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# LIMITLESS

2023 ANNUAL CONFERENCE

**MAY 17-19, 2023**

We-Ko-Pa Conference Center • Scottsdale, Arizona

[ArizonaLeadingAge.org](http://ArizonaLeadingAge.org)

***SO MANY LEADS, SO  
LITTLE CONVERSION:***

---

***USING DATA TO NURTURE  
LEADS AND DIFFERENTIATE  
FROM THE COMPETITION***



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# ***LEARNING OBJECTIVES***

- Understand how voice-of-the-customer (VOC) research is used to proactively uncover trends
- Learn how the entire prospect experience can be used to further trust
- Uncover leading trends and top opportunities in content marketing to help you stand out from competitors
- Visualize how uniting your brand with your content marketing strategy can create unrivaled success in overall communications



# ***YOUR SPEAKER***

Wendy O'Donovan Phillips is CEO of Big Buzz, a marketing agency delivering a steady stream of move-in-ready leads to teams serving the senior living industry. For more than 15 years, Big Buzz has helped senior living marketing and sales teams nurture leads to increase occupancy, grow and scale. Wendy is the author of the book Flourish!: The Method Used by Aging Services Organizations for the Ultimate Marketing Results, and has been published in McKnight's and Forbes.

[www.bigbuzzinc.com](http://www.bigbuzzinc.com)



# ***WARMUP***



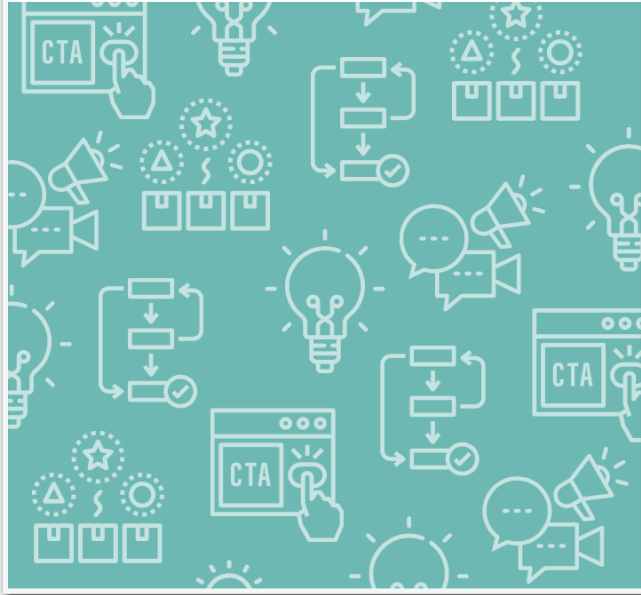
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**BIGBUZZ**

## The 5 Models for Consistently High Census

Wendy O'Donovan Phillips



WEAKNESSES

OPPORTUNITIES

WEAKNESSES	OPPORTUNITIES

# ***THE REALITY***



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# ***THE REALITY***

If you are anything like your peers who we recently surveyed, you might say your brand awareness is great!





# THE REALITY

98%

of your peers believe in their organization's brand

96%

trust their team's process for branding

94%

perceive their brand as above average or significantly above average when compared to competing brands

94%

say their organization has clear, documented brand guidelines that are followed by everyone

90%

say their organization amplifies their brand in ways that make them stand out from their competition

79%

say their brand is different than competitors'



# ***THE REALITY***

Well, we asked 159 senior living executives and marketing team members to define brand.



# ***THE REALITY***

ONLY

**24%**

OF YOUR PEERS GOT IT RIGHT





**LIMITLESS**

# ***THE PROBLEM***

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# ***THE PROBLEM***

**Incorrect definition** of brand leads to weakened differentiation.



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**Incorrect definition** of brand leads to weakened differentiation.

- **Lack of data** backing positioning in the marketplace results in perceived differentiation



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# ***THE PROBLEM***

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- **Lack of data** backing positioning in the marketplace results in perceived differentiation
- **Wrong decision makers** driving positioning in the marketplace results in perceived longevity
- **Weak processes** for building, maintaining and amplifying differentiation result in perceived consistency
- **Weak value proposition** results in weak differentiation



# ***WHAT IS BRAND?***



# ***WHAT IS BRAND?***

Brand is the **singular value proposition** that uniquely positions your organization in the marketplace, as shown by trends in differentiation from the perspective of your residents and families.



# BRAND IS NOT...

- ✘ **Brand is NOT solely the features of the organization.**
  - “We are a long-term and short-term care [community], specializing in rehabilitation, we offer a variety of activities of daily living”
- ✘ **Brand is NOT comprised of intangible concepts that don’t differentiate.**
  - “Innovation,” “Going above and beyond” or “Unique”
- ✘ **Brand is NOT solely a tagline or catchphrase.**
  - “Exceptional care without any exceptions”
- ✘ **Brand is NOT solely the company attributes.**
  - “Your brand name and the services you put out”
- ✘ **Brand is NOT defined by any group that does not include residents and families.**
  - “Your definition of you and your company values” or, “Your Medicare star rating”



**You may *love* your brand.**

But the data shows the people who need you may not readily see how you are different from competitors.



Here are a few of the correct responses we received from your peers.



# WHAT IS BRAND?

- ✓ **Brand comes from the voice of the customer.**
  - “How your company is perceived by the people it serves”
- ✓ **Brand may serve a particular sector of the older adult population.**
  - “We help veterans and their families” or “We care for seniors with disabilities”
- ✓ **Brand is timeless.**
  - “A legacy to be remembered” or “What people will always remember”
- ✓ **Brand is unforgettable.**
  - “Gives an explanation of your brand that would make people want to instantly use your brand”
- ✓ **Brand packs a Unique Value Proposition (UVP).**
  - “[Demonstrates] how you make the lives of people you care for better”

# ***BRAND DIFFERENTIATION***



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# ***BRAND DIFFERENTIATION***

