POWERING YOUR DECISIONS: THE ULTIMATE GUIDE TO BUSINESS INTELLIGENCE

Reasons to use BI tools in senior living
(featuring a single connected solution in action)

YARDI

Yardi Senior IQ

What is business intelligence?

Business intelligence software collects, stores and analyzes data unique to your organization.

You've likely heard the term business intelligence (BI) before, but have you explored the capabilities of BI tools for senior living? While some software solutions provide standard reporting, BI tools take things to the next level — offering a clear picture of your organization's health via easy-to-read charts, graphics and tables.

With BI solutions designed for senior living, you access data unique to your communities including comprehensive analytics and essential KPIs (things like occupancy rate, resident count and marketing spend).

80%
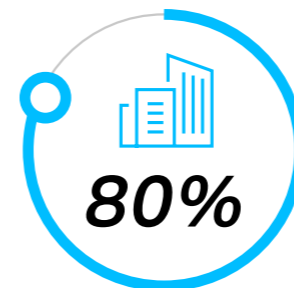
80% of organizations surveyed reported using business intelligence software in 2022.[1]

Why should you use business intelligence?

1 | *To enable data visualization*

With the right BI solution, you'll tap in to something called data visualization — a graphical representation of information. Not only does it allow our brains to quickly digest large amounts of data, it also helps us easily identify trends.

98.6%
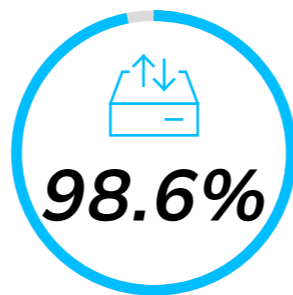
98.6% *of organizations surveyed said data preparation is important.[2]*

2 | *To streamline decision making*

By establishing trends in real time, you're getting quick answers to tricky questions regarding revenue, expenses and more. That means you can make informed decisions that benefit your communities in more ways than one — from enhanced financial performance to improved resident care.

Organizations using business intelligence are **five times** more likely to make faster decisions.[3]
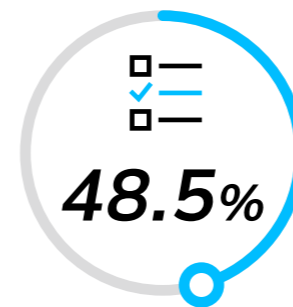
3

To educate your organization at all levels

BI solutions have the power to present data that's useful at all levels — not just for C-suite executives. From marketing to operations to care managers, staff across your organization can reap the benefits

48.5%

48.5% of organizations surveyed listed driving innovation with data as their top reason for adopting business intelligence.[4]

Selecting the solution for you

How does one sort through different business intelligence solutions? It's simple — find a vendor that's transparent, sharing exactly what their solution does to help operators succeed. You should be looking for ease of use, customization options and a wide range of capabilities when vetting BI solutions.

On top of those must-haves, search for a solution from a company that has a high standard for data security, strong testimonials, a dedication to customer support, and ideally, the power of integration.

80%
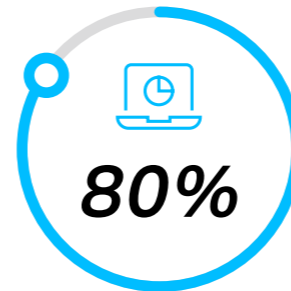
*Over **80%** of organizations surveyed look for a better user experience, support services, reporting capabilities and seamless integrations when selecting business intelligence software.[5]*

Say hello to Yardi Senior IQ

As a BI solution built for the unique needs of senior living, Senior IQ offers real-time data that's relevant to you — presented in attractive, sharable dashboards. You can say goodbye to digging for answers or losing track of scattered data. Senior IQ is backed by a Forbes Cloud 100 Company and provides you with the full picture in one centralized place, allowing for smarter, faster decision-making.

Senior IQ is a cloud-based, integrated business intelligence solution hosted in the Yardi Senior Living Suite.
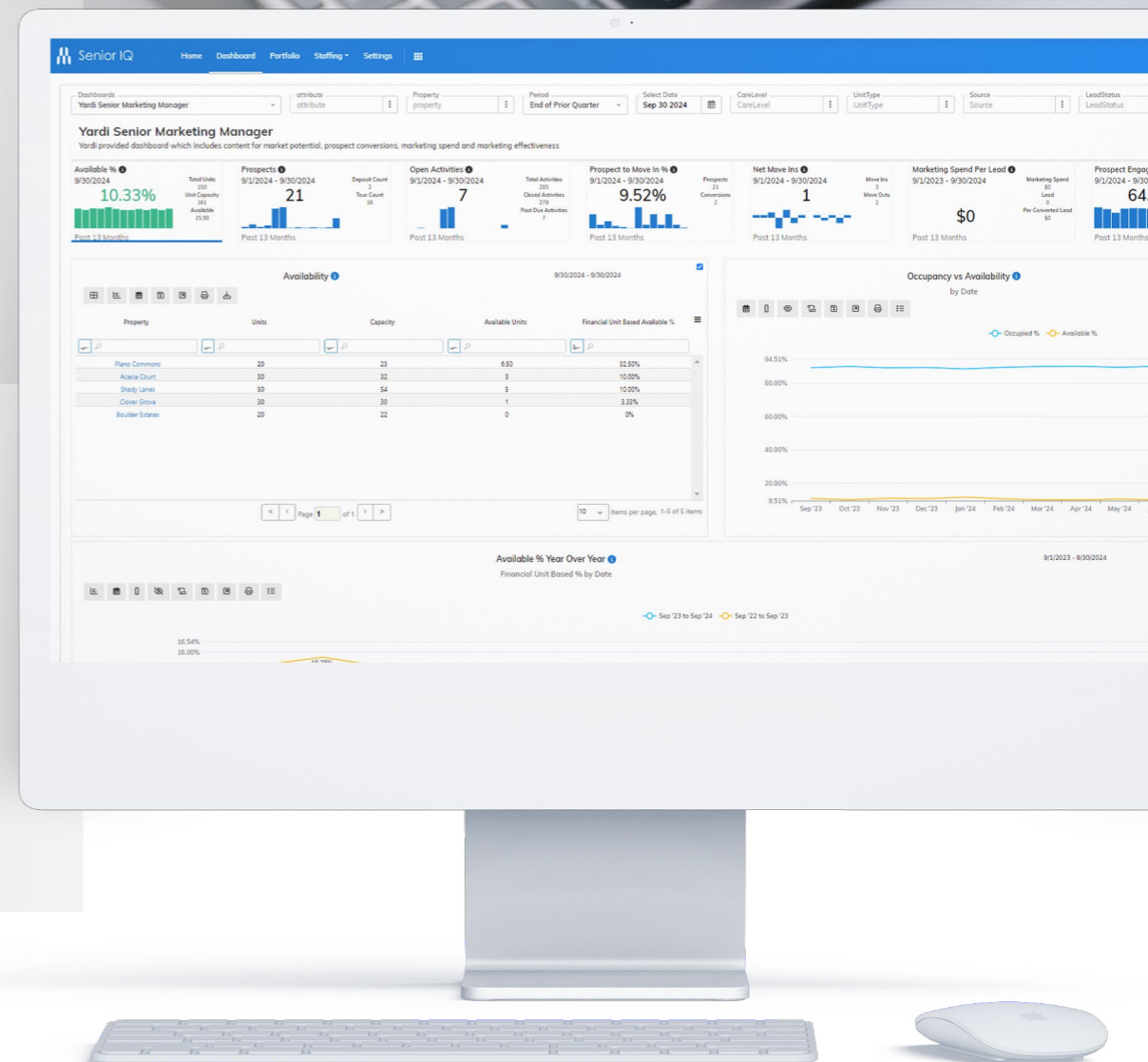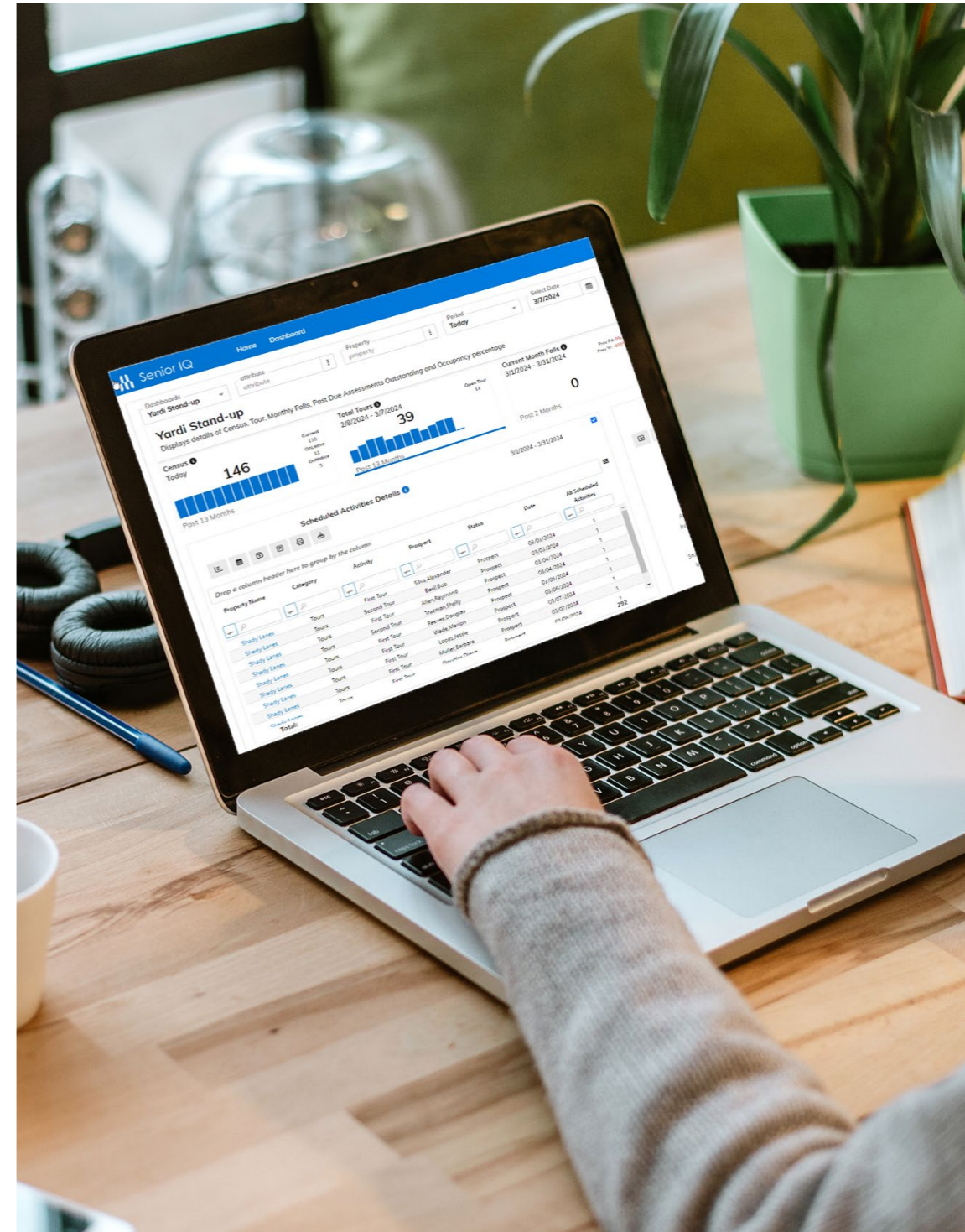
What makes Senior IQ unique?

Senior IQ offers:

Attractive, customizable dashboards	✔
700 pre-configured KPIs	✔
Predictive analytics when you license RentCafe Senior CRM IQ	✔
Internal benchmarks and NIC industry comparison data	✔
Real-time, actionable information	✔
Portfolio-wide insights plus drill down capabilities	✔
Staffing analysis and task reassignment tools when you license Yardi EHR	✔
Dedicated support through implementation and beyond	✔
HIPAA and SOX-compliant workflows	✔
A comprehensive help center	✔
Everything you need on a single platform	✔

Senior IQ integrates with:

Yardi Voyager Senior Housing	✔
RentCafe Senior CRM IQ	✔
RentCafe Senior Living Portal	✔
Yardi EHR	✔

Senior IQ is used by:

Regional operators	✔
Corporate teams	✔
Sales directors	✔
Clinical teams	✔
Executive directors	✔

Unlock data for everyone

Standard dashboards in Senior IQ, grouped by audience

REGIONAL OPERATORS

- Dining expense analysis
- Property performance
- Labor lookback
- Move-in/out tracker
- Clinical snapshot
- Unit rate management
- Community compliance
- Financial key stats
- Maintenance

CORPORATE TEAMS

- Executive director overview
- Dining expense analysis
- Labor lookback
- Unit rate management
- Move-in/out tracker
- Financial key stats
- Medicaid claims
- eMAR utilization
- Wellness manager analytics

EXECUTIVE DIRECTORS

- Unit rate management
- Dining expense analysis
- Clinical snapshot
- Labor lookback
- Community stand up
- Financial key stats
- Maintenance
- Wellness manager analytics
- Medicaid claims

CLINICAL TEAMS

- Clinical snapshot
- Staffing utilization
- Clinical dashboards
- Clinical falls/census/medication
- Clinical pressure ulcer/injury
- Clinical ADLs
- Clinical vaccination
- Residents at risk
- Care analytics
- eMAR utilization

SALES DIRECTORS

- Unit rate management
- Move-in/out tracker
- Marketing manager
- Referral source analysis
- Sales tunnel
- Activity completion
- CRM success metrics

Dashboards your peers are designing in Senior IQ

- ✔ Work order status analysis
- ✔ Clinical KPIs and sales KPIs
- ✔ State of the company
- ✔ Property performance

- ✔ Overtime analysis
- ✔ Food cost analysis
- ✔ Sales activity completion scores
- ✔ Sales counselor ranking
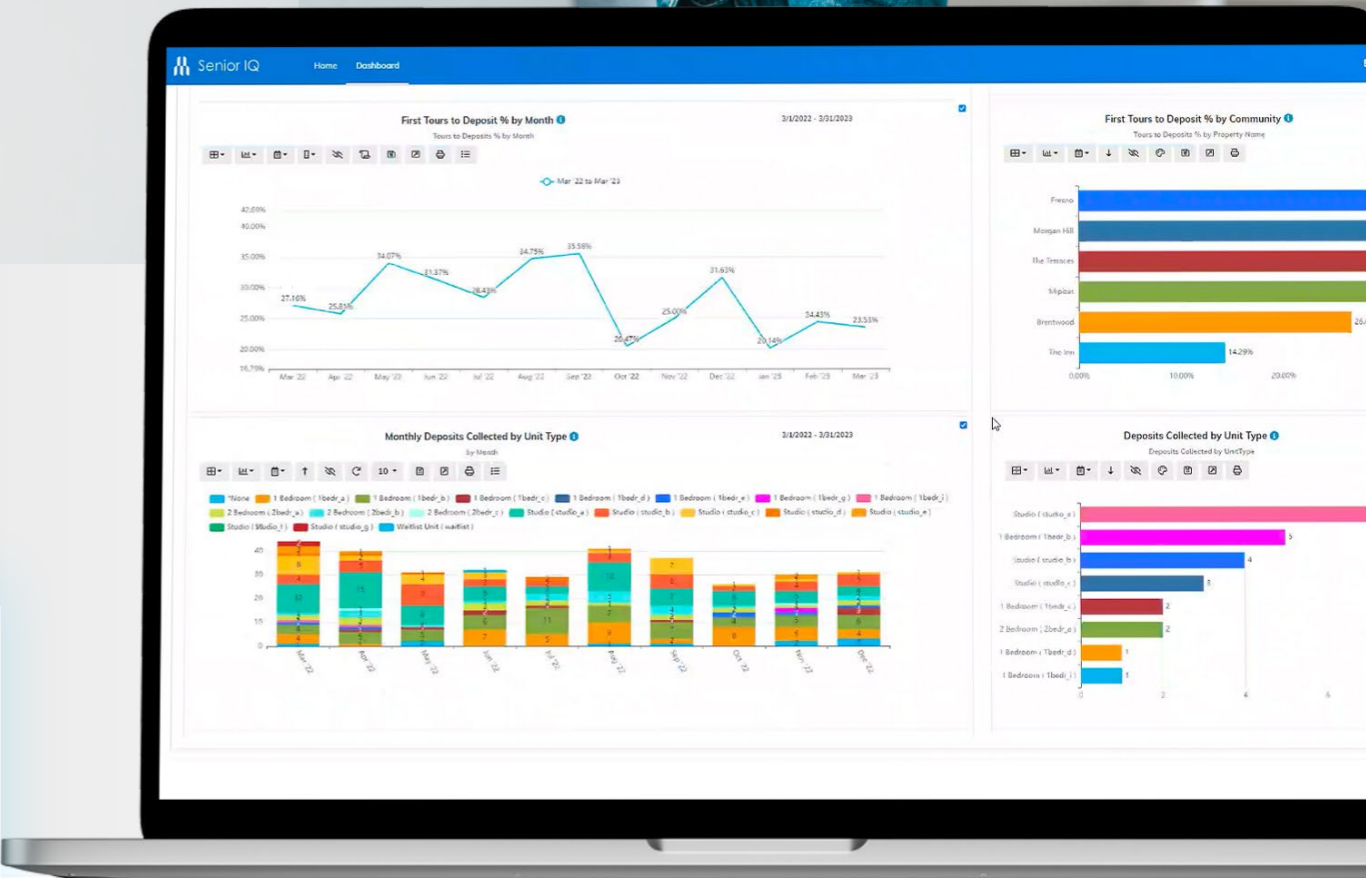
Senior IQ is customizable to your needs — it's easy to craft your own measures, assign dashboards to a specific user and create dashboard filters, subscriptions and more.

