



Welcome to EraLink's Weekly Senior Placement Newsletter. A short weekly email featuring senior care insights, expert tips, community spotlights, helpful resources, and more.

Your trusted resource for senior placement

Welcome Section

Hi, I'm Tanner Trounce,

Founder of EraLink Senior Placement Services in Orange County. I help families find the right care for their loved ones — from independent living and assisted living to memory care and board & care homes.

If you know a family who could use guidance or wants to explore options, I'm here to help.

Real Moments from My Work in Senior Placement

A few months ago I helped place a patient, and recently her daughter commented on my Facebook timeline:
“Happy Birthday Tanner, thank you for all you did for my mom, Diane.”

Messages like this mean a lot to me. They remind me that the work isn't just about finding a placement—it's about supporting families during a difficult time and ensuring their loved one truly thrives.

I don't believe in placing someone and disappearing. I try to build real relationships that continue long after move-in. Some families stay in touch for over a year. Recently, a family member of a patient I placed invited me to breakfast. We talked about his dad, shared updates, and it felt great to reconnect.

Helping families and ensuring patients get into the best situation possible—where the patient is happy, the family is relieved, and the home is a great fit—that's what it's all about. Moments like these confirm why I love doing what I do.

Placement Tips You Don't Hear Often (For Social Workers & Case Managers)

1. The loudest family member is not always the decision maker.

Always identify the **true** legal and financial decision-maker early. Many delays happen because the wrong person has been driving the process.

2. Nighttime care needs cause the most placement failures.

Sundowning, overnight falls, incontinence, and agitation are the number one **reasons** for emergency re-hospitalizations after placement.

3. A "light assist" today can be "total care" in 30 days.

Rapid decline is common after hospitalization. Planning only for current needs often results in quick replacement.

4. Private-pay families often run out of money faster than expected.

Inflation, care increases, and memory care transitions shorten financial timelines more than families anticipate.

5. Family burnout is a hidden clinical risk factor.

Exhausted caregivers miss medications, nutrition, and appointments—often triggering preventable hospital returns.

6. Hospital discharge pressure leads to poor-fit placements.

Speed without proper matching often results in 30-day placement failure.

7. Board & Care homes solve problems large communities cannot.

For high behaviors, high fall risk, and hands-on care, smaller RCFE board and care home settings often outperform large AL/MC buildings.

8. Functional decline is often masked by hospital support.

Patients appear more independent in acute care due to constant staff presence. This frequently leads to under-placement.

9. Medication timing matters as much as the medication itself.

Communities decline residents not because of the drug—but because of frequency, crushing needs, or PRN behaviors.

10. Transportation needs to quietly drive placement success.

Dialysis, frequent specialist visits, or family distance often become deal-breakers after move-in.

11. Families overestimate how involved they will remain.

Work schedules, distance, and emotional fatigue often reduce family presence within 60–90 days.

12. Memory care is not a “later” decision—it’s a trajectory decision.

Early cognitive decline almost always progresses. Planning for MC after an AL move often doubles transitions and trauma.

Financial Planning Insights

What Early Placement Referrals Help Prevent

Delayed discharges

Last-minute placement scrambling

Family conflict at discharge

Unsafe or under-placed residents

Repeat hospital returns

Thank You!

I truly appreciate all you do as social workers and case managers. Your work is meaningful, challenging, and life-changing for families. I'm here to support you as a partner and resource.

EraLink

SENIOR PLACEMENT SERVICES

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