



A New Name for CCRCs?

“Life Plan Community”

On November 1 a LeadingAge task force recommended that CCRCs adopt the term “Life Plan Community” as the new descriptor for CCRCs. This issue of *ORANJ Leaf* provides a quick survey of Internet information about this recommendation.

leadingage.org/NameStorm/ begins with links to MatherLifeWays and several marketing organizations that partnered with Leading Age in the NameStorm task force.

lifeplancommunity.org/ Life. Plan. Community. The introduction begins with a statement that communities must expand and evolve to accommodate younger seniors – boomers.

[A twitter account](#) has been established to help spread the word. One of the tweets there links to a [marketing organization’s blogpost](#) concerning the recommendation.

Why the Change?

[Why We Are Changing](#) is the first of the four sections of the lifeplancommunity.org website. It says:

- “They’re changing the Game. We’re changing the name.”
- “Senior Living Communities have transformed from care providers to vibrant villages offering a range of residential options, along with new opportunities for creative, educational and personal exploration.”
- “The name Continuing Care Retirement Community no longer describes the vibrant, forward-looking nature of the contemporary senior living community.”

What We Learned

The [What We Learned](#) section of the website lifeplancommunity.org describes the process of evaluating names. Ten names were selected and 4100 surveys were done in all 50 states. Thirty-four focus groups were used. The results of this research made it clear that CCRC was not an attractive name – the word “Care” was the most problematical part of the name. The choice of Life Plan Community was considered appealing, bringing together planning and living and accentuating personal agency and self-direction.

Tools for Change – In the News

A Launch Kit can be downloaded from the [Tools for Change](#) section of the site. It suggests options for both internal rollout and external communications with local media. [In the News](#) provides an archive of press releases.



ORANJ has no position concerning the LeadingAge recommendation. These links supporting the name change are provided so that residents will know about them.



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