



# Who's Shining in Senior Living? Caring.com Announces 2018 Award Winners

*By Michelle Seitzer*

Today, 267 independent and assisted living communities, skilled nursing facilities, and care homes across 40 states are receiving the “Caring Stars of 2018” distinction from [Caring.com](https://www.caring.com), a Senior Housing Forum partner (in-home care agency winners will be announced later this month). And it’s only fitting: this year’s theme for National Family Caregivers Month, Caregiving Around the Clock, is exactly what these top-rated senior living communities are doing every day.

It’s a big year for Caring.com too. A decade ago, during the 2007 National Family Caregivers Month, the website opened its virtual doors to those seeking care and housing resources for parents, relatives, spouses, and other loved ones. Now, its robust, reliable directory and collection of 150,000+ reviews draws about 3 million visitors a day, firmly establishing its place in the senior housing & care universe.

## What Sets the Stars Apart

As Caring.com grew exponentially in its scope and reach, so did the need for a more streamlined search function. Enter Caring Stars, a reviews-based award which allows site visitors to narrow their research and selections to find the very best communities for their senior loved ones. The distinction matters too: according to a directory analysis by Caring.com, “prior years’ winners received twice as many inquiries and move-ins as listings without the award.”

To make the Caring Stars cut, senior living communities must meet the following criteria:

- Have 10 or more consumer reviews on their Caring.com listing, with an overall average rating of 4.5 stars or higher (on a scale of 1 to 5);
- Have 3 or more reviews on their listing dated between October 1, 2016 - October 15, 2017, including at least one that was posted during 2017 and at least one that had a 5-star rating; and
- Respond to any/all negative (1-star or 2-star) reviews on their listing.

## Who's Who?

Texas. California. Arizona. Florida. Pennsylvania. Illinois. These states are home to the greatest number of winning communities, though the Caring Stars span 40 states in total. Top chains include:

- Holiday Retirement, with 28 winners
- Eskaton, with 23 winners
- Atria Senior Living, with 10 winners
- Sunrise Senior Living, with 10 winners
- Pacifica Senior Living, with 9 winners

Want more? [See the full list of Caring Stars 2018 winners.](#)

## Serving Seniors + Supporting Caregivers = Caring.com's Social Mission

Karen Cassel, CEO of Caring.com, offers her congratulations to this year's Caring Stars winners. Says Cassel, "Our longstanding reviews program and Caring Stars annual list are very much a part of Caring.com's social mission to support family caregivers with comprehensive and high quality senior care information and resources, including helping them find the best senior living communities for their needs." Senior Housing Forum joins Cassel in thanking these distinctive communities for their commitment to stellar care.

Didn't make the list? That doesn't mean you're not providing out-of-this-world care for the residents and families who come through your doors, or that you're shaping your staff to go above and beyond in serving seniors daily. Aim for next year (you can find more information on the Caring Stars and reviews program via [Caring.com's industry blog](#)). Aim to be the best in your sphere of influence. Aim to stand out in your city, state, and zip code, then let your community's reputation speak for itself.



This article has been brought to you by [Caring.com](#) in partnership with [Senior Housing Forum](#).

