

## **On the notion of “freedom of choice” as a legitimator of profiled nursing homes**

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This paper is based on interviews with actors, at different levels, involved in the organization and running of profiled nursing homes. Central to the rhetoric and argumentation for the existence of profiled nursing homes in the interviews is the notion of “freedom of choice” and that older people should be able to choose a nursing home depending on their interests and individual preferences. However, the possibility for an older person of making a free choice is highly restricted as admission to a nursing home is dependent on a formal decision by a care manager and whether there is a free apartment at the preferred nursing home. In relation to this the aim of the paper is to describe and analyze the notion of “freedom of choice” in the rhetoric of the actors and what role it plays in legitimizing a differentiation of the way that nursing homes are organized.