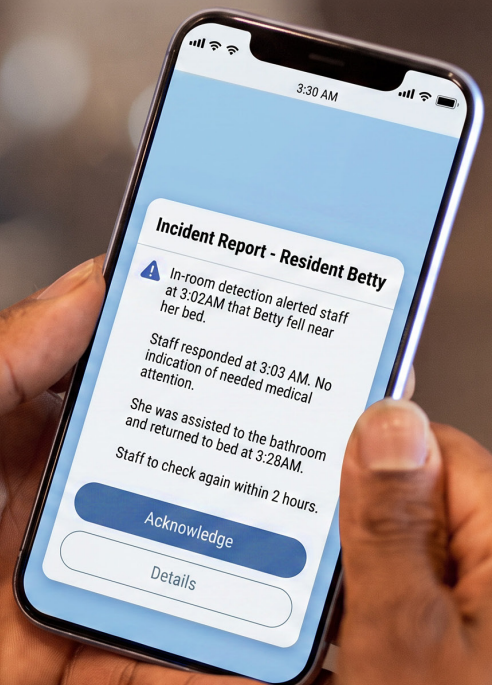


~\$15K

A 90-day increase in length of stay is worth approximately **\$15,000 per resident**. Trust, not disruption, is what compounds into that number.

89.6%

The satisfaction finding reframes what life safety is. Communities where families receive real-time updates and alerts that reach the right person in seconds feel different — and that difference shows up in referrals and length of stay.



The platform sees what isolated systems never could.

When **Ensure** connects with **Enrich**, **Entertain**, and **Eva AI**, the platform starts seeing things siloed systems miss: a shift in a resident's TV viewing signals a behavioral change preceding a health event by days.

WITHOUT CARE INTELLIGENCE

- Alerts fire in isolation
- Data lives in silos
- Trends surface too late
- Staff react to incidents
- Reporting is manual and delayed



WITH CARE INTELLIGENCE

- ✓ Alerts connect to resident context
- ✓ Data unifies across the platform
- ✓ Patterns are identified early
- ✓ Staff prevent incidents
- ✓ Eva AI surfaces insights automatically

EVA AI

Intelligence in the caregiver's pocket — answers, not dashboards.



Outcomes that compound.



90+ day

Increase in length of stay = about \$15K added revenue per resident

99%+

resident confidence =
8% faster response times

67%

Decrease in caregiver attrition in the first 90 days

Measured across more than **5,500 communities** and **one million residents** served daily. The platform that drives a 67% reduction in early caregiver attrition is the same one that produces a 90-day increase in length of stay. These outcomes don't sit in separate columns of a spreadsheet — they reinforce one another.

“

Care, risk and response do not stop at the resident room. Sentrics is investing in the future of care with the same discipline that has defined our past.

— Brian Dawson, CEO, Sentrics



5,500+

Communities



1M+

Residents served daily



99%+

Resident confidence

Stop waiting. Here's where to start.

The communities that act on these signals now will define what the standard looks like for everyone else.

01

FIND OUT HOW OLD YOUR LIFE SAFETY SYSTEM ACTUALLY IS

If you don't know — 23.6% of operators surveyed didn't — that's the first answer you need. A system installed before 2015 was designed for a different industry.

02

MAP THE COMMUNICATION GAPS

Can your staff push-to-talk without leaving the floor? Do families receive automated updates? Do alerts arrive on mobile devices? If the answers are no, your caregivers are working harder than they need to.

03

PRESSURE-TEST YOUR LOCATION COVERAGE

Does your system provide visibility in hallways and common areas? If not, you have blind spots where residents spend most of their time.

04

ASK THE WI-FI QUESTION

If there's any hesitation when you ask "could we run our entire life safety system on Wi-Fi alone without concern?" — you have your answer about infrastructure risk.

05

CONNECT YOUR STAFFING CHALLENGE TO YOUR TECHNOLOGY BUDGET

Smarter tools reduce first-90-day attrition by 67%. That return belongs in your next capital planning conversation.





IT'S TIME TO SEE WHAT'S NEXT

Ready to see what smarter life safety looks like in practice?

ALREADY A SENTRICS CUSTOMER?

Migration is an evolution, not a replacement.

If you're on CompanionOne, the move to Ensure starts with a single conversation.

[Schedule Your Migration Consult](#)

EVALUATING YOUR OPTIONS?

You're in the 44.3% active or potential pipeline.

Let us show you what smarter life safety looks like, built on Ensure and the Care Intelligence platform.

[Request a Demo of Ensure](#)

A few thoughts confirmed. More than one challenged.
One clear next step. Start the conversation.

About this survey

Sponsored by Sentricks and conducted in partnership with McKnight’s Senior Living. Data was collected from 106 senior living operators through May 4, 2026, excluding Skilled Nursing/LTC (n=56) and Vendor/Consultant/Other (n=16) respondents. Respondents skewed toward administration and executive management. Some questions used multi-select formats; percentages may exceed 100%.

ORGANIZATION TYPE	N	%	RESPONDENT ROLE	N	%
CCRC	48	45.3%	Administration	39	36.8%
Assisted Living / Memory Care	38	35.8%	Executive Mgmt	35	33%
Independent Living	11	10.4%	Operations	15	14.2%
Affordable Senior Housing	7	6.6%	Clinical / Nursing	8	7.5%
Other Residential	2	1.9%	Tech / IT & Facilities	6	5.6%
			Owner / Operator	3	2.8%

SYSTEM AGE	RESPONDENTS	% OF TOTAL
Less than 2 years	19	17.9%
3-5 years	26	24.5%
6-10 years	13	12.3%
11-15 years	8	7.5%
More than 16 years	15	14.2%
Not sure	25	23.6%

Note: 21.7% report systems 11+ years old. 23.6% do not know their system age — creating compliance and safety risk.



About Sentric

Sentric serves more than 5,500 senior living communities and more than one million people daily with integrated solutions for care, safety, communication, and operational performance. Its platform connects life safety, resident engagement, operational insight, and AI-powered tools to improve visibility, responsiveness, and outcomes. Sentric is the leader of yesterday, today, and tomorrow in senior living.

ABOUT MCKNIGHT'S SENIOR LIVING

McKnight's Senior Living is a leading media brand serving senior living professionals through news, analysis, events, and research.

[Request a Demo of Ensure](#)



One platform for people who care.



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Sources: NIC Senior Housing Occupancy Q4 2025 | McKnight's Senior Living 2025-2026 | ShiftCare Caregiver Retention 2026 | MissionCare Collective Skilled Nursing Workforce 2025 | Sentric RTLS & Life Safety Research 2024