# Cambridge Optimal Living introduces innovative senior care model in Wake County



Cambridge Optimal Living has unveiled a new hybrid model for senior care in Wake County, providing older adults the opportunity to live independently in their own apartments while benefiting from increased care as required. This innovative approach aims to facilitate a process known as 'aging in place', allowing residents to remain within familiar surroundings and avoid the more disruptive transitions associated with traditional care models. Nicci Franklin, the chief marketing officer of Cambridge, noted, “Senior care options in Wake County include a wide range of services to meet the diverse and evolving needs of older adults.”

The independent living setups offered by Cambridge Optimal Living not only permit residents to enjoy the facility's amenities but also allow them to pay only for the specific care they require. Franklin highlighted the community’s commitment to personalised solutions, stating, “Cambridge communities offer personalized options, flexibility, and a community-centered model that focuses on holistic well-being.” Their approach is indicative of a broader trend in senior care focusing on the individual needs and preferences of older adults.

Cambridge Optimal Living provides resort-style retirement communities located in Apex, Raleigh, and Wilmington, offering services geared towards promoting exceptional health among residents. These services include advanced fitness programmes, on-site healthcare, and spa treatments, all designed to support a proactive approach to wellness.

The future of senior living is evolving rapidly, particularly in light of demographic shifts. A report from the United States Census Bureau forecasts that by 2030, one in five Americans will be aged 65 or over, and by 2060, the number of individuals aged 85 and older is expected to reach approximately 19 million. This significant increase in the senior population raises important questions about the future of high-quality care in this sector.

Emerging technologies are poised to play a transformative role in the healthcare landscape. The health industry is increasingly adopting in-home electronic monitoring tools, such as motion detectors and biometric sensors, which enable real-time tracking of health status and communication with healthcare providers, often integrating telemedicine services into the mix. “Technology will play a crucial role, integrating health monitoring tools, telemedicine, and even AI-supported health insights that allow caregivers to anticipate residents’ needs proactively,” says Cromwell, reflecting on the anticipated advancements in senior care.

However, technological innovations are not expected to supplant human interaction. In fact, they are designed to enhance the capabilities of caregivers, facilitating more responsive care. Programs led by human caregivers will continue to emphasise the importance of physical and mental activity, as well as social engagement through various channels, including fitness, creative arts, and lifelong learning initiatives which are essential for ensuring emotional well-being among seniors.

Franklin further emphasised that the evolution of senior living will remain closely aligned with the shifting needs of the growing elderly population. She stated, “There will continue to be an emphasis on options for seniors to age in place with a heightened focus on proactive wellness.” Additionally, she predicts a continued integration of technology in senior living environments, noting that the trend will lean towards active living complemented by a variety of amenities designed to enhance the quality of life for seniors.

As the industry responds to these changing demographics and technological advancements, various senior living options will provide different levels of support tailored to individual circumstances, encouraging families to explore the best models suited to their needs and those of their loved ones.

Source: [Noah Wire Services](https://www.noahwire.com)

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