

Leni Alston Urges Public to Prioritize Human Connection in Elder Care Decisions

Healthcare Marketer Launches Awareness Effort to Encourage Thoughtful, Trust-Based Patient Placements



Las Vegas, Nevada Aug 5, 2025 ([IssueWire.com](https://www.issuewire.com)) - As the U.S. faces growing challenges in elder care, Las Vegas-based healthcare marketer [Leni Alston](#) is speaking out about a crucial, often overlooked issue: the need for human connection and compassion in healthcare placement decisions.

“Too often, families are rushed into choosing care homes based on availability or pressure,” says Alston. “But this isn’t about filling a bed—it’s about someone’s life, their comfort, their dignity.”

With more than 1.3 million Americans living in nursing homes or assisted living facilities and nearly 10,000 people turning 65 every day in the U.S., Alston says the system is at risk of becoming more mechanical than mindful. “We’re moving toward automation, efficiency, and speed,” she explains. “But that can’t replace trust. And it never should.”

Alston is advocating for more transparency, better communication between families and facilities, and a stronger focus on empathy in the placement process. Based on her own experience as an independent healthcare marketer, she emphasizes that listening is often the most powerful tool.

“I once placed someone in what seemed like a perfect group home on paper,” she recalls. “But the fit wasn’t right. The family was upset, and I had to take responsibility. That moment changed everything for me.”

In response, she overhauled her approach—tightening her vetting process, checking in with families more often, and following up long after placements were made. “It taught me that accountability is part of empathy,” she says.

Alston is also drawing attention to the emotional toll caregiving takes on families. “They’re scared. They’re tired. They need someone who will slow down, listen, and walk with them—not just hand over a list of providers,” she says.

When not working, Alston continues her service by delivering meals, groceries, and clothing to independent living facilities in the Las Vegas area. She says the act of showing up—outside of business hours—builds community trust and reminds her why she started in this field.

The Numbers Behind the Crisis

- By 2030, over **20% of the U.S. population** will be 65 or older.
- **90% of seniors** say they want to age in place, but many still need transitional care.
- A **2022 study** by AARP found that 40% of families regretted how they selected a care facility—mostly citing lack of information, rushed timelines, and impersonal service.

Alston isn’t asking for donations or signatures—just action. Thoughtful, personal action.

“If you’re a caregiver, slow down and ask yourself: ‘Is this the right place for my loved one emotionally—not just logistically?’” she says. “If you’re a provider, ask: ‘Are we taking time to listen to each family who walks through our doors?’ And if you’re in this field—marketing, social work, admissions—ask yourself: ‘Are we making room for trust, or are we just chasing numbers?’”

Her advice for others in healthcare marketing:

“Don’t rush. Lead with empathy. Take responsibility. And always, always put people before metrics.”

For resources, insights, or to learn more about [Leni Alston](#)’s approach to care advocacy, visit her official site.

What You Can Do

- Take time to research facilities with your loved one’s emotional needs in mind.
- Ask open-ended questions during tours and don’t settle for surface-level answers.
- Check in regularly after placement—small follow-ups can make a big difference.
- Volunteer or contribute to local group homes and independent living communities.
- If you work in the field, evaluate your practices—slow down, listen, and build trust.

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