**75%** of your peers base brand differentiation on the company mission, vision and values

**29%** base it on company history

**26%** base it upon the perceptions of the marketing team

**21%** base it upon the executive team alone

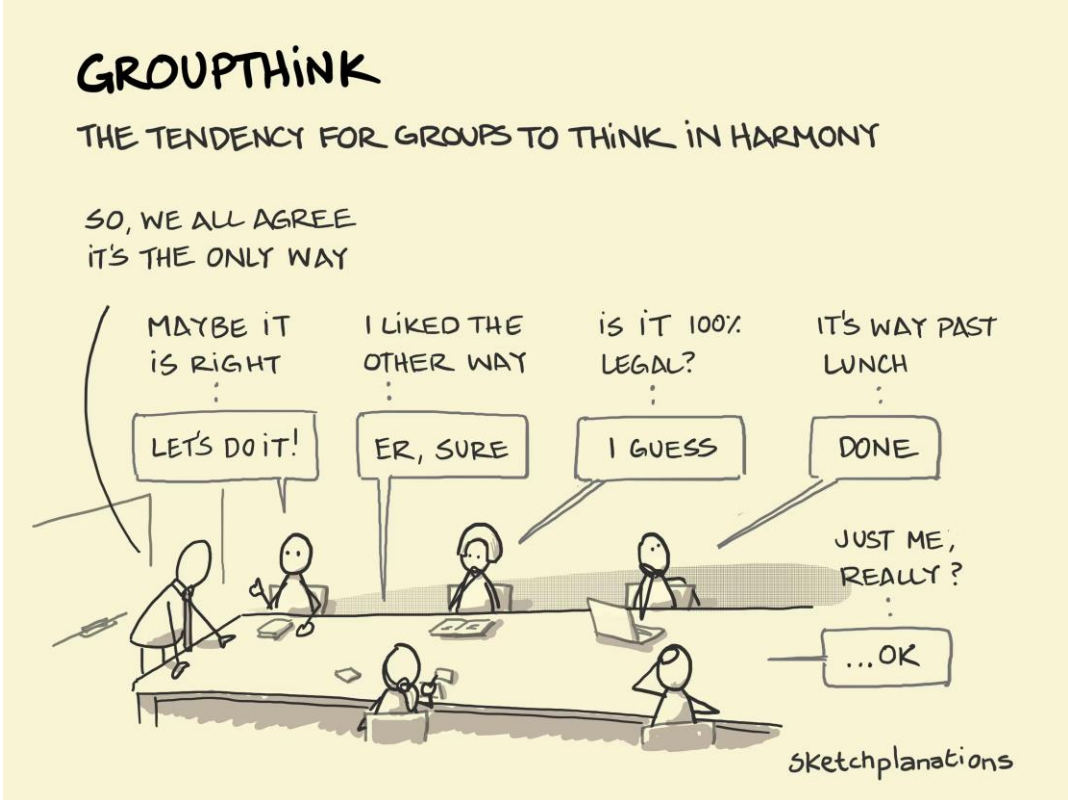


# ***BRAND DIFFERENTIATION***

This inevitably leads to **two-dimensional groupthink.**



# BRAND DIFFERENTIATION



# ***BRAND DIFFERENTIATION***

How can we escape the cycle of groupthink and weak differentiation?



# ***BRAND DIFFERENTIATION***



**Ask the People**

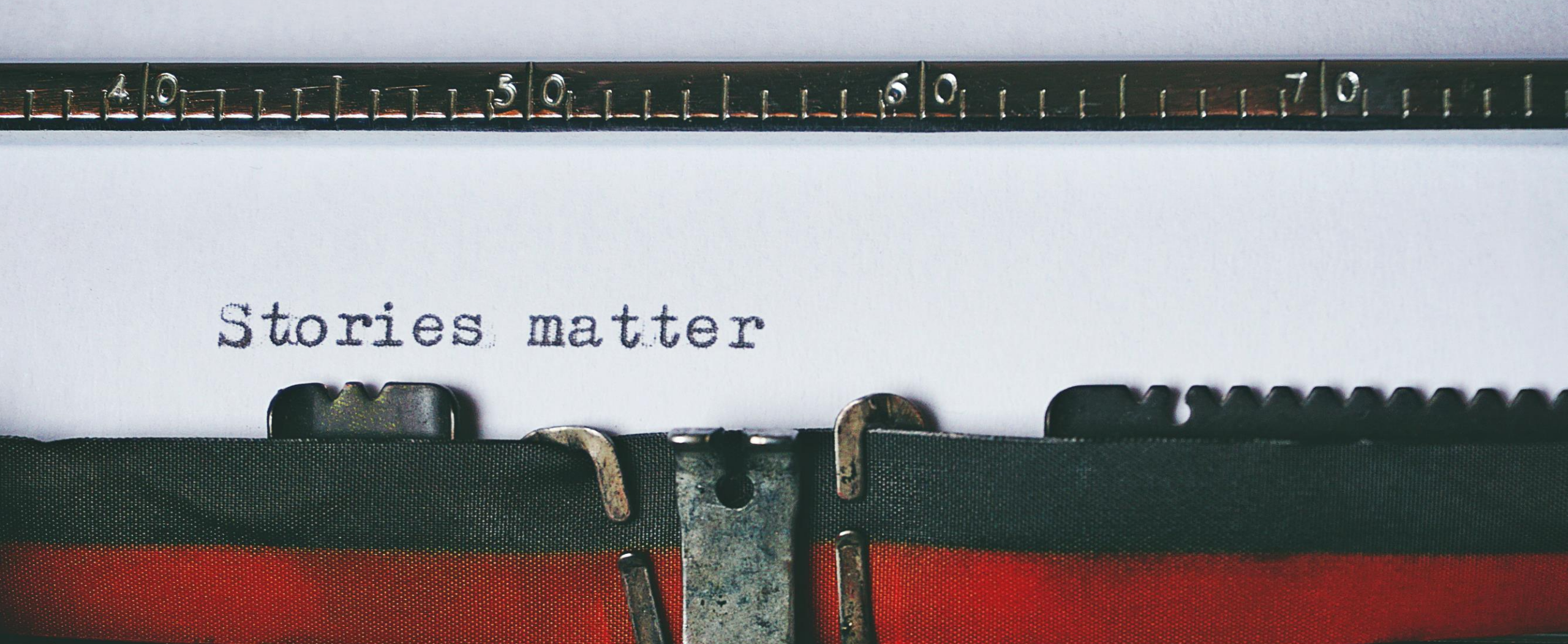
# BRAND DIFFERENTIATION



# ***BRAND DIFFERENTIATION***

**Voice-of-the-customer (VOC) research** is a methodology used to proactively uncover trends in residents' and families' perceptions, preferences and motivators in seeking support from your organization.





