

# SENIORS HOUSING UPDATE



**AMERICAN  
SENIORS  
HOUSING  
ASSOCIATION**  
Living Longer Better

**January 2020**

## » UPCOMING MEETINGS

### **2020 Annual Meeting (January 22-24)**

ASHA's 2020 Annual Meeting will be held at the JW Marriott Desert Springs in Palm Desert, CA. Due to high demand, the JW Marriott is currently sold out during our meeting. If you have not yet secured a room reservation, please contact our group room coordinator Dixie Smith at [dixie.smith@marriott.com](mailto:dixie.smith@marriott.com) and request to be placed on the ASHA waitlist. Indicate the guest name, how many rooms are requested, which nights, and please provide the email address of the person to be contacted if a room becomes available.

A limited number of rooms are available at the nearby Marriott Desert Spring Villas I. The Villas are adjacent to the JW Marriott Desert Springs Resort and share the same magnificent views of the mountains and golf course. ASHA guests have been extended a rate of \$159 for a guest room or \$199 for a one-bedroom suite (January 21-24). If you have any problems reserving a room in the Villas, please call (800) 850-6674 extension 6520 or email [group.booking@vacation-club.com](mailto:group.booking@vacation-club.com) for assistance.

Another nearby location is the Residence Inn Palm Desert Suites, which is located less than two miles from the JW Marriott. Although ASHA does not have a negotiated rate at the Residence Inn Palm Desert Suites, current room rates begin at \$159 per night. To inquire about availability, please contact the hotel directly at (760) 776-0050.

To cancel a reservation at the JW Marriott Desert Springs Resort, please do not contact the hotel directly. Please contact Doris Maultsby in ASHA's offices at [dmaultsby@seniorshousing.org](mailto:dmaultsby@seniorshousing.org). Doris will cancel your reservation, request a deposit refund, and transfer the reservation to a guest on the waitlist. We greatly appreciate your help with this.

If you have any hotel reservation-related questions, please contact Doris at [dmaultsby@seniorshousing.org](mailto:dmaultsby@seniorshousing.org) or by phone at (202) 885-5562.

Meeting highlights include:

- The induction ceremony for the Senior Living Hall of Fame Class of 2020, which will include: Lynne Katzmman, Ph. D., Founder and Chief Executive Officer of Juniper Communities, who will be inducted by Andrew Katzmman of Columbia Pacific Advisors; Alice and Emmitt Koelsch, industry pioneers, who will be inducted by Aaron Koelsch, CEO of Koelsch Communities; and Margaret Wylde, Ph. D., Founder and Chief Executive Officer of ProMatura Group, who will be inducted by ASHA President David Schless.

The Selection Committee for the Hall of Fame is chaired by former ASHA Chairman Larry Cohen, and comprised of the following members of the industry's media: Lois Bowers of *McKnight's Senior Living*; Stephen Monroe of *The SeniorCare Investor*; Matt Valley of *Seniors Housing Business*; and John Yedinak of *Senior Housing News*.

- The world premiere of the industry's first promotional video that will hit the digital world later in 2020 will be shown during a special presentation featuring Ashley Alpert and Janel Wait of GlynnDevins. The presentation will also provide an update on ASHA's consumer education initiative, Where You Live Matters.
- A Keynote Presentation by Bret Stephens, Op-Ed columnist and Associate Editor for *The New York Times*, a job he took in April 2017. Mr. Stephens previously worked for many years as the foreign-affairs columnist at *The Wall Street Journal*, where he was also Deputy Editor of the editorial page. He has reported stories from around the world and is the recipient of numerous awards, including the Pulitzer Prize for commentary.

- A CEO Discussion that will be moderated by Adam Kaplan, Founder and CEO of Solera Senior Living, featuring: Alan Butler, CEO of Erickson Living; Jesse Jantzen, CEