Industry Fact Sheets—Nursing and Residential Care Facilities (NAICS 623)

Industry Statistics

- More than 47,500 businesses in the United States and nearly 1,400 businesses in Georgia are classified as nursing and residential care facilities (NAICS 623). Elder care includes in-home care, adult day care, respite care, residential care (assisted living facilities, continuing care retirement community, skilled nursing facilities/nursing homes), and hospice care. For more information, see Basic Statistics about Home Care (http://www.nahc.org/Consumer/hcstats.html), Facts About Adult Day Care (http://www.ncoa.org/nadsa/ADS_factsheet.htm), and Basic Statistics about Hospices (http://www.nahc.org/Consumer/hpcstats.html).

- In the United States, more than 2 million persons are employed in the elder care industry (NAICS 623). In Georgia, nearly 45,000 persons are employed in nursing and residential care businesses. Nearly one-half (49.4%) of the elder care businesses in Georgia have 9 or fewer employees. (Source: Dun & Bradstreet’s Marketplace data, October – December 2001).

- Studies have consistently found that the delivery of community-based, long-term care services is a cost effective alternative to nursing homes. Annual costs estimates per person in 2000 were $13,000 for adult day care, $25,300 for assisted living, and $44,100 for nursing home care. Source: B.R. Stucki and J. Mulver. Can Aging Baby Boomers Avoid the Nursing Home? Long Term Care Insurance for Aging in Place. American Council of Life Insurers, Washington, D.C., March 2000.

Trends

- The National Resource and Policy Center on Housing and Long-Term Care and The Association of Area Agencies on Aging identified factors affecting the demand for assisted living facilities. Three factors that relate to demand for assisted living are the growth in the number persons 85 years of age and older; the lack of informal family-based care opportunities; and the changing preference of consumers and their advocates for types of care. Increasing long-term care costs; growth of new technologies and care systems; changing attitudes toward regulations (i.e., more stringent regulations with regard to elder abuse and the importance of quality) are three trends related to operating an assisted living facility. For more information, see “Factors Affecting Assisted Living,” The Supportive Housing Connection, A Technical Assistance Quarterly from the National Resource and Policy Center on Housing and Long-Term Care, May 1996, (http://www.aoa.dhhs.gov/Housing/growth.html).

- According to CareGuide.com, caregiving trends in the 21st century include—increased options for elder care (such as adult day care to in-home care, assisted living communities, skilled nursing facilities and hospice); increased costs for elder care (families will be looking for assistance from employer-funded and tax-based subsidies); and increased health and safety regulations by associations and state and local governments. For more information see “Forecasting Elder Care Trends for the 21st Century,” USA Today Magazine, August 2000, Vol. 129, Issue 2663, p. 6, and “Caregiving Trends for the New Millennium,” PR Newswire, October 21, 1999.
Trends


- Employment for personal and home care aides is expected to be in high demand through the year 2010. As the number of elderly persons is estimated to increase, there will be an increasing reliance on home care for patients. “The non-medical home-care market is, in part, taking over the informal caregiving role of the family,” says Meredith Patterson, an eldercare consultant and board director of the National Association of Professional Geriatric Care Managers. Turnover for personal and home care aides is high, reflecting the low skill requirements, low pay, and emotional demands of the work. For more information, see the Occupational Outlook Handbook 2002-2003, Bureau of Labor Statistics, (http://www.bls.gov/oco/ocos173.htm)

- A survey co-sponsored by the National Council on Aging and the Pew Charitable Trust found that nearly 7 million Americans provide long-distance care (at least one hour away) to relatives and friends aged 55 and older. Care in the home reflects several trends: efforts to contain costs by moving patients out of the hospitals and nursing homes as quickly as possible; more effective care in familiar surroundings rather than clinical surroundings; and the development and improvement of medical technologies for in-home care. For more information, see Frederic H. Decker, K. Jeannine Dollard, and Kevin R. Kraditor, “Staffing of Nursing Services in Nursing Homes: Present Issues and Prospects for the Future,” Seniors Housing and Care Journal (http://www.ahca.org/research/research.htm); and Kulvin, Donna, “Homing in on the Elder Care Market.” American Demographics, September 1998, Vol. 20, Issue 9, p 68.

- Many private home care agencies and services are requiring that their workers have certification as home healthcare aides. Some types of facilities (such as convalescent facilities) require certification that places an emphasis on health and nursing-related requirements such as a certified nursing aide. For more information about certification in Georgia, visit the Georgia Nurse Aide Registry at http://www2.state.ga.us/Departments/DHR/ORS/ or (404) 657-5700. Associate degree and diploma programs in Health Technologies are available through the Georgia Department of Technical and Adult Education (http://www.dtau.org/tech/healthtech.html), (404) 679-1660. For information about nursing home licensing, contact The Georgia Board of Nursing Home Administrators, http://www.sos.state.ga.us/plb/nursinghome/default.asp, (478) 207-1670.

