

# Task Force Identifies What the Next Normal May Look Like for Seniors

## *ICAA White Paper Examines Strategies*

VANCOUVER, Wash. (August 20, 2020) – As the pandemic continues, the International Council on Active Aging (ICAA) brought together 154 thought leaders to create strategies for all segments of the senior living industry to emerge from COVID-19 lockdown.

The ICAA COVID-19 Senior Living Task Force white paper report "Creating a path towards the 'next normal' in senior living" examined common themes across the industry, identified obstacles and strategies in overcoming them, and moving forward tactics. In the first hour of its release 1000+ communities, along with groups like the CDC and WHO downloaded the report.

Milestone Retirement Communities, Regional Director, Sales & Marketing and Regional Lifestyle Coordinator, Leslie Powell, was part of the ICAA COVID-19 Senior Living Task Force.

“Being part of the ICAA COVID-19 Senior Living Task Force was inspiring,” said Powell. “I am honored to have been at the table with some of the best industry minds looking to change the narrative around Senior Living, especially in planning for our ‘next normal’.”

For more info: [https://www.icaa.cc//listing.php?type=white\\_papers](https://www.icaa.cc//listing.php?type=white_papers).

### **About Milestone Retirement**

Milestone Retirement specializes in senior living management with an emphasis in Independent Living, Assisted Living, and Memory Support. Since its formation in 2008, Milestone Retirement has grown to manage over 39 communities across 10 states. For more information, visit [www.milestoneretirement.com](http://www.milestoneretirement.com)

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