# Senior-care referral service under scrutiny for recommending facilities with neglectful care



A Place for Mom (APFM), a prominent senior-care referral service, connects families with assisted-living facilities across the U.S. However, a review by The Washington Post reveals that many facilities recommended by APFM have been cited for neglect or substandard care. The platform, which claims to assist 700,000 people annually, is paid by these facilities and does not independently verify their records.

Over one-third of APFM’s “Best of Senior Living” facilities in 28 states have been cited for various issues in the past two years. Instances include Inspired Living at Bonita Springs in Florida, which received this designation despite a 2022 inspection report detailing the death of a resident left unattended in extreme heat. California-based Pacifica Senior Living and Michigan-based StoryPoint, both with numerous properties on the “Best of Senior Living” lists, have been cited for numerous violations.

Some user reviews on APFM have been flagged for potential manipulation, as current and former staff reportedly were encouraged to submit fake testimonials. Despite the accolades given by APFM, families have reported significant lapses in care, including medication errors, bedsores, and lack of basic care, such as in the case of Judy Bottum’s mother at a StoryPoint facility in Saline, Michigan.

APFM emphasizes that it encourages families to visit facilities and ask questions but does not incorporate state inspection reports into its recommendations. The company maintains that it provides resources to help families make informed decisions.