Stories matter

**No one tells your community's story better than your happiest residents and their family members.**





# ***BRAND DIFFERENTIATION***

Where did you first hear about our community?  

---

What encouraged you to make the move?  

---

How much research did you do prior to moving into a community?  

---

What features of our community stood out to you the most?  

---



# ***BRAND DIFFERENTIATION***

What do you enjoy most about our community?  

---

How has our community impacted your life?  

---

What are some things our community could do better?  

---

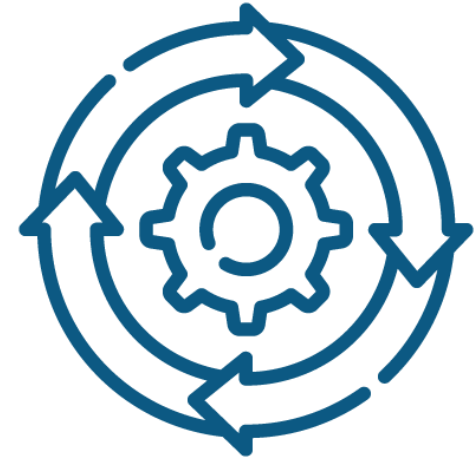
How long have you or your loved one lived in our community?  

---



# ***BRAND DIFFERENTIATION***

From this point, we analyze the data and identify the top trends we need to highlight to determine our brand differentiation.



# ***BRAND DIFFERENTIATION***

The outcome of a strong brand differentiation process takes the form of 5 assets:

- Positioning Statement
- Differentiators
- Brand Essence
- Mood Board
- Graphic Standards Guide

# 01

## POSITIONING STATEMENT

Articulates what the organization does at what value to whom in the words of those served. Our study shows only 52% of your competitors have this asset.

# 02

## DIFFERENTIATORS

The three main supporting points to the positioning statement. The key is to ensure that the differentiators offer real value to the target audience. Our study shows only 38% of your peers have this asset.

# 03

## BRAND ESSENCE

The succinct idea that most often comes to mind when people think of your organization. The brand essence serves as the foundation for every interaction with your organization's marketing messaging. Examples include Volvo's brand essence of "safety," Coca-Cola's "refreshing" and Geico's "savings." Our study reveals only 40% of your competitors have this asset.

# 04

## MOOD BOARD

A visual presentation of images in the form of a collage that best represents the organization's positioning, differentiators and brand essence. The mood board is used to convey the general idea or feeling about the positioning. It acts as an internal tool for the marketing team and external partners to provide inspiration and continuity in the design direction of all marketing. Our study shows only 28% of your peers have this asset.

# 05

## GRAPHIC STANDARDS

Guidelines for correct use of the positioning, differentiators, brand essence, mood board, logo and corporate colors. Our study reveals only 23% of your competitors have this asset.

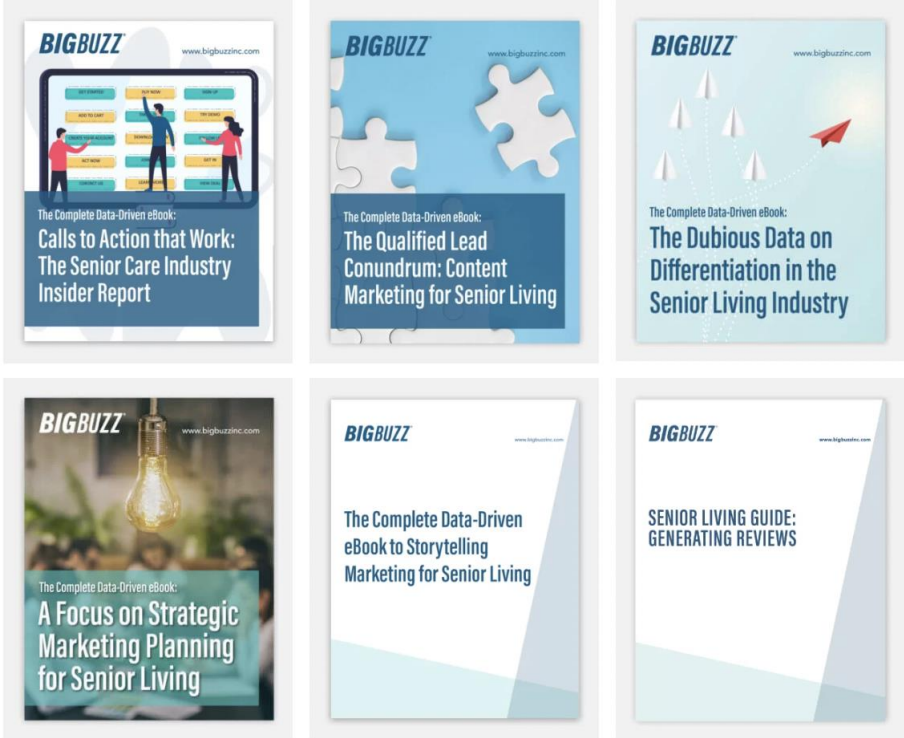
# WHERE WOULD YOU CHOOSE?



# BRAND DIFFERENTIATION

Get access to deep senior living marketing data and insights now.

Visit [www.bigbuzzinc.com/la-az-2023](http://www.bigbuzzinc.com/la-az-2023) to download our full eBook library.



# ***VALUE PROPOSITION***



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# *VALUE PROPOSITION*

This is the most important part of the brand; without it, the brand is just a description of features and services.



# ***VALUE PROPOSITION***

The **value proposition** compels the person considering your brand to believe in it, to feel as though they belong with your brand and to become loyal to it.