WHAT DO WE WANT TO KNOW? → *WHICH DATA POINTS WOULD WE LIKE TO SEE?* → *WHO WILL VIEW THIS DATA?*

KPIs your peers are creating in Senior IQ

- ✔ Accounts receivable aging detail
- ✔ Recommended versus actual billing
- ✔ Custom census reporting
- ✔ Assessed incontinence
- ✔ Regional comparisons
- ✔ Ranking community performance

- ✔ SLUMs analysis
- ✔ Residents on therapy or hospice
- ✔ Open incidents
- ✔ Residents with diabetes
- ✔ Count of residents on each care level
- ✔ Medication management
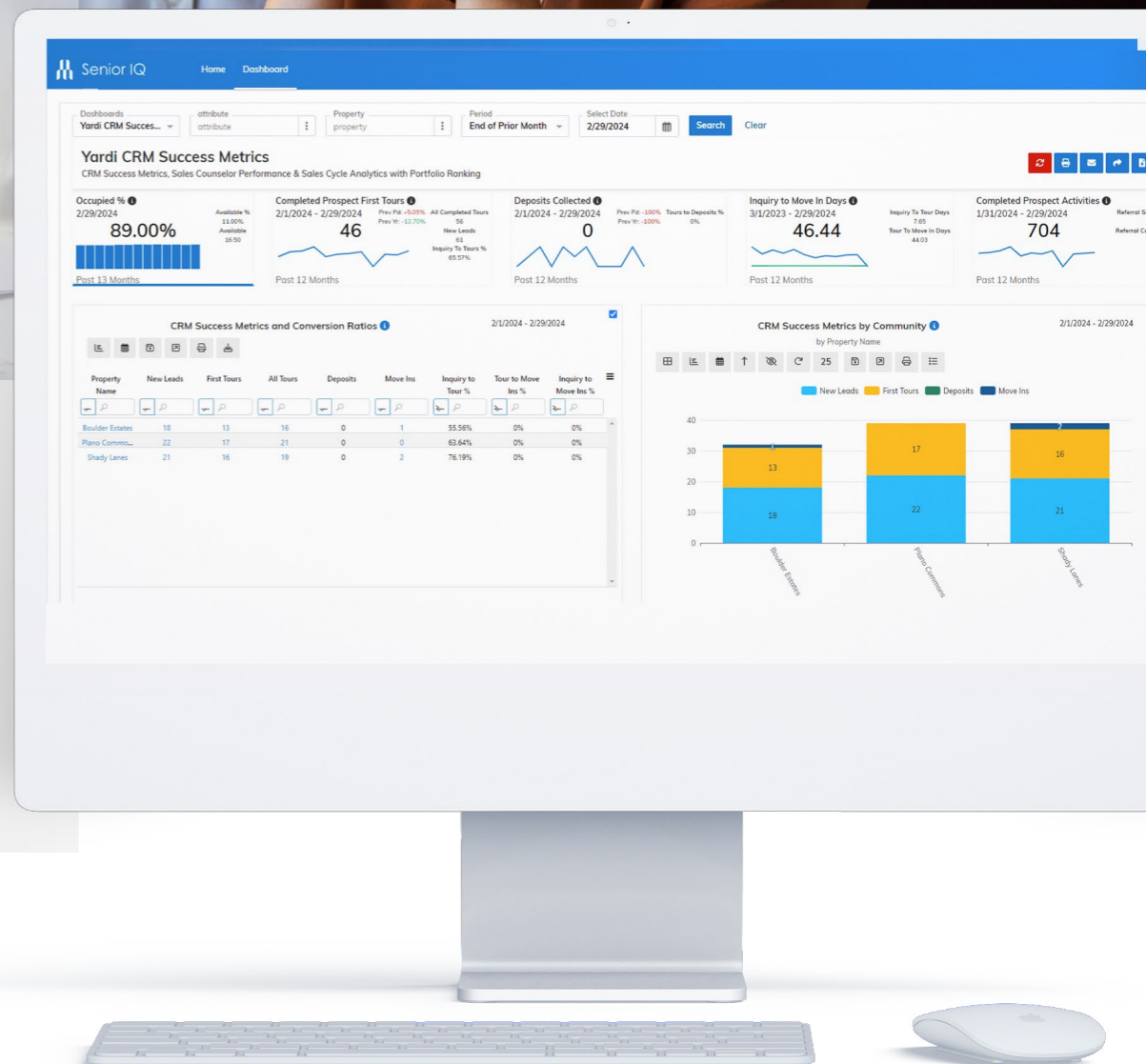
Hear from operators like you
See what Yardi clients are saying about Senior IQ

" We got rid of 75% of the reporting we would send out to everybody. They have access to Senior IQ and can capture it right away. "

Quintin King
President
Brightwater Senior Living

" There's so much information in Senior IQ that you can dig into. There's always something we're finding on a daily basis — something else we know we could use. "

**Syndell Lawhon**
Vice President of Wellness
Vitality Living

" Yardi Senior IQ is fantastic because it establishes orderly workflows and creates new reports from existing ones, complete with custom dashboards. Investors can get very specific information on demand without having to wait for us to send it. "

Michael Bowles
Project Coordinator
Dial Senior Living

74%
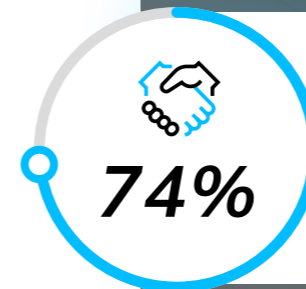
74% *of organizations surveyed claim they rely on recommendations from peers when making software purchases.*[6]

Implementing Senior IQ

Curious about the implementation process? With Senior IQ, you're not building charts from the ground up. Data is automatically pulled from tools in the Yardi Senior Living Suite — from financials to marketing to care — and populated in Senior IQ.

That means your dashboards come ready to go, but you can modify as much as you need to. And team Yardi is here to help you every step of the way.

On average, implementing **Senior IQ** can be achieved in just **two weeks**. That's less than the median implementation timeline for BI software — approximately **four months**.[7]

THANKS FOR READING!

Want actionable information for your entire portfolio? We'll make it happen with Yardi Senior IQ. Watch our short webinar to get started then contact us for a more personalized demonstration.

WATCH THE WEBINAR ›

BOOK A PERSONALIZED DEMO ›

Sources

1. Gartner
2. Finances Online
3. Finances Online
4. Finances Online
5. Gartner
6. Gartner
7. BI-Survey

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