

Quality Care In Our Communities



Campaign Objective

The Senior Living IQ initiative promotes the high-level, quality care and service to expect in our senior living communities. It leads the way in showcasing the importance of residents' safety and dignity by providing the industry with comprehensive toolkits that contain guidelines, recommendations, and resources.

This is just the beginning. Future phases of this initiative may lead to launching new programs such as skill development certifications for industry professionals. Overall, we are focused on providing our workforce with the relevant awareness and training to make a difference on these important issues, and in showing the public that senior living professionals are active leaders in championing quality care.

Campaign Overview

Senior Living IQ is a proactive initiative led by Argentum to show our ongoing investment to providing quality care and quality of life for our senior living community residents.

This initiative seeks to create comprehensive toolkits about high-risk areas that the industry can rally behind and implement every day in its senior living communities.

The Challenge We Face

As senior living providers, we continually challenge ourselves to raise the bar and find better ways to provide quality care and ensure quality of life for our residents.

This initiative shares best practices, professional guidelines and, eventually, a certification program that will help us attain these goals.

Our Solution

Senior Living IQ reinforces the senior living industry's investment to providing dignified care and quality services to its residents and their loved ones.

We've set forth core principles for the industry to abide by and paired them with best practices for senior living professionals to carry out in their workplaces.

By establishing industry guidelines and recommendations, we will unify senior living professionals across the country and demonstrate our proactive stance on these issues to the community.

At Argentum, we're committed to using these guidelines and recommendations in our training, marketing, and procedures. Will you use them to ensure the highest quality of care at your senior living communities?