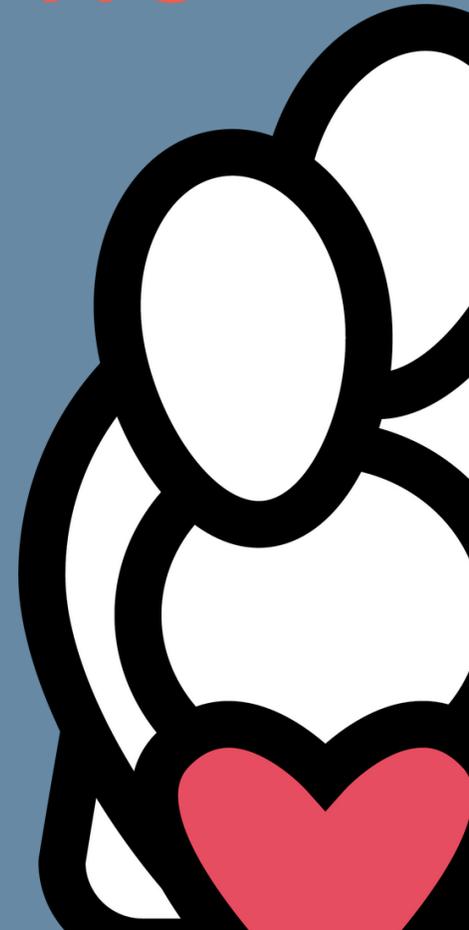


SENIOR  SERVICES

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*The Cost of Excellence*



# Objectives for Today

- Recognize our own assumptions and beliefs that are barriers around charging privately
- Reframe private pay into the context of paying for a service that adds immeasurable value to the lives of those we serve
- Develop language and confidence to communicate value to families
- Identify 2–3 actionable next steps toward strengthening private-pay position



# Are we hesitant?

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- Families can't afford to pay
- Their need is so great
- They have so many expenses
- Enrollment is already a challenge – if we charge, they may not come



# Myth

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We are a charity.

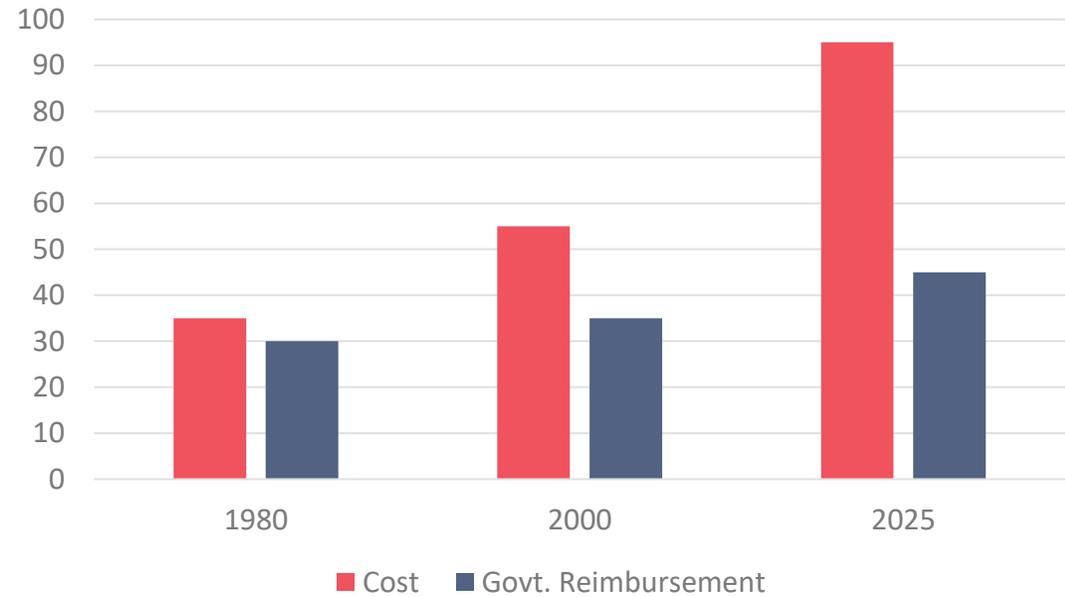
# Reality



**We are a specialized healthcare and socialization hub.**



# The True Cost of Staying Open



# What Are They Actually Buying?





# Changing Our Language

FROM:

TO:

1. Families can't afford to pay.
2. Their need is so great.
3. It's hard to get people to just enroll, much less pay.



# Set Expectations

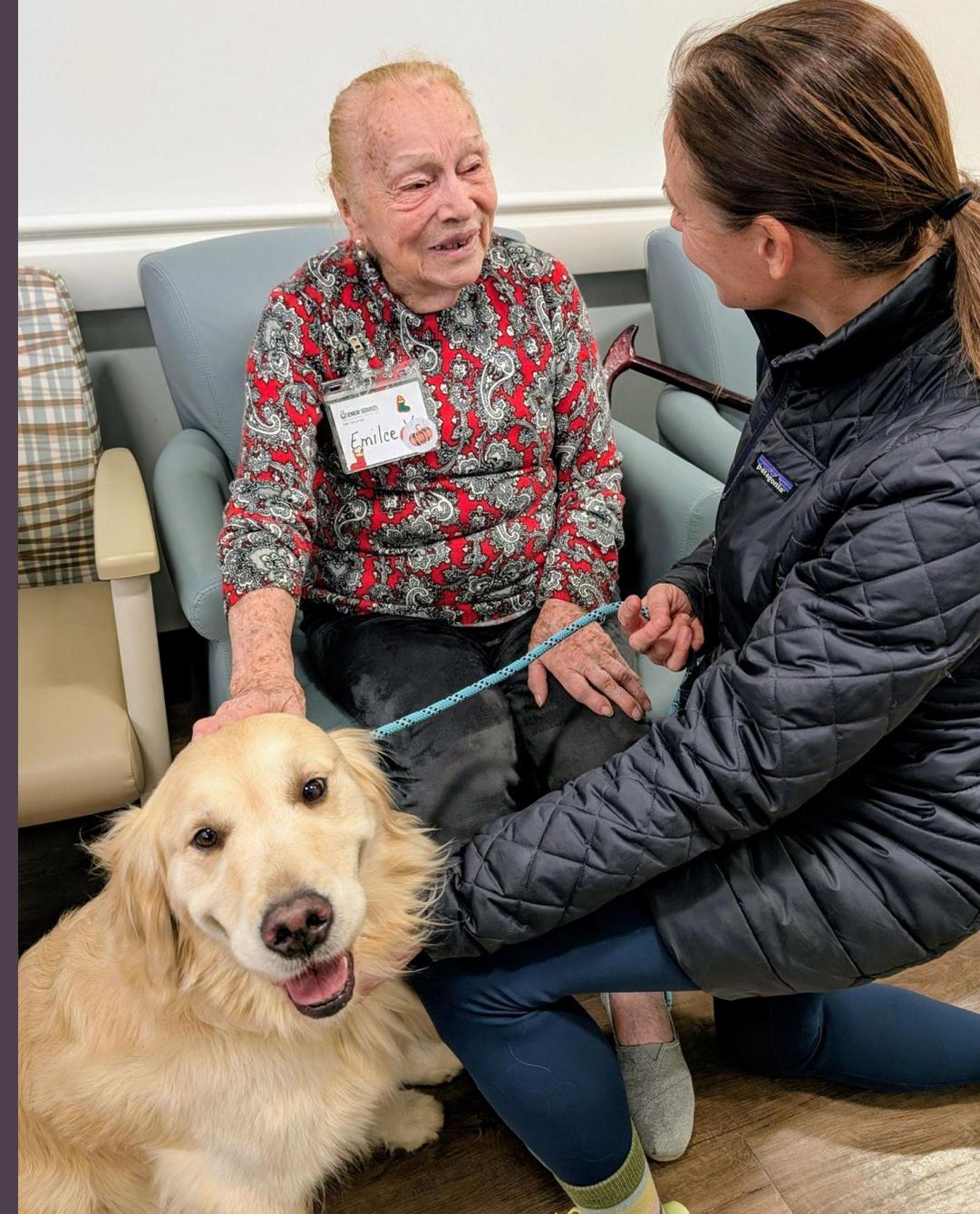


- It is **very common for new or potential participants to feel resistant** at first.
- Many participants are leaving a familiar routine or may feel **anxiety about a new environment**.
- Some may say they **don't want to attend**, especially during the first several visits.
- This reaction is **normal and expected**, particularly for individuals experiencing cognitive changes.
- It can take from 2-6 weeks for a new participant to fully adjust to the program.