Value Proposition	Clear Statement of Benefit	Based on VOC Data	Not Just a Description of Features or Services	Different Than Direct Competitors'
"Keeping dignity and independence"	✓	Likely	✓	✓
"Conscious nurturing"	✓	Likely	✓	✓
"Loyal and lifelong"	✓	Likely	✓	✓
"Heart centered"	✓	Likely	✓	✓
"Reliably kind"	✓	Likely	✓	✓
"Care" or "caring"	✗	Unlikely	✗	✗ The data shows that 24% of your competitors are using this as a value proposition
"Trust" or "trustworthy"	✗	Unlikely	✗	✗ The data shows that 12% of your competitors are using this as a value proposition
"Unique"	✗	Unlikely	✗	✗ The data shows that 8% of your competitors are using this as a value proposition
"Quality"	✗	Unlikely	✗	✗ The data shows that 6% of your competitors are using this as a value proposition

# ***VALUE PROPOSITION***

**Key questions to ask yourself when crafting your value proposition...**



# ***VALUE PROPOSITION***

- What three words or phrases does your VOC data show best describe the benefit residents and families experience from your organization?
- If I were an older adult or a family member of an older adult, would I simply expect these as part of the service from any senior living organization or are there clear statements of benefit?
- Do these words or phrases deliver a strong value proposition that we undoubtedly know is true and unique about our organization?



***PROSPECT  
EXPERIENCE***



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# ***PROSPECT EXPERIENCE***

- ✔ We have our survey data.
- ✔ We know what makes us different.
- ✔ We understand how we improve life for our residents and families.

Now what?



# ***PROSPECT EXPERIENCE***

- ✔ We have our survey data.
- ✔ We know what makes us different.
- ✔ We understand how we improve life for our residents and families.

Now what? **Target persona development!**





# ***PROSPECT EXPERIENCE***

What is the difference?

## **Target Audience**

Subset or group of people with similar demographics or psychographics (age, gender, income, location, challenges, interests)

## **Target Persona**

A “fictional” ideal resident/family member (personal background, goals, challenges, triggers, interests, identifiers, needs, common objections)



# ***PROSPECT EXPERIENCE***

**What is their name?**



# ***PROSPECT EXPERIENCE***

**What is their age?**



# ***PROSPECT EXPERIENCE***

**What is their level of education?**



# ***PROSPECT EXPERIENCE***

**What is/was their occupation?**



# ***PROSPECT EXPERIENCE***

**What do they enjoy doing in their spare time?**



# ***PROSPECT EXPERIENCE***

**What are their greatest challenges?**



# ***PROSPECT EXPERIENCE***

**What are their greatest fears?**





# ***PROSPECT EXPERIENCE***

**What are their greatest hopes?**



# ***PROSPECT EXPERIENCE***

**What motivates them?**



# ***PROSPECT EXPERIENCE***

**Finally, what is their level of understanding of their own/loved one's situation?**



# ***PROSPECT EXPERIENCE***

Once we have gathered this data, all of the communications we create and deliver are written with this specific person in mind.



# ***PROSPECT EXPERIENCE***

With quality content, you position yourself as the expert **before prospects even walk in the door.**

Ongoing content and nurture campaigns further **deepen this trust,** encouraging prospects to reach out.



# ***PROSPECT EXPERIENCE***

“They want to see our communities but never have any intention of putting their loved ones here even after using all of our resources and time.”



# ***PROSPECT EXPERIENCE***

“They want to see our communities but never have any intention of putting their loved ones here even after using all of our resources and time.”

**Sound familiar?**



# ***PROSPECT EXPERIENCE***

Over half of respondents said they get up to 25% of sales-qualified leads (SQLs) from content marketing.

How can we improve this percentage?



# ***PROSPECT EXPERIENCE***

## **Defining Content**

Content marketing provides prospects and families with the expertise, education and information they need to solve issues they face.



# ***PROSPECT EXPERIENCE***

## **Content Shares Insights**

One respondent said, “Content marketing is used to attract, engage and retain an audience.” It’s all about attraction over promotion.



# ***PROSPECT EXPERIENCE***

## **Content Shares Insights**

One respondent said, “Content marketing is used to attract, engage and retain an audience.” It’s all about attraction over promotion.

Note: blog sign-ups are not ready to talk to you!



# ***PROSPECT EXPERIENCE***



# ***PROSPECT EXPERIENCE***

## **Content Focuses on the Customer**

Strong content shares knowledge that may not directly benefit the organization but benefits the older adult or family member served. (WIIFM)



# ***PROSPECT EXPERIENCE***

**WIIFM?**



# ***PROSPECT EXPERIENCE***

## **Content Builds Relationships**

Over time, content strengthens trust not only in the organization itself but in the industry overall.







# PROSPECT EXPERIENCE

**55%** of your peers say content marketing positions the organization as the expert in a particular area of senior care.

**50%** say content marketing builds credibility with leads.

**52%** use content marketing to provide staff with the knowledge and inspiration they need to do their jobs well.

**42%** apply content marketing to help address complex industry-related questions or concerns a prospect may have.



# *PROSPECT EXPERIENCE*

**90%**

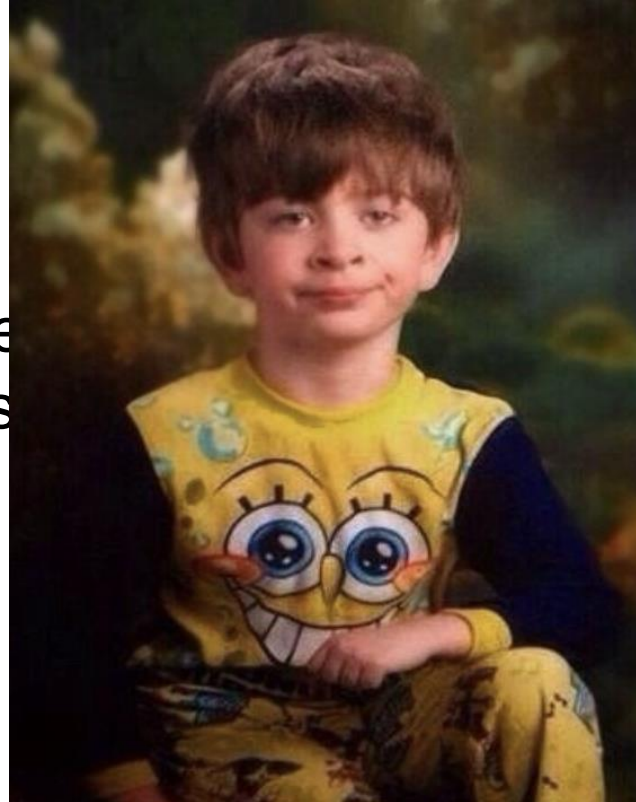
of respondents said that their organization's content marketing stands out as unique among competitors'.



# PROSPECT EXPERIENCE

90%

of respondents  
marketing s



organization's content  
among competitors'.

***LET'S MAKE SURE  
YOUR CONTENT  
MARKETING HELPS  
YOU STAND OUT  
FROM COMPETITORS***



# ***CONTENT OPPORTUNITIES***

## **Opportunity 1: Target Audience**



# ***CONTENT OPPORTUNITIES***

Our data indicates that **78% of senior living marketing teams are going too broad** with their target audience.

**56% publish content for various target audiences** by service subsets such as independent living, assisted living or skilled nursing.

**22% address one broad target audience.**

Both sets miss the mark by aiming to reach too many differently-minded people at once.



# ***CONTENT OPPORTUNITIES***

**When you speak to everyone, you reach no one.**



# ***CONTENT OPPORTUNITIES***

Only 14% of our respondents identified leads (MQLs) within their organization's marketing-qualified database as the subset for whom to exclusively create content.



# ***CONTENT OPPORTUNITIES***

Only 9% identified sales-qualified leads (SQLs) within the organization's database as the subset for whom to exclusively create content.

# ***CONTENT OPPORTUNITIES***

**This is a HUGE opportunity for nurturing leads!**



# ***CONTENT OPPORTUNITIES***

Consider narrowing your positioning and content marketing focus to just **one** service.



# MARKETING STRATEGY



You will still be marketing to every level of care you offer. But your content will be highly targeted to increase conversions.

# ***CONTENT OPPORTUNITIES***

## **Opportunity 2: Content Assets**



# ***CONTENT OPPORTUNITIES***

**43%** of teams are publishing whitepapers

**41%** are regularly blogging

**38%** are distributing eBooks or guides

# CONTENT OPPORTUNITIES



93% of your peers make use of landing pages to convert readers/listeners/viewers into leads. ***This is a best practice we recommend.***



# ***CONTENT OPPORTUNITIES***

## **Video Content**

In January 2022, HubSpot reported, “**86% of [small] businesses [in the U.S.] use video as a marketing tool.**”





# ***CONTENT OPPORTUNITIES***

**27%** of senior living marketing teams are publishing testimonial videos

**26%** are producing executive team videos



# ***CONTENT OPPORTUNITIES***

Grab a HIPAA consent and your phone, then get to work.

It doesn't need to be perfect.



# ***CONTENT OPPORTUNITIES***

## **Opportunity 3: Data-Driven Content**



# ***CONTENT OPPORTUNITIES***

19% of senior living marketing teams are developing data-driven articles.



# ***CONTENT OPPORTUNITIES***

Take data-driven publishing a step further by backing it with VOC or programmatic survey data.



# CONTENT OPPORTUNITIES



## Managing Finances for Senior Living

Choosing the right senior living community is one of the best investments you can make for you or your loved one. Finding a place with the right qualifications, resources and amenities ensures happiness and prosperity for years to come. It's important not to cut corners when selecting the next stage in such a critical transition, and this can sometimes make the process feel daunting, both emotionally and financially. Fortunately, there are many ways to prepare for this next step and put your mind at ease.

[www.seniorstar.com](http://www.seniorstar.com)

## The Ultimate Guide to Discussing Senior Living



For millions of aging Americans and their families, senior living is a Godsend. Solutions like independent living, assisted living, skilled nursing, and memory care can help residents and patients make the most out of their retirement years. They do so in part by providing a setting for their individuality to flourish while letting their senses of curiosity run free. These solutions also support them by meeting them where they are and filling in the gaps that may exist when they live life alone. By fostering this safe and supportive base layer, senior living residents are empowered to live the retired lives they deserve. They can be the masters of their domains and live each day however they see fit.

Unfortunately, there are many unfair stigmas associated with senior living. These stigmas may have arisen from antiquated practices or misinformation; whatever the case may be, they do a great disservice to potential residents and their families. They deprive older adults of lifestyles that would improve their quality of life and daily experiences. These misconceptions also make it difficult to even discuss the prospect of senior living with aging loved ones and family members. It is in these discussions that life in senior living can truly be illuminated – where mistruths are dispelled and true understanding can be achieved.



These discussions can help potential residents overcome their concerns through candid conversations and education. They can also help family members work through their respective hesitations in the same way. However, this can be a difficult topic of conversation to broach with either party. It is a topic that is often accompanied by powerful, reactive emotions. People are often misinformed about senior living, and will thus feel betrayed or resentful when the topic arises. Nevertheless, these conversations are of critical importance. When older adults delay or dismiss senior living, it is often at the cost of their health and overall wellbeing.

Below is a comprehensive guide on discussing senior living with loved ones and families.

### Discussing Senior Living with Your Aging Loved One

Whether it is a parent, grandparent, aunt, uncle, or any other aging loved one, you want the best for them. One of the most difficult realities of aging is that most people will reach the point where additional support is needed. For millions of people each year, this means transitioning to some level of senior living. More difficult still, the need for senior living is often first apparent not to the person who needs it, but to someone in their orbit. Often, this person will feel obliged to bring it up, only to be met with resistance or resentment. This conflict will usually prolong the goal of moving them into senior living or, in some cases, prevent it altogether. Below are some valuable tips on discussing senior living with your aging loved one.

To learn more about our benefits and services, call us at (909) 983-0084 or visit [www.ichome.org](http://www.ichome.org).



# ***CONTENT OPPORTUNITIES***

## **Opportunity 4: Content Approach**



# ***CONTENT OPPORTUNITIES***

**49%** of senior living marketing teams approach content marketing by sharing educational articles

**49%** by sharing virtual tours

**46%** by sharing entertaining stories





# ***CONTENT OPPORTUNITIES***

Only **44%** of senior living marketing teams are sharing content developed specifically for a warm prospect, **speaking directly to a particular pain point that is hindering them from touring or moving in.**



The background of the slide is a dark blue field filled with numerous out-of-focus, glowing circles in shades of orange, yellow, and light blue, creating a bokeh effect. A white rectangular box is centered horizontally and vertically, containing the text.

Focus: what do our prospects need to know or see  
that will enable a decision?

# ***CONTENT OPPORTUNITIES***

## **Opportunity 5: Distribution Channels**



# ***CONTENT OPPORTUNITIES***

**65%** of your peers are posting content on social media

**54%** are posting blogs and sending them out via email

**52%** of content is offered as general website content

**49%** are using podcasts

# ***CONTENT OPPORTUNITIES***

Only **26%** of your peers expand their reach by submitting content to third-party media companies like McKnight's Senior Living, local newspapers or community bulletins.



# ***CONTENT OPPORTUNITIES***

## **Opportunity 6: Publishing Frequency**



# ***CONTENT OPPORTUNITIES***

17% of respondents publish less than twice weekly.

# ***CONTENT OPPORTUNITIES***

Consider publishing one longer data-driven piece per month, addressing **all the most burning questions and desires** your data shows are on the minds of the older adults you serve.

**Bonus:** you can offer this alongside regular content as a gated download to increase MQLs.





# ***CONTENT OPPORTUNITIES***

**Our data revealed two trends in terms of burning questions.**



# ***CONTENT OPPORTUNITIES***

## **1. Fears that directly impact the decision to move:**

Distrust of the industry

Analysis paralysis (too much choice)

Financial constraints (don't see the value)



# ***CONTENT OPPORTUNITIES***

## **2. Personal fears that can impact the move:**

Concerns about living a meaningful life

Concerns about remaining a reliable family member  
(Am I safe? Am I connected? Am I useful or a burden?)

Challenges setting realistic goals with family





When writing content, speak directly to the person's fears.

Write or illustrate a few quick ways they might begin to address the issue and then how your organization would support them in solving it.

***VISUALIZE: UNITE  
YOUR BRAND WITH  
YOUR CONTENT  
MARKETING STRATEGY***



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# ***UNITE BRAND AND CONTENT***

Brand is the singular **value proposition** that uniquely positions your organization and is based on the perspective of your residents and families.



# ***UNITE BRAND AND CONTENT***

By surveying these individuals, you uncover a goldmine of data to better understand the value you provide.



# ***UNITE BRAND AND CONTENT***

With quality content, you position yourself as the expert before prospects even walk in the door.

Ongoing content and nurture campaigns further deepen this trust, encouraging prospects to reach out.







OLYMPICS WEST  
SENIOR LIVING COMMUNITY

## A Community Focused on Family



### Become a Member of Our Family

As part of our Memory Care, we offer our unique Meaningful Moments® program focuses on residents' psychological, social and spiritual needs by providing a customized program of activities.

Everyone has a unique personal history, and we've found that the more we honor each resident's life story and make them a part of our family, the more successful we are with their day-to-day living experience. This foundation helps to:

- Create a new home setting. Our communities are designed for maximizing opportunities for interaction with family, visitors, staff and fellow residents.
- Develop a personalized program for each resident's specific interests and experiences. Family members of all ages are an integral part of our program and are encouraged to visit and participate.
- Engage residents in an array of diverse activities that include cooking demonstrations, individual and group activities, pet visits, relaxing in the courtyard, gardening, exercising and enjoying a movie night – activities that are available every day, seven days a week.



GRAND VIEW  
ALZHEIMER'S SPECIAL CARE CENTER

### Happy Father's Day to the Dads of Every Generation!

Sinceri Senior Living offers independent living, assisted living and memory care with a **focus on family**.

Our programming is designed to accommodate needs of every level and cultivate meaningful bonds with our staff while maintaining those with loved ones.



Call to Tour: (309) 692-2484

[www.sinceriseniorliving.com/grand-view](http://www.sinceriseniorliving.com/grand-view)



GRAND VIEW  
ALZHEIMER'S SPECIAL CARE CENTER

### Emerge from Winter into a Bright Future with Sinceri Senior Living

As winter transitions into spring, now may be the ideal time to consider a new living community for you or your loved one.

Just like spring, one's retirement years offer a bright and hopeful new chapter of life – one that can be fulfilled at Sinceri.



Call to Tour: (309) 692-2484


[www.sinceriseniorliving.com/grand-view](http://www.sinceriseniorliving.com/grand-view)



CRISTA SENIOR LIVING

NEW BLOG POST:


**Happy, Healthy, Holistic: Maintaining Whole-body Health**



CRISTA SENIOR LIVING

NEW BLOG POST:

**The Simple Guide to Downsizing**



CRISTA SENIOR LIVING

NEW BLOG POST:

**Make the Right Choice: Senior Living Options Explained**



CRISTA SENIOR LIVING

WHERE TO BEGIN ABOUT CRISTWOOD CRISTA SHORES RESOURCES CONTACT



July 2nd, 2021

## Family Talk: How to Bring Up Senior Living

The transition to a senior living community is a monumental lifestyle shift that can feel daunting. What many may not realize, however, is that when their aging parent or loved one makes the move to the right community, it can be a time of liberation and personal enrichment rather than one of limitations and stagnation. Their new lifestyle can provide them opportunities to pursue passions, find new ones, forge new friendships and learn about themselves. Unfortunately, these things are often absent from the public perception of senior living. For this reason, it can be a difficult subject to broach with family members, especially parents, spouses and siblings. Conversations can be tense and emotional and sometimes even create rifts, which leads some families to put off the conversation until at the expense of their loved one's safety and quality of life. Fortunately, there are plenty of ways to approach these conversations to make them less stressful and more constructive in a way that unifies families rather than dividing them.

It's important for families to get siblings on the same page about the next steps to help ease the transition and minimize conflict. This can be a sensitive and complicated task, whether due to volatile relationships, geographical distance, differing opinions or varying relationships or facades with the person. Oftentimes, one sibling winds up becoming the effective caregiver for the person – generally the one that lives nearest or spends the most time with them. They are often the person who first realizes the need for a lifestyle transition, and this can be difficult to communicate to siblings who are less involved, live farther away or are less likely to perceive or understand the need.

The caregiver should call a family meeting to address the topic and prepare by gathering anecdotes or evidence to support the proposition. Sometimes, it can be as simple as a heart-to-heart, but many are not so fortunate. If things get heated and anecdotal evidence isn't enough, it can be useful to involve an objective third party such as a geriatric care manager. This person's role is to use their education and experience in aging services to assess a senior's individual situation and guide them and their family to the best outcome. They are generally social workers or licensed nurses who have no allegiance to senior care organizations and whose job it is to provide ideal outcomes rather than to promote one single solution. This can help the caregiver sibling credibility if their family member does indeed need a new situation, or conversely, it can reveal that the next step is not necessary at the current juncture. This way, each party has is motivated to participate on the process.

Once the siblings are unified in the best next steps for their parent or loved one, it becomes much easier to discuss it and rally for the healthiest, safest and happiest next chapter for them.

If you have questions about discussing senior living options with your family, contact CRISTA Senior Living today.

[Go back](#)

CRISTA SENIOR LIVING

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# CHRISTIAN RETIREMENT LIVING

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**Independent Living**

Enjoy a fully independent lifestyle without the home maintenance.

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**Assisted Living**

Live in harmony and autonomy with professional assistance for the activities of daily living.

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**Memory Care**

Find joy and beauty in every day despite challenges related to dementia.

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## Non-Profit Senior Living Explained

When it comes to senior living solutions, there is no shortage of options. From location to mission and values to varying care and lifestyle levels, there are many choices to make during the research process. Something else that you may run across during your search is for-profit vs. non-profit status. When you see a community tout itself as a non-profit, it might create some questions on [...]

June 14, 2022

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## Helping Your Loved One Adjust to Senior Living

When your aging loved one makes the move to senior living, it marks the start of a wonderful new chapter in their life. The love, support, and goodwill of the right senior community can help them make the most out of their retirement years while putting their mind (and yours) at ease that their needs will be met. However, life's transitions can be difficult for many [...]

May 24, 2022

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## Simplify Your Search: Resources Guide

Finding the right senior living solution for your aging parent or loved one can change their life. It can provide a place for them to flourish free from the demands of homeownership and the isolation of living alone. However, with so many options to choose from, how can you be sure which choice is the right one? There are only so many hours in the day, [...]

January 11, 2022

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## 3 Key Attributes of Skilled Nursing

There is a popular misconception that the term "nursing home" applies to senior living communities in general. This mistake is an understandable one. When retirement homes are depicted in film and television, they are often referred to as such. However, more often than not, what is being shown is closer to an independent living or assisted living community. Nevertheless, nursing plays an important role in senior [...]

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## What is a Continuing Care Retirement Community?

When people get further into their retirement years, they often begin to yearn for change. Maybe they begin to feel isolated living alone and wish they had more friends nearby. Or perhaps they would rather free themselves from the demands of homeownership. Whatever the case may be, a senior living option like independent or assisted living may seem like the best next step – and for [...]

August 9, 2022

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## How to Plan the Move to Senior Living

There is nothing quite like moving into a new home. Envisioning how you will use your space, decorate your walls, and make new memories can all be joyful experiences. This is true of the move to a senior living community – a transition full of hope, stability, and new beginnings. This experience is made all the more exciting by the prospect of the amenities, activities, and [...]

July 26, 2022

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## 5 Tips for Researching Senior Living

Have you recently begun exploring potential senior living options for yourself or a loved one such as a parent or spouse? If so, congratulations! Making the move to senior living is an exciting step in anyone's life; it provides a foundation for a safe and comfortable new chapter in retirement. However, you have likely noticed the abundance of choices out there. This can make the research [...]

July 12, 2022

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## How Senior Living Fosters Happy, Healthy Living

Thanks in part to both increasingly widespread health education and rapid strides in healthcare and medical technology, the human lifespan is increasing to a level never before seen in history. This is incredible news not only for people of advancing age and their loved ones, but also for future generations who could also enjoy increased longevity. Nevertheless, the aging process still takes a toll on us [...]

June 29, 2022

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**INLAND CHRISTIAN HOME**

# Insights

NOVEMBER 2022 NEWSLETTER

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### Reflecting and Looking Forward

BY DAVID STENZKA

The pandemic has impacted senior living in a profound way and experiences that feels more like dining out in an upscale restaurant. The community's dining staff also received special training to provide each guest with a personalized experience that caters to delivering excellent customer service in addition to delicious food.

The remodel, which pairs perfectly with Inland's new outdoor dining area, is the ideal complement to the creative menu offered by our dining services, completing the restaurant style atmosphere. Residents can choose from a variety of delicious menu options that offer something for everyone.

While Assisted Living and Independent Living residents are welcome to enjoy their stylish new dining room surroundings, they are still able to enjoy Inland's delicious food served daily in the dining room. If they prefer, the dining delivery services continue to be available to residents and apartment owners request and are delivered the same morning, attentive staff that offer such impeccable service in the dining room.

The warm, welcoming environment is the perfect way for residents to get out of their rooms and socialize with peers, friends, staff, and loved ones. The restaurant, well lit dining room continues to offer a daily devotion before lunch and is open for all Assisted Living residents at each meal and for Independent Living residents by reservation.

Thankfully, Inland had the ideal space to bring this plan to fruition. In 2021, construction got underway on the newly acquired space including the new dining room, creating a warm and welcoming patio that offers the chance for diners to relax and enjoy companionship and a shared meal in the fresh air.

The new space debuted in April just in time for residents to take advantage of the fresh spring air. Wooden walkways and shade sails adorned with Inland's beautiful signature colors let in the perfect amount of light and fresh air while shielding diners from the elements. Combined with a breeze in the center of the patio, these touches provide added comfort on warm days and cool evenings.

With seating for up to 25 guests, there is plenty of room for groups of various sizes to enjoy a cozy meal or a small gathering. The patio is wheelchair accessible and can be accessed from either the parking lot or the Assisted Living dining room. Coffee service is offered every morning at 10:00 am and tables can be reserved for meals or gatherings by contacting reception.

2. Inland Christian Home

### Board of Directors

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- Don Davis, Vice President
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- David Stenzka
- Mary Wolff, CEO

### Elegant Dining

Residents of Inland Christian Home are enjoying a newly redecorated Assisted Living dining room that brings elevated style to each meal. In addition to a fresh coat of paint, the makeover includes new tables and comfortable chairs. New lighting and artwork complete the look by adding modern style and sophistication to the already peaceful and relaxing ambiance.

The remodel was designed to provide an elegant space for residents to enjoy their meals, creating an experience that feels more like dining out in an upscale restaurant. The community's dining staff also received special training to provide each guest with a personalized experience that caters to delivering excellent customer service in addition to delicious food.

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### Outdoor Dining

When Inland Christian Home residents first began looking for outdoor dining, seating got underway, but with the onset of the COVID-19 pandemic, the need for a safe space for friends, neighbors, and families to gather became pressing.

Thankfully, Inland had the ideal space to bring this plan to fruition. In 2021, construction got underway on the newly acquired space including the new dining room, creating a warm and welcoming patio that offers the chance for diners to relax and enjoy companionship and a shared meal in the fresh air.

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2. Inland Christian Home

### Inland Expands with Additional Property

Inland Christian Home has long anticipated the opportunity to purchase additional land with the purpose of expanding our community. As 2021 came to a close, this dream began to look like a reality when two homes directly adjacent to the property became available.

As the two properties went up for sale a mere three weeks apart, the community made the decision to attempt to purchase them both. With offers placed and accepted, allowing Inland to proceed with plans that were decided in the morning. With rezoning (zoning for one property) at the end of December 2021 and the other one month later, Inland began the process of adjusting its Long Range Plans (LRP) to include the additional space.

The two properties, which together comprise 1.1 acres of land, are located on Magnolia Avenue and border the staff parking lot along the western side of the campus. The funds to make these purchases were made available from a 2020 rezoning loan secured by the community and a very generous donation. As everything came together for the purchase of these properties, it became evident that God's hand was at work to ensure that Inland Christian Home was able to acquire much needed space to accommodate its ever-growing community.

The community is working on obtaining a lot line adjustment of the property and a zone change for the land so that work can begin on demolishing the existing homes and covering the lots into usable space for the community. In the meantime, the maintenance department has moved into one of the homes to secure additional room for offices, equipment storage, and workshop. The department staff has been busy maintaining some of the vital work on the properties, such as filling in a pool and removing dried brush.

While no official plans are in place, some possibilities for the newly acquired space include additional independent living apartments along with an additional community building such as a permanent maintenance office. Plans are also underway for how to best use the building that previously housed the maintenance department with an ultimate goal of creating space designed for resident use.

By acquiring these properties, Inland has taken a major step toward its LRP which is designed to meet the needs of a growing senior population. According to studies, the number of people over the age of 65 is expected to increase by more than 45% in the next two decades and there will be a need for 168,000 assisted living beds in addition to those currently in existence, making additional space and bed availability at Inland Christian Home an extremely important priority.

**INLAND CHRISTIAN HOME**

About Us | Living Options | Community Information | Careers | Blog | Contact Us | Request a Tour

## Blog

### Dementia or Forgetfulness? 3 Ways to Tell

The aging process is often associated with cognitive decline, especially when it comes to memory-related challenges. While physical and mental declines are generally unavoidable, their severity varies greatly from person to person. What's more, many older adults are able to adapt to these changes and continue living fruitful and fulfilled lives. Unfortunately, others are not so lucky – especially those afflicted with Alzheimer's disease or another [...]

January 18, 2023

[Read More >](#)

Sign up for our mailing list to receive Inland Christian Home's content straight to your inbox.

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October 12, 2022

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Sincerely,

*Kimberly Fuson*

Kimberly Fuson, Chief Executive Officer  
 kimberly.fuson@cedarsinaiark.org

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# ***UNITE BRAND AND CONTENT***

## **Common Challenges and Solutions**



# UNITE BRAND AND CONTENT

- ✘ Problem: We need to improve trust in our brand.
- ✔ **Solution:** If your brand needs bolstering, get differentiation direction from voice-of-the-customer (VOC) surveys and updated brand messaging.

If your brand is well built, improve trust in it by continuously creating content that amplifies the three differentiating traits for which your organization is best known.

# *UNITE BRAND AND CONTENT*

- ✘ Problem: We need to enhance the credibility of our content.
- ✔ **Solution:** The most credible content supports consumers in solving issues on their own while also gently demonstrating when it's time to seek outside help.

# ***UNITE BRAND AND CONTENT***

- ✘ Problem: We need to make improvements in establishing our direct relationship with customers.
- ✔ **Solution:** The foundation of account-based selling is identifying what is troubling one person in your sales funnel and sharing custom-made content to demonstrate how you might help.



# ***UNITE BRAND AND CONTENT***

- ✘ Problem: We have too much staff involvement in content marketing.
- ✔ **Solution:** Simplify your content marketing plan, get approval once annually or quarterly from the larger executive team, then rely on a small group of people to develop and deliver content.

# UNITE BRAND AND CONTENT

- ✘ Problem: We have challenges identifying KPIs for content marketing or delivering results through content marketing.
- ✔ **Solution:** Align as a team on at least one lead measure (which indicates the likelihood of achieving your goal) and one lag measure (which determines if you have achieved that goal). For example, the number of new MQLs per week and move-ins per month, respectively.

# ***UNITE BRAND AND CONTENT***

Go one step further to develop and create content based on sales stages to help solve the most common challenges your prospects are facing; this will build trust and encourage them to reach out.



***RECAP***



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***SMILE!***



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Arizona

# ***RECAP***

**Incorrect definition** of brand leads to weakened differentiation.



# RECAP

Brand is the **singular value proposition** that uniquely positions your organization in the marketplace, as shown by trends in differentiation from the perspective of your residents and families.



# ***RECAP***

The outcome of a strong brand differentiation process takes the form of 5 assets:

- Positioning Statement
- Differentiators
- Brand Essence
- Mood Board
- Graphic Standards Guide



# RECAP

What is the difference?

## Target Audience

Subset or group of people with similar demographics or psychographics (age, gender, income, location, challenges, interests)

## Target Persona

A “fictional” ideal resident/family member (personal background, goals, challenges, triggers, interests, identifiers, needs, common objections)



# RECAP

## Defining Content

Content marketing provides prospects and families with the expertise, education and information they need to solve issues they face.



# ***RECAP***

Finally, by speaking directly to fears and providing solutions, your organization builds value and trust in the prospect's mind.

By the time they contact your team, they are much more move-in ready.



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