CASE STUDY SENIORS LIVING

74% Fewer Outbreak Weeks At A Regional Seniors Living Operator

From 19 weeks of lockdowns to 5, restoring safe family connection and reducing outbreak-related costs.



74%
Fewer outbreak weeks

34%
PPE spend reduction over 3 years

0
Outbreak weeks, Jan-Oct 2025

SOLUTION PROVIDER	CUSTOMER	LOCATION	ASSET
Novem	A regional seniors living operator with a 120-resident supportive living community	Western Canada	Supportive and long-term care residence

BACKGROUND

Keeping Residents Safe, Connected, And Out Of Isolation

A regional seniors living operator manages communities where residents depend on stable routines, familiar connections, and safe social contact. During one flu season, a 120-resident site endured 19 consecutive weeks of outbreak restrictions.

Residents went weeks without in-person family visits. Meals moved back into rooms, group activities stopped, and staff worked through constant anxiety about the next outbreak. The operator needed a way to protect residents without repeating the pattern of prolonged isolation.

THE CHALLENGE

Protect Without Isolating

Before the transformation, respiratory outbreaks spread rapidly and triggered lockdown protocols that were blunt by necessity. Poor ventilation and outdated infection-control practices meant leaders could only see risk after people were already sick.

The result:

- Weeks of restricted movement, loneliness, and lost autonomy for residents
- Mental exhaustion for employees managing repeated crises
- Families forced to watch loved ones through windows instead of visiting in person

Leadership recognized they were managing symptoms instead of causes. They could not see what was happening in the air until it was too late. They needed continuous visibility and prediction, not faster reaction to each crisis.



THE SOLUTION

Predicting Viral Risk Before It Becomes Crisis

The operator partnered with Novem to deploy a Property Risk Platform focused on air quality and infection risk. The mission was clear: restore human connection while keeping residents, staff, and families safe.

Continuous Air Monitoring Everyone Can See

Novem deployed advanced sensors throughout the building to track CO2, humidity, temperature, particulate matter, volatile organic compounds, and other environmental factors tied to respiratory virus survival.

The platform monitors air quality continuously and surfaces risk conditions to staff instead of burying data in back-office systems. The operator is adding resident-facing displays that translate complex data into simple messages such as “Air Quality: Safe” or “Ventilation Increasing To Reduce Risk,” making protection visible to residents and families.

Predictive Intelligence That Prevents Outbreaks

Novem’s platform uses automated analytics to identify combinations of environmental conditions that historically precede viral spread at the site. When those patterns emerge, the system flags elevated risk before people become sick.

Automated actions include:

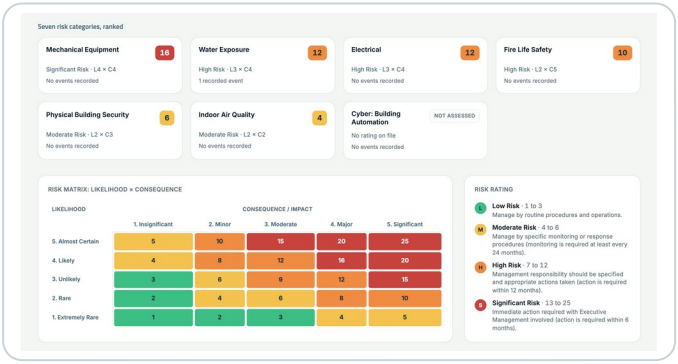
- Increasing ventilation in affected areas
- Alerting staff with clear guidance for preventive measures
- Updating onscreen guidance for residents and visitors
- Logging interventions for performance tracking and insurance evidence

For residents, that means fewer disruptions and more family time. For employees, it means dealing with issues during regular shifts instead of managing weekend crisis events. For families, it offers confidence that safety does not require isolation.



A Platform Designed To Evolve

The operator chose Novem's open protocol platform to integrate future capabilities such as weather data, broader air quality inputs, and potential wearable integrations. The goal is a long-term foundation for safety, wellness, and capital planning, not a single-purpose point solution.



Illustrative portfolio view

74%

fewer outbreak weeks

BY THE NUMBERS

The Impact

Headline results at the community:

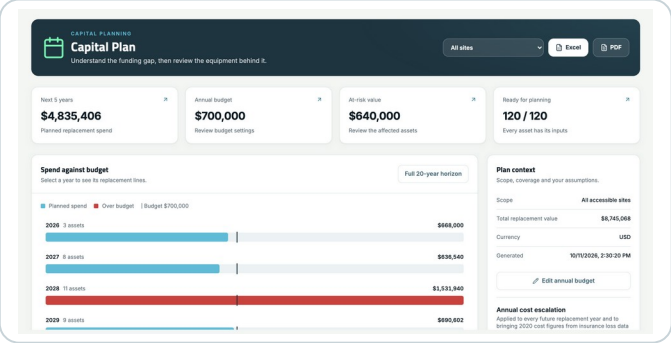
- **74%** fewer outbreak weeks
- **66%** lower outbreak-related wage premiums
- **34%** reduction in PPE spending over 3 years
- **Zero respiratory outbreak weeks in 2025 through the end of October**
- **Approximately 200** residents and 110 employees directly benefited, along with hundreds of family members and visitors

WHAT THE NUMBERS MEAN

These savings allowed the operator to redirect funding from crisis response toward resident programming, wellness services, and employee support. Instead of absorbing outbreak-related wage premiums and PPE costs every season, leadership can plan capital and operating budgets with clearer visibility into risk drivers.

34%

reduction in PPE spending over 3 years



Illustrative portfolio view

For insurers and boards, the data demonstrates that outbreak risk is measurable and manageable, not simply a seasonal inevitability. That evidence supports better insurance positioning and more confident decisions about coverage structure and capital allocation.

At the same time, residents and employees describe the system as passive and non-invasive. Many simply notice fewer worries about illness and more confidence heading into respiratory season.

> **It was proof that daily life could feel normal again while still being protected.**

The operator is also starting to monetize data. Air quality, outbreak, and staffing data now inform staffing models, program design, and insurance negotiations, turning what used to be unstructured information into a financial asset that reduces Total Cost of Risk Ownership.

THE BREAKTHROUGH MOMENT

Ten Months Without Respiratory Outbreaks

In 2025, through the end of October, the community recorded zero respiratory outbreak weeks. For the first time in more than seven years, cherished traditions like the fall tea and school performances proceeded exactly as planned.

For residents who had lived through repeated cancellations, that year represented more than a metric. It was proof that daily life could feel normal again while still being protected.

THE TRANSFORMATION

Life Improves For Everyone

For residents: Outbreak season no longer automatically means weeks of room-based isolation. Residents experience safer visits with family, restored group activities, and a renewed sense of freedom and dignity.

> **Families know their loved ones are protected by an environment that adjusts itself before risks become crises.**

For families: Visits are more predictable, even during respiratory season. Families know their loved ones are protected by an environment that adjusts itself before risks become crises.

For frontline employees: Early warning systems relieve some of the mental load that came with constant crisis mode. Staff can focus more on care and connection instead of emergency protocols and overtime coverage.

For the broader community: The facility demonstrates that senior care can be both safe and connected, rebuilding trust after years of pandemic disruption.

LOOKING FORWARD

A Model For Post-Pandemic Senior Living

The operator is now exploring expansion of the model across its portfolio and sharing lessons with peer organizations. With Novem's platform as a foundation, leadership can integrate additional data sources and demonstrate how proactive risk management supports dignity, connection, and financial resilience.



About Novem. Novem is a Property Risk Platform for institutional real estate portfolios, built to confront invisible risk: the unmonitored systems that stay quiet until a preventable failure becomes a multi-million-dollar claim, years of insurance premium increases, and a board asking for evidence that was never assembled. We understand the responsibility of protecting people, capital, and confidence when that evidence is fragmented. Novem turns building, claims, and operational data into a defensible view of risk so CFOs and asset owners can predict and prevent equipment failures, reduce Total Cost of Risk Ownership (TCRO) and insurance costs, protect net operating income (NOI), and support stronger asset valuations.

Confidentiality. This case study is anonymized to protect customer confidentiality. Under NDA, Novem can share full customer identity, underwriting evidence, and detailed financial and technical results with qualified insurers, lenders, and strategic partners.

Failures are Predictable.

Contact us at **connect@novemdigital.com** to see what predictive operations could save your portfolio.

CONTACT US

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