The 2025 Guide to Cloud-Based Accounting

What to Know, and What to Ask, on a Make-or-Break Software Decision

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As a senior living executive, you oversee a dynamic and complex operation — one where efficiency, compliance and informed decision-making directly impact the quality of care you provide. Managing these challenges is no small feat, especially when financial systems and processes fall short of what your teams need.

Recent industry insights underscore the growing importance of technology in senior living operations. The National Investment Center (NIC) emphasizes the need for senior housing operators to make informed technology choices to improve operational efficiency and member satisfaction. These developments reflect a broader trend toward adopting advanced solutions to address operational challenges and improve care quality.

Many senior living organizations still rely on outdated desktop software that falls short of modern demands. **Cloud-based solutions like Sage Intacct address four key financial challenges:**

- Managing fixed assets effectively
- Lengthy month-end closes
- Delayed or uninformed decision-making
- Inefficient purchase request processes

This white paper is your guide to the cloud-based accounting landscape, helping senior living leaders tackle these issues and choose the right system to boost efficiency and success.

PAIN POINT 1

Managing and Reporting Fixed Assets Effectively

Problem: In senior living communities, managing fixed assets — such as buildings, medical equipment and security systems — is critical to maintaining operations and meeting compliance standards. Yet manual processes and disparate data often make tracking and reporting a time-consuming burden.

Imagine needing to report the depreciation of your community's HVAC system while simultaneously managing capital expenses for a new wing. Without a streamlined process, these tasks pull valuable resources and focus away from the care of your residents.

Solution: Sage Intacct centralizes fixed asset data, automating reporting and ensuring accurate, up-to-date records.

Result: Robust reporting capabilities allow your team to generate detailed asset summaries in minutes, saving time and reducing errors.

REAL-WORLD IMPACT:

Pavillon Treatment Center

“Sage Intacct handles our fixed assets and depreciation accounting lifecycle within the system itself, so we don't have to make any general ledger journal entries,” says Kent Spear, CFO, Pavillon Treatment Center. This integration eliminates unnecessary steps, freeing staff to focus on higher-priority tasks.

By the numbers:

- $2,500 annual savings from bringing fixed assets management in-house
- 50% of CFO time freed for mission-focused initiative

PAIN POINT 2

Lengthy Month-End Closes

Problem: When financial data is scattered across multiple systems, closing the books each month can feel like an uphill battle. For many senior care communities, the month-end close drags on for days — or even weeks — leaving little time to analyze results or plan for the future.

For example, your team might spend hours manually tracking down purchase orders or reconciling donor contributions for a fundraising campaign. This inefficiency not only delays decision-making but also contributes to staff burnout.

Solution: Automating month-end close processes with Sage Intacct drastically reduces the time spent reconciling accounts.

Result: Your team can focus on strategic priorities rather than getting bogged down in tedious manual tasks.

REAL-WORLD IMPACT

Agemark Senior Living

“With the timely information we have in Sage Intacct, we’re distributing responsibility across the business and helping people be proactive about their budgets,” says Alicia Summers, Vice President of Finance at Agemark Senior Living. “Our department heads are able to see the impact of any resident revenue loss as soon as it happens, so they’re never behind the ball and can make adjustments as needed before we get to month-end.”

By the numbers:

- Slashed monthly close cycle by 50%
- Scaled with over 250% growth while increasing finance headcount by just 20%

PAIN POINT 3

Making Business Decisions Without Timely or Accurate Data

Problem: Senior living leaders operate in a data-driven world but are hampered by incomplete or inaccessible information. Without real-time financial insights, decision-making becomes guesswork, which can lead to costly missteps.

Consider a scenario where occupancy rates fluctuate unexpectedly. Without timely data, you might overestimate staffing needs or miss an opportunity to reallocate much-needed resources to marketing and outreach efforts.

Solution: Sage Intacct's real-time dashboards provide actionable insights, helping you make informed decisions with confidence.

Result: Customizable reports allow you to track occupancy trends, monitor expenses, and forecast budgets — all in one place.

REAL-WORLD IMPACT:
Personal Healthcare

"Thanks to Sage Intacct, we've been able to bring more accounting in-house and avoided hiring another 1.5 employees that we would have needed to keep up with our growth — at a savings of around $80,000 each year," says Israel Ostrovitsky, Controller at Personal Healthcare. "We are now a much more agile business — making better, faster decisions about how to improve revenues or minimize expenses."

By the numbers:
- Saved $80,000 annually
- Avoided hiring 1.5 additional staff

PAIN POINT 4

Siloed and Cumbersome Purchase Request Processes

Problem: The purchase request process in senior living communities is often siloed, requiring manual approvals and scattered documentation. This can lead to delays in procurement, duplicate purchases or unaccounted expenses — all of which strain your team and budget.

For instance, a simple order for medical supplies may require chasing down approvals from multiple departments, slowing down essential operations.

Solution: Sage Intacct streamlines purchase approval workflows, ensuring all requests are routed through a centralized system.

Result: Automated processes reduce bottlenecks, improve accountability, and help your team focus on member care rather than administrative hurdles.

REAL-WORLD IMPACT:
Lutheran SeniorLife

“With Sage Intacct, we’re tearing down walls and gaining transparency into both our spending and collections across all locations and thousands of employees,” says William Thompson, Accounting Manager at Lutheran SeniorLife. “As a result, we decreased days sales outstanding (DSO) by around 5% and improved our cash flow over 10%.”

By the numbers:
- Accelerated expansion decisions, contributing to more than 4% revenue growth
- Increased finance team productivity by more than 30%

The Sage Intacct Impact

As a senior living financial leader, addressing these four critical pain points requires the right tools. Cloud-based accounting software like Sage Intacct offers solutions tailored to the challenges of nonprofit senior living organizations.

Selecting the best platform for your organization is a crucial next step. To help you navigate this decision, we've developed a comprehensive guide that outlines the four key areas to evaluate and the essential questions to ask.

From security and compliance to cost and scalability, this guide ensures you're prepared to choose a solution that aligns with your unique needs and sets up your organization for long-term success.

2025 Checklist for Choosing Cloud-Based Accounting Software

The four areas to evaluate — and the questions you need to ask

4 Areas to Evaluate

1. Security and Compliance
2. Performance and Scalability
3. Choosing an Implementation Partner
4. Evaluating Performance Metrics

NUMBER ONE

Security and Compliance

Ensuring data security and compliance is a critical consideration for senior living operators. Cloud-based accounting solutions provide built-in protections that significantly reduce the burden on your staff.

By hosting data in a secure, off-site infrastructure, cloud solutions create an audit trail and protect sensitive information without requiring manual updates or extensive IT oversight.

Reducing Time Spent on Security Updates

With a cloud-based system, operators no longer need to allocate resources to manage security updates, allowing staff to focus on higher-value tasks and driving operational efficiency.

Questions to Ask

- What measures are in place to ensure data security and privacy compliance, especially for sensitive financial information and personal health information?
- How does the software support compliance with HIPAA regulations?

NUMBER TWO

Performance and Scalability

One of the greatest advantages of modern cloud-based accounting systems is their ability to support seamless growth. Whether acquiring additional locations or expanding operations across state lines, the scalability of platforms like Sage Intacct ensures that reporting and data consolidation remain efficient and accurate.

With subscription-based models, operators can control expenses and avoid the ballooning costs often associated with outdated systems. Additionally, ROI calculators provided by partners like enSYNC offer transparency, demonstrating how the technology typically pays for itself within 18 months.

Questions to Ask

- How well can the software scale to accommodate future growth or potential expansion of business operations?
- Does the software offer real-time financial reporting and analytics capabilities?

NUMBER THREE

Choosing an Implementation Partner

Selecting the right partner for implementation can make or break the success of your technology transition. Look for partners who provide a hands-on, comprehensive approach, guiding you through the process from start to finish.

For example, enSYNC provides tailored support to ensure your team starts strong and continues to optimize the system over time.

Questions to Ask

- What type of training programs do you offer to ensure our team is proficient with the new software?
- Who will be doing the majority of the setup and configuration of the software? Is the implementation price too good to be true?
- What is the level of ongoing support we can expect after the implementation is complete?

NUMBER FOUR

Evaluating Performance Metrics

Effective accounting software doesn't just manage numbers — it provides insights that allow operators to benchmark their performance against competitors. Whether preparing for mergers and acquisitions or identifying operational efficiencies, access to comparative metrics is essential.

Dashboards tailored for different roles ensure that everyone from CFOs to health care administrators has access to the data most relevant to their responsibilities. These insights empower teams to connect the dots between operations and financial health, enabling more strategic decision-making.

Questions to Ask

- Are there easily accessible and tailorable variance reports?
- Does the software support the creation of ad-hoc reports and customizable metrics based on our changing needs?

Whatever You Do, Find the Partner Who Is Right for You

Choosing the right cloud-based accounting software is a critical decision for senior living organizations striving to enhance efficiency, scalability, and financial transparency. By focusing on the key areas of security, performance, implementation, and metrics — using this checklist to guide your evaluation — you can ensure that your chosen solution aligns with your unique needs and goals.

With tools like Sage Intacct, supported by trusted implementation partners like enSYNC, your organization can streamline processes, empower teams, and make data-driven decisions that drive long-term success.

Ready to take the next step? Let enSYNC help you navigate the process and achieve the full potential of cloud-based accounting.

To learn more about Sage Intacct, visit enSYNC at:

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About enSYNC

enSYNC is a trusted partner for senior living organizations and nonprofits, delivering innovative technology solutions that empower teams and drive operational excellence. With expertise in cloud-based accounting systems like Sage Intacct, enSYNC provides tailored support from implementation to optimization, ensuring organizations achieve their financial and strategic goals. Committed to enhancing efficiency, transparency, and scalability, enSYNC's mission is to help mission-driven organizations thrive in a complex and ever-changing landscape.

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