



Take the Mayhem Out of Marketing:

Bringing Recovery and Success to Occupancy

Mayhem is on the scene! Whether independent living, nursing home or assisted living, COVID-19 has had a profound impact on occupancy rates in each level of care. Featured experts from across the country will speak to occupancy challenges and opportunities for LeadingAge Ohio members. Research results will be presented demonstrating COVID-19's impact on occupancy. Case studies and experts will illustrate innovative solutions and opportunities for occupancy success within the continuum of care. Say goodbye to mayhem and put your marketing endeavors on the road to recovery and success!

You must register separately for each session. See registration page for details.

Session 1: Wednesday, June 2

1 pm - 2:30 pm

Embracing New Marketing Strategies in a Post-COVID Environment

Moderator: *Lynn Daly, Executive Vice President
HJ Sims*

Presenter: *Dana Wollschlager, Partner & Practice Leader
Plante Moran Living Forward*

Panelist: *Shona Schmall, Director of Marketing & Sales/Cooperative
Development, Ebenezer Management Services*

Panelist: *Aimee Riemke, Vice President of Marketing
Greencroft Communities*

Panelist: *Mica Rees, Chief Brand and Growth Officer, Ohio Living*

Plante Moran Living Forward and Retirement DYNAMICS® surveyed more than 23,000 residents and staff at senior independent living communities across the country, along with prospective future residents to better understand what it was like to live and work in a senior living community during the pandemic and to identify whether prospects felt differently about moving to a senior living community due to the pandemic. The results of the survey demonstrate that residents overwhelmingly felt safe during COVID-19 and confident their communities had taken appropriate precautions to keep them safe. The study also identified opportunities for improvement.

This session will focus on the results of the report as it relates to marketing. It will include a facilitated Leadership Roundtable Discussion about how providers plan to leverage the data to enhance their marketing approach, redefine the value proposition that senior living has to offer, and implement innovative marketing and sales solutions to improve prospect and waitlist engagement and ultimately increase census.

Session 2: Wednesday, June 16

1 pm - 2:30 pm

Lessons Learned During the COVID-19 Crisis from Senior Living Executives and Sales/Marketing Professionals

Derek Dunham, Vice President Client Services, Varsity

*Lana Peck, Senior Principal, National Investment Centers for
Seniors Housing & Care*

Varsity and the National Investment Center for Seniors Housing and Care (NIC) have held the pulse of owners, executives, and sales and marketing professionals of senior living organizations throughout the COVID-19 pandemic as they navigated day-to-day changing challenges due to unprecedented market dynamics during a deadly pandemic. This session will illustrate the impact of the COVID-19 pandemic on occupancy and sales patterns across the senior living continuum of care, and dive deep into marketing directors' personal experiences and lessons learned to propel the field of aging services from the "there- and-then" to the "here-and-now."

Representatives from the National Investment Center for Seniors Housing and Care (NIC), a nonprofit organization whose mission is to provide data and analytics to support access and choice for America's elders, and Varsity, a full-service advertising agency focusing on the mature market, will highlight quantitative and qualitative data sources covering survey responses and roundtable discussion findings since the beginning of the pandemic, focusing on transforming the disruption of the pandemic into sales and marketing innovation, and recommending practical applications through senior living's transition into the new normal.

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Session 3: Wednesday, June 23

2:00 - 3:30 pm

Redefine, Reboot and Refuel Your SNF Census

Linda Saunders, LNHA, Founder & President, Censusolutions

This presentation is geared for leaders who are serious about revitalizing their SNF occupancy post-pandemic. Join Linda as she addresses the factors which led up to the current SNF landscape and vital strategies necessary to effectively navigate the ever-dynamic, post-acute landscape. Linda invites you to take a front row seat in owning your occupancy and learning more about the latest innovations and opportunities to immediately uptick and sustain your SNF census.

Session 4: Wednesday, June 30

1:00 - 2:30 pm

The Changing Landscape for Assisted Living in a Post-Pandemic World

Linda Saunders, LNHA, Founder & President, Censusolutions

This session will address the key issues impacting current occupancy rates within the assisted living space, plus forward-thinking "game changer" strategies to ramp up 2021 numbers. Join Linda as she discusses factors such as post-pandemic messaging, leveraging your current relationships and launching creative, pipeline-boosting events.

Continuing Education Clock Hours By Session:

- Session 1, June 2: 1.5 hours
- Session 2, June 16: 1.5 hours
- Session 3, June 23: 1.5 hours
- Session 4, June 30: 1.5 hours

1.5 clock hours will be awarded upon successful completion.

Criteria for successful completion: Attendance at entire event and submission of completed evaluation form.

LeadingAge Ohio is an approved provider by the Board of Executives of Long Term Services and Supports. Core of knowledge subject area: Leadership and Management.

As stated in the Ohio Administrative Code 4723-9-05, education that has been approved by a board or an agency that regulates a health care profession in Ohio or another jurisdiction is an acceptable option to meet nursing continuing education requirements.



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Each webinar is a separate virtual event. Registration is required for each.

Registration Fees		
Please indicate session(s) for which you are registering:	Member Per Site, Per Session Fee	Non-Member Per Site, Per Session Fee
<input type="checkbox"/> Session 1: Wednesday, June 2	\$75	\$150
<input type="checkbox"/> Session 2: Wednesday, June 16	\$75	\$150
<input type="checkbox"/> Session 3: Wednesday, June 23	\$75	\$150
<input type="checkbox"/> Session 4: Wednesday, June 30	\$75	\$150
<i>Each session fee includes all materials and continuing education hours.</i>		

Who will benefit from this webinar series:

- Executive Directors
- Administrators
- Business Development Leaders
- Marketing Directors
- Clinical Liaisons
- Case Managers
- Admissions Coordinators

Total Payment for All Sessions Enclosed: \$ _____





Online registration is required when paying by credit card. Visit www.LeadingAgeOhio.org






Click on Education and Events; select date and event, click link to register.



Mail registration and payment to:
LeadingAge Ohio
2233 North Bank Drive
Columbus, OH 43220

To pay by check or money order, please make payable to:
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Name (Last, First)	
Organization	
Professional Licensure/Credentials	
Title	
Address	
City	
State	Zip
Phone/Cell Phone (circle one)	
E-mail (required for receipt of confirmation)	

Your registration will be complete upon receipt of this form and payment. All registrants will receive an email confirmation and Zoom login instructions. If you do not receive a confirmation, please contact Corey Markham at (614) 545-9015 or cmarkham@leadingageohio.org.

Substitution and Cancellation Policy: Substitutions, in writing, are welcome at no additional cost. Cancellations received by two calendar weeks prior to event date will be fully refunded. Cancellations received between 7 and 13 days prior to the event date will be refunded minus a \$40 processing fee. No refunds will be issued 6 or fewer days prior to the event date.