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THINGS TO CONSIDER

What **obstacles** have you encountered when trying to personalize programming or engagement efforts?

How would you measure **success** of an engagement initiative (e.g. attendance, satisfaction, length of stay, quality of life)?

Can you share an **example** of a time when an activity was highly attended but did not lead to real connection? What might have caused that gap?



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LEARNING OBJECTIVES



Grasp resident preference for small-group engagement revealed by TSOLife data

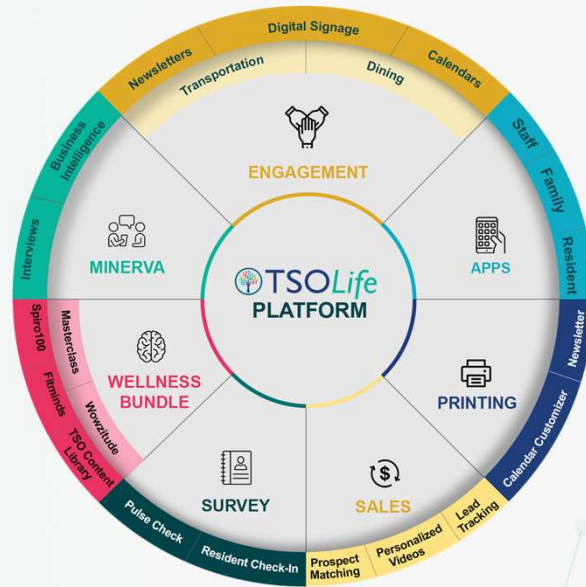
Apply strategies to create **personalized, small-group programs** using existing staff, volunteers, families, and third-party resources

Work from a **more informed perspective** – redesign weekly calendars to **increase resident choice** and better leverage current resources



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Beyond Engagement, It's an *Ecosystem* for Wellbeing.



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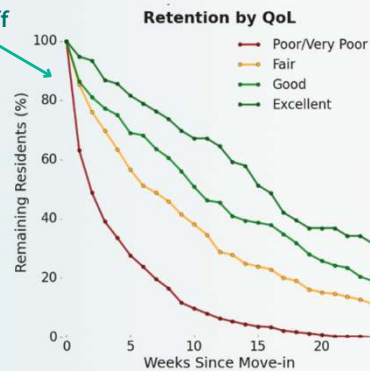
RESIDENT CHURN IS HIGHEST AT MOVE-IN

Very Poor / Poor
Significant Drop-off

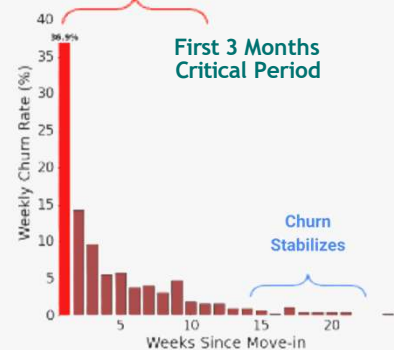
Takeaways:

Very Poor/Poor Residents

- 37% churn in the 1st week
- First 3-months is the most critical period



Poor/Very Poor Weekly Churn Rate

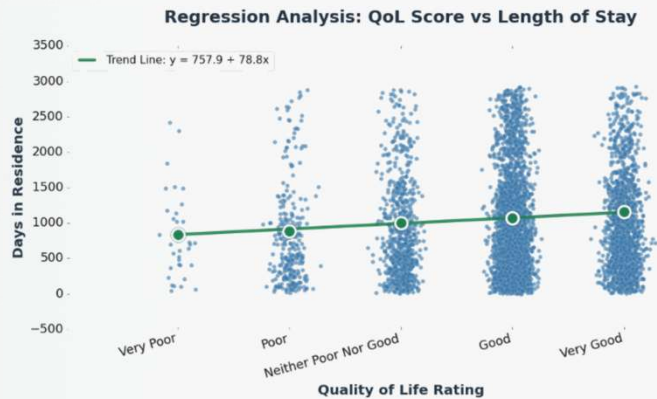


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INCREMENTAL IMPROVEMENTS TO QOL CREATE LOS OUTCOMES

Takeaways:

- Every increase in QoL score results in +85 additional days
- Poor to Good: +170 days
- Very Poor to Good: +255 days
- QoL impact is statistically significant (p-value < .00001)



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LENGTH OF STAY OUTCOMES:

Financial ROI

TSOLife estimates that improvements to QoL result in increased LOS(mo) that boosts customer retention, lowers preventable move outs and provides a stable, predictive metric for forecasting occupancy based revenue.