- Increasing competition in the assisted living market is creating a need for providers to consider a more focused approach to caregiving. By targeting their services toward specialized market opportunities—or niches—operators are better able to play to their strengths and establish a solid strategic foundation on which to expand the reach of their caregiving. Source: Moore, Jim. “Assisted Living Views Market Niche Options.” Provider, September 2000.
Resources

Accreditation Continuing Care Commission
http://www.ccaonline.org/

Accreditation Opportunities for Assisted Living, Home Care, and Long Term Care Facilities
http://www.jcaho.org/trkhco_frm.html

American Bar Association—Commission on Legal Problems of the Elderly
http://www.abanet.org/elderly/home.html

American Bar Association—Law and Aging Guide for the State of Georgia
http://www.abanet.org/elderly/states/georgia.pdf

Elderweb
http://www.elderweb.com

Eldercare Locator
http://www.eldercare.gov/
(800) 677-1116

Family Caregiver Alliance
http://www.caregiver.org/
(415) 434-3388

Fact Sheet: Caregiver Statistics
http://www.caregiver.org/factsheets/caregiver_stats.html

Fact Sheet: Assisted Living and Supportive Housing
http://www.caregiver.org/factsheets/assisted_living.html

Fact Sheet: Work and Eldercare
http://www.caregiver.org/factsheets/work_eldercare.html

Georgia Board of Nursing Home Administrators
http://www.sos.state.ga.us/plb/nursinghome/
(478) 207-1670

Georgia Department of Human Resources, Division of Aging Services
http://www2.state.ga.us/Departments/DHR/aging.html

Joint Commission on the Accreditation of Healthcare Organizations
http://www.jcaho.org/

Occupational Safety and Health Administration—Nursing Homes
http://www.osha-slc.gov/SLTC/nursinghome/
National Center for Health Statistics—Aging Activities  
http://www.cdc.gov/nchs/agingact.htm

National Eldercare Information and Resource Site  
http://www.eldersearch.com/resources/elderlaw.html

National Study of Assisted Living for the Frail Elderly—Report on In-depth Interviews with Developers  
http://aspe.os.dhhs.gov/daltcp/reports/indepth.htm

U.S. Department of Health and Human Services, Administration on Aging  
http://www.aoa.gov/  
(202) 619-7501

U.S. Department of Labor, Health Care Initiatives  

U.S. Senate Special Commission on Aging  
http://www.senate.gov/~aging/  
(202) 224-5364

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**Associations**

American Association of Retired Persons  
http://www.aarp.org/  
(800) 424-3410

American College of Health Care Administrators  
http://www.achca.org/  
(888) 88-ACHCA

American Health Care Association  
http://www.ahca.org/  
(202) 842-4444

American Health Care Association—The Looming Crisis  
http://www.ahca.org/secure/secure.htm

Georgia Nursing Home Association  
http://www.gnha.org/  
(678) 289-6555

American Society on Aging  
http://www.asaging.org/ASA_Home_New5.cfm  
(415) 974-9600

Assisted Living Federation of America  
http://www.alfa.org  
(703) 691-8100

Georgia—Assisted Living Federation of America  
http://www.georgiaalfa.org/  
(404) 377-7526

American Medical Directors Association  
http://www.amda.com  
(800) 876-2632

Georgia Medical Directors Association  
(770) 974-3231

American Association of Homes and Services for the Aging  
http://www.aahsa.org/  
(202) 783-2242

Georgia Association of Homes and Services for the Aging  
(404) 378-9709
The National Center for Assisted Living  
http://www.ncal.org/  
(202) 842-4444

Georgia Home Care Association  
http://www.gahca.org/  
(770) 445-3180 ext. 32

Assisted Living Association of Georgia  
http://alag.org/  
(800) 434-2724

National Adult Day Care Association  
http://www.ncoa.org/nadsa/  
(202) 479-6682

National Family Caregivers Association  
http://www.nfca.caes.org  
(800) 896-3650

Georgia Association of Adult Day Care  
(770) 458-3614

National Association for Home Care  
http://www.nahc.org/  
(202) 547-7424

The National Council on the Aging  
http://www.ncoa.org/  
(202) 479-1200

Georgia Association of Home Care  
http://www.gahca.org/  
(770) 445-3180 ext. 32

National Adult Day Care Association  
http://www.ncoa.org/nadsa/  
(202) 479-6682

Georgia Association of Adult Day Care  
(770) 458-3614

The National Council on the Aging  
http://www.ncoa.org/  
(202) 479-1200

Georgia Council on Aging  
http://www.gcoa.org/  
(404) 657-5343

Magazines

Assisted Living Success  
http://www.alsuccess.com/

NAHC Report  
http://www.nahc.org/NAHC/CaringComm/nahcrpt.html

Contemporary Long Term Care Magazine  
http://www.cltcmag.com/contemporarycare/index.jsp

NCAL Gazette and Assisted Living News  

Home Healthline Online  
http://www.homehealthline.com/hhlweb/

Nursing Home Magazine  
http://www.nursinghomesmagazine.com/

Managed Care Magazine  
http://www.managedcaremag.com/

Provider Magazine  

Books

The American Health Care Association Bookstore (http://www.ahcabookstore.org) or (800) 663-7387 has industry publications covering compliance and regulations, industry data, in service training programs, quality improvement, and retention and staffing.