# Know Your Market

Care Option	Avg. Hourly Rate	Monthly Cost (Full Time)	Annual Investment
Home Care (Non-Medical)	\$20.29 – \$25.00	\$3,516+	\$42,200+
Home Health (Clinical)	\$26.00 – \$35.00	\$4,500+	\$54,000+
Assisted Living	N/A	\$4,923 – \$6,200	\$59,000 – \$74,400
Skilled Nursing	N/A	\$10,790+	\$129,500+
Adult Day Center	\$90/day or \$12/hr.	\$2,000	\$24,000





# What's Your Status?

- Do you know your unit cost?
- Do you currently charge a private pay rate?
  - What is it and how does it compare to your cost?
  - How do you make up the difference?

<https://seniorservicesinc.org/services/williams-adult-day-center/>



# Tell Your Story

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Senior Services Inc. of Winston-Salem and Forsyth County

January 5 · 🌐

It was a packed house at the [Intergenerational Center for Arts & Wellness](#) with audience members of all ages enjoying @musiccarolinanc's interactive performance of "Peter and the Wolf"!

📷 View photos at [bit.ly/peterwolf\\_album](https://bit.ly/peterwolf_album).

📺 Check out upcoming events at [generationscenter.org](https://generationscenter.org)



👍❤️ Lisa Terry, Triad Concert Notes and 36 others

3 shares

Senior Services Inc. ©2026



# Tell Your Story

 Senior Services Inc. of Winston-Salem and Forsyth County  
February 27 at 5:00 PM · 🌐

🏆 GOING FOR GOLD! 🏆

Williams Adult Day Center participants and staff brought their own Olympic games to the Gallery Theater. They competed in friendly games of snowball toss, floor hockey, chair volleyball, and even cross-country skiing!



  Lisa Terry, NC Adult Day Services Association and 48 others

 Like  Comment  Share

2 comments 3 shares



# Tell Your Story

- Intergenerational activity that celebrates our Veterans

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# Tell Your Story

September 17, 2025 · 🌐

## Williams Adult Day Center Fun Fact!

Did you know that our adult day services program has had five different locations during its 50-year history? Our first program started in 1975, using a shared space in the Parkway United Church of Christ building. In 1989, we expanded to "The Alzheimer's Center" due to an increased need for specialized dementia care. The following year, "The Adult Day Center" opened as the program's first dedicated space. In 2000, we grew again, and the program was officially renamed the Elizabeth and Tab Williams Adult Day Center, in honor of Elizabeth and A. Tab Williams, who made a significant gift to the building campaign.

And finally, in 2023, we celebrated the opening of the Intergenerational Center for Arts and Wellness, which included the new, 15,465 sq. ft. Williams Adult Day Center that we get to enjoy today!

We are excited to celebrate how much we have grown over the past 50 years. Join us as we continue to celebrate this milestone year. Visit [seniorservicesinc.org](https://seniorservicesinc.org) to learn more!



# Tell Your Story

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Well-Spring Solutions annual “Senior” Prom - For one special afternoon, our families get to set aside the roles of caregiver and care receiver and simply be loved ones sharing a meaningful moment together again. It’s a time filled with music, laughter, and memories.



# Tell Your Story

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Senior Services Inc. of Winston-Salem and Forsyth County

October 4, 2024 · 🌐



"I don't have a J.O.B. anymore—I have a career, I have a purpose. My days are never the same, but they are always special."

Cynthia Becker is the Program Coordinator for the Williams Adult Day Center. She describes her role as "a little bit of everything and a lot of most!"

From bringing together participants, staff, and volunteers for a friendly game of chair volleyball to presenting informative and interesting educational topics and opportunities, her passion for her job and care for the participants is evident in everything she does.

Learn more about her story and how you can support the Williams Center at [bit.ly/Cynthia\\_Blog](https://bit.ly/Cynthia_Blog).



# Tell Your Story

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Each Tuesday, members enjoy arranging flowers thanks to donations from Trader Joe's. They often share the bouquets with their loved ones, giving them a chance to give back and experience the joy of giving.

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# Tell Your Story



Senior Services Inc. of Winston-Salem and Forsyth County

January 10, 2025 · 🌐

Participants and staff at the Williams Adult Day Center had a fun (and cozy) day last week celebrating Pajama Day!

This year, we are celebrating 50 years of our adult day services program providing engaging and innovative activities like this! Learn more about how we are supporting older adults experiencing frailty and/or memory loss and their families at [seniorservicesinc.org](https://seniorservicesinc.org)!



👍❤️ Helen M. Mack and 39 others

5 comments 6 shares



Like



Comment



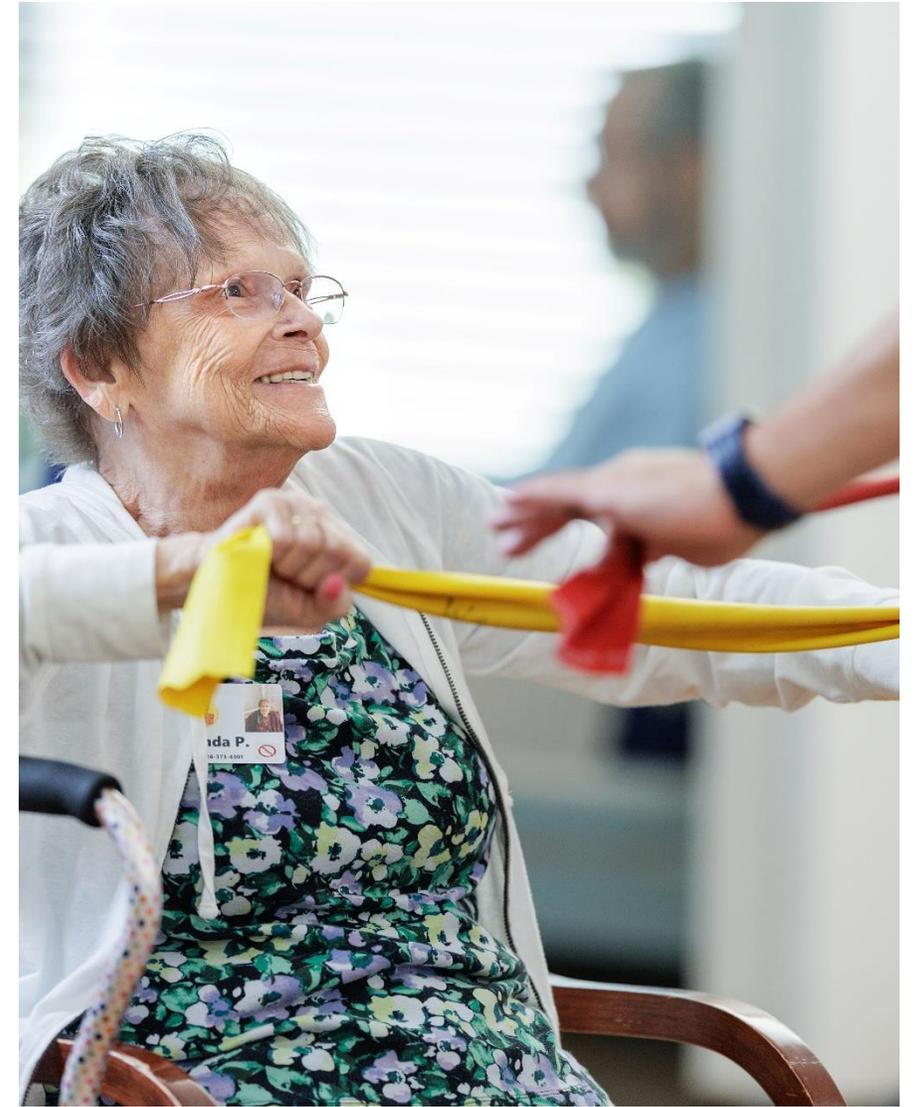
Share



# Tell Your Story

Movement, engagement,  
socialization and connection

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# Tell Your Story

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 Senior Services Inc. of Winston-Salem and Forsyth County  
August 21, 2025 · 🌐

...

Meet Ken!

He is the bright smile who helps Williams Center participants gather up their belongings and check out with their caregiver at the end of the day! His favorite part of the role is comforting participants and helping them end their day on a positive note. As a former nurse he knows the value and importance of making sure everyone feels seen and cared for.

You can join Ken and make a difference in the life of an older adult today! Learn how at [seniorservicesinc.org/volunteering](https://seniorservicesinc.org/volunteering).



# Tell Your Story

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## Since Using Our Services

- 100% of Caregivers report less stress since using
- 93% of Caregivers report having increased their knowledge of community resources
- 100% of families would recommend our services to a family or friend



# Tell Your Story



Senior Services Inc. of Winston-Salem and Forsyth County

December 9, 2024 · 🌐

Big thank you to the amazing talents of the [Allegacy Federal Credit Union](#) band! Their second appearance at the Williams Adult Day Center brought lots of holiday cheer t... See more



👍❤️🥳 Mark Batten and 42 others

3 shares

👍 Like

💬 Comment

➦ Share



# Tell Your Story



Senior Services Inc. of Winston-Salem and Forsyth County

November 11, 2025 · 🌐



Today, we celebrate the veterans who have given selflessly to our country. At Senior Services, we are honored to support veterans and help them remain in their homes for as long as possible, aging with dignity and living with purpose.

Learn more about how veterans can access our programs and services at [bit.ly/SSIVeterans](https://bit.ly/SSIVeterans).

[#VeteransDay](#) [#AgeWithDignity](#)



👍❤️👏 Mark Batten, Kim Brandt and 39 others

2 comments 1 share

👍 Like

💬 Comment

➦ Share



# Tell Your Story



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# Tell Your Story



Winston-Salem Symphony

November 14, 2025

It was a Symphony Storytime morning at the [Senior Services Inc. of Winston-Salem and Forsyth County](#) today, and the kids from the Intergenerational Center's preschool joined us! Music Director Michelle Merrill read [Christine Schneider's](#) "Saxophone Sam and his Snazzy Band" while WSS clarinetist (and jazz saxophone virtuoso) Ron Rudkin provided a musical fabric between pages. As always, our guests got hands-on experience with some instruments!

#memorycare #musicandhealth #childrensliterature #saxophone



Rachel Holmes Watson, Moyra Shields Gunter and 27 others

2 comments



# Tell Your Story



Senior Services Inc. of Winston-Salem and Forsyth County is at Intergenerational Center for Arts and Wellness.

July 4, 2025 · Winston-Salem · 🌐

Coffee shop field trip anyone? Williams Center participants had a great outing to our favorite café, [Black Coffee & Cuisine](#), just a short walk down Main Street in the [Intergenerational Center for Arts & Wellness](#) ☕

We are thankful to have wonderful partners who can help provide special experiences like this!



👍❤️ Jacob Gordon, Mark Batten and 60 others

4 comments 4 shares

👍 Like

💬 Comment

➦ Share



# Tell Your Story



Senior Services Inc. of Winston-Salem and Forsyth County

February 18 at 7:00 PM · 🌐

Joy, connection, and a lot of dancing can be found at the Williams Adult Day Center!

Schedule a complimentary trial visit by calling us at 336-724-2155.

Learn more by visiting [seniorservicesinc.org](http://seniorservicesinc.org)!



**JOY IS HERE.**



Schedule a complimentary trial visit: 336-724-2155

👍❤️ Lisa Terry and 27 others

8 shares

👍 Like

💬 Comment

➦ Share



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Thank you!

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