

Hinshaw's Aging Services Team Discusses Why Culturally Appropriate Care for LGBTQ+ Residents is Also a Smart Business Strategy

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The aging LGBTQ+ population is growing rapidly and is expected to double to over five million by 2060. In a new *McKnight's Senior Living* byline authored by Hinshaw partners David Alfini, Aimee Delaney, and Adam Guetzow, they make the case for forward-thinking senior living providers to meet the needs of this underserved market.

Titled "Offering Culturally Appropriate Care and Services to LGBTQ+ Residents," this article outlines how senior living communities can enhance resident satisfaction, mitigate risk, and strengthen their market position by providing inclusive care and services tailored to the needs of LGBTQ+ residents. Beyond ethical imperatives, it is a smart business strategy to future-proof organizations for the demographic shifts ahead.

Some of the notable key takeaways include:

- Businesses that prioritize inclusivity stand to benefit from higher resident satisfaction, increased occupancy rates, and improved employee retention.
- Creating LGBTQ+-inclusive policies, training staff on cultural competence, and offering programming tailored to the unique experiences of this community reduces barriers to care and builds trust.
- When LGBTQ+ seniors feel safe and respected, they are more likely to engage fully with services and recommend their community to others, turning inclusion into a key differentiator in a competitive market.

**Law clerk Rebecca Webber also contributed to this article. She is not currently admitted to practice law.*

[Read the full article.](#)

- McKnight's Senior Living: "[Offering culturally appropriate care and services to LGBTQ+ residents](#)" (April 21, 2025)

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