Population sample size	1586
Additional LOS (mo) / resident	0.21

Additional LOS(mo) per sample	333.062
Monthly rent estimated	\$4,600
Increased LOS value	\$1,532,076

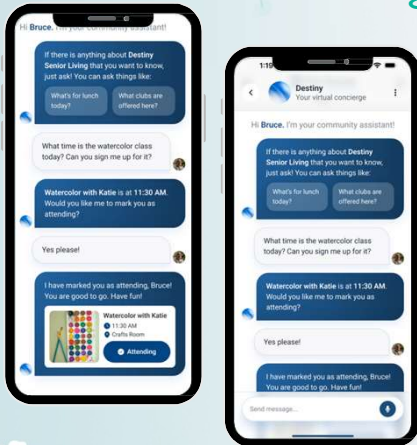
Projection to Total Census

Primrose residents	3138
Additional months of occupancy	815.69
Increased LOS value	\$3,752,174.00

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AI CONCIERGE

Engagement On Demand



An AI concierge tool that creates event opportunities with other residents based on individual interests and enhancing inclusion. Residents engage with the AI, allowing the system to create tailored activities and answer frequently asked questions. Staff can directly engage with the AI to generate dynamic calendars based on resident interest, coordinate transportation, and track attendance with ease—streamlining planning and boosting team efficiency and reduce time spent on repetitive administrative tasks. Continuous AI learning optimizes schedules and recommends new social opportunities based on interests, attendance, and engagement patterns. 35+ residents per community on ap recommended for Engagement on Demand.

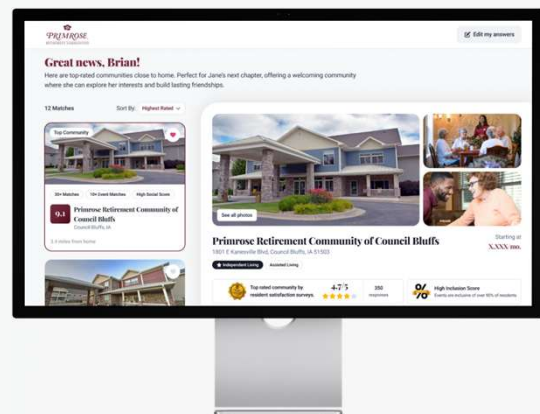
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SALES REFERRALS

By harnessing real-time community data, our platform allows you to bring your community to life for older adults and families exploring senior living options.

It enables them to see not just what your community offers, but what daily life could look like... the friendships they could build, the meaningful engagement they'll enjoy, and the sense of belonging they'll feel.

It helps older adults and their families picture their own story unfolding within your community.



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"As a long time leader in this field, I've seen a lot, but this data was a **true game changer** in how we understand resident experience."

— MELANIE PERRY, PRIMROSE COMMUNITIES



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PRIMOSE APPROACH



Expand Choice: Clubs, micro-communities, and data-informed interest groups

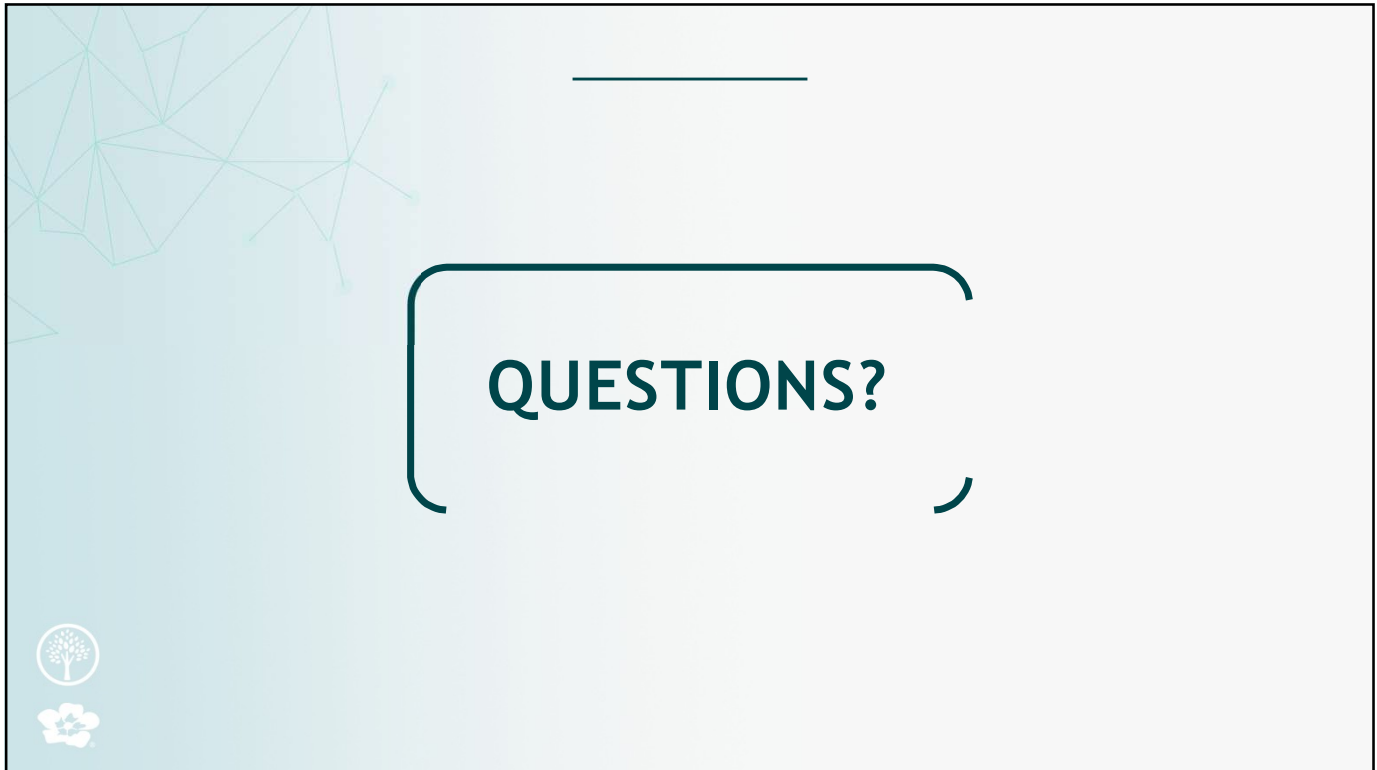
Teamwide Support: Interdisciplinary staff, volunteers, and families help lead programs

New Roles: "Everyone is part of life enrichment" mindset

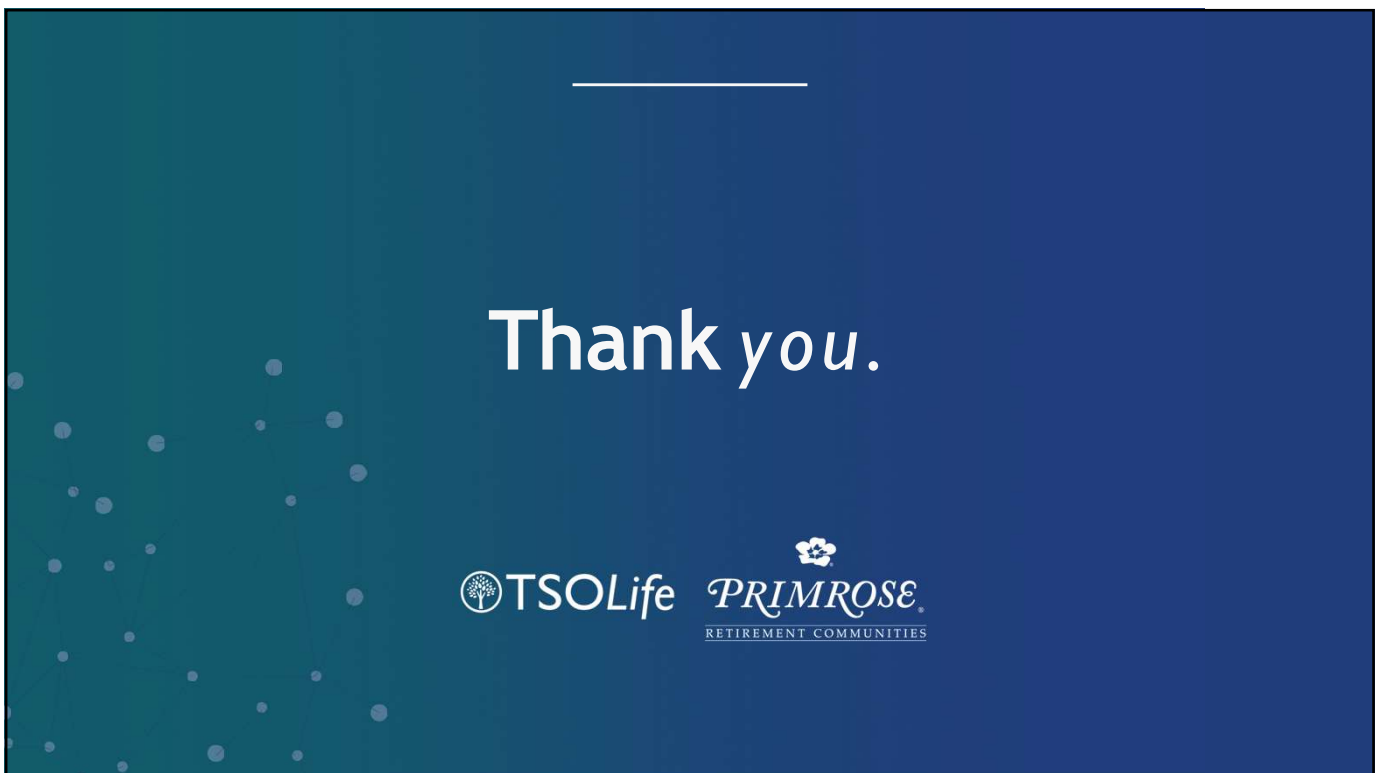
Balanced Mix: Large events continue, but small groups drive daily engagement

Leadership Shift: Educate community leaders and sales teams to match resident preferences

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