

Editor's Letter

Worley's predictions stand test of time

It is an apt description to refer to Wilson Worley, president of Greenville, S.C.-based National Retirement Corp. and subject of The SHB Interview this month, as a prescient author and developer. In his 1990 book, *Retirement Community Development, The Comprehensive Guide for Professionals*, Worley devotes the last chapter to his 31 predictions surrounding housing and healthcare options for the elderly. History shows that he mostly got it right.



Matt Valley

Prediction No. 14 was that it was crucial to maintain a non-institutional like residential living environment to market retirement housing successfully. The seniors housing industry deserves a lot of credit for addressing that issue head-on over the last quarter century. The choices that are available today for consumers in private-pay seniors housing are vastly greater than what they were a quarter century ago, and the industry has benefited from the diverse product mix.

Prediction No. 8 was that wellness and fitness programs would be designed especially for the elderly and expanded more than ever conceived. One only has to spend a few minutes today talking to the leading assisted living operators or read their marketing materials to know how important wellness and fitness is to their overall programming. They use it as a marketing tool to gain a competitive edge.

Worley didn't nail every prediction made in 1990. Prediction No. 9 was that long-term care insurance would be a predominant feature in retirement communities within the next two to three years and in the general marketplace within five years. Figuring out how to make the cost of long-term care insurance affordable has proven to be elusive.

Hindsight is 20/20.

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