



LEC Senior Living Insights: Megan Gibson at Wesley Woods

Get the inside scoop on the growing demand for senior living from Megan Gibson, Marketing Coordinator at Wesley Woods with 15 years of experience.

You've worked in senior living for 15 years now. In your experience working with older adults, what are some new changes or trends you see?

Megan: Most individuals I'm working with are looking to make plans earlier. They want to avoid leaving that burden to someone else and start establishing themselves in a thriving community while they still have the ability to be selective about their lifestyle options. Finding a community that offers it all, from independent living to long-term care, is a top priority, and joining a waiting list is one way they're solidifying their plans.

Why are they planning for their future so early?

Megan: We're very lucky to serve such a well-informed audience! Many have had experience with senior life plan communities like ours, some of their own parents have even lived in our sister communities, Wesley Glen and Wesley Ridge. Because of this, they know what questions to ask and the value of planning ahead. They're

invested in understanding how we do what we do, knowing what they're paying for, and making sure they get what they need to age well.

You tour many future residents and their families. What are some of the things you're hearing from interested parties?

Megan: People want to know that they're financially supported during their time with us, that all the "what if" scenarios are considered, and their physical needs today and tomorrow are prioritized. Once they feel confident in that, they want to explore their housing options and make sure they can maintain the feeling they have in their current home.

How does Wesley Woods meet the high standards and growing interests for senior living?

Megan: By listening! We have a strong focus on consistent innovation and improvement, and our current and future residents provide tremendous

Next page

insights on what matters most to them. Through surveys, workgroups, community engagement, and market research, we've been able to introduce a diverse range of services and amenities and continue to expand on our offerings.

What's going on in Wesley Woods that makes you excited about the future?

Megan: As the youngest of LEC's six communities, it's inspiring to see the organization continually invest in itself through renovations and expansions. I recently toured our communities in Cincinnati and got to see Trillium at Twin Lakes, their thirty new luxury condominiums, and the expansive renovations unveiled at Twin Towers. The quality and attention to detail of both projects were clear signs of the support we can expect to receive at Wesley Woods.

We're growing, and the excitement is building. To better connect with our wider community, we've launched a monthly Speaker Series featuring

experts on cognitive change and caregiving. We're also welcoming the public to larger events, like our recent on-campus Walk to End Alzheimer's with the Alzheimer's Association, and family-friendly gatherings, such as our Halloween parade. You can find event details on our website and social media pages!

What advice would you give to future residents and their support systems when exploring their options for the future?

Megan: Be an active participant in your long-term planning by educating yourself on what is available to you. Tour early and often, ask questions, view floor plans, try the cuisine, attend an event. All of this is part of the decision-making process, as many current residents will tell you! Over the past 15 years I've assisted countless families in their journey to build a plan for their future and it is truly a joy. Please reach out, I'm honored to be a resource for you in any way I can.

Wesley Woods is committed to equipping you with a plan for the future. Learn more about our senior life plan community at lec.org/wesley-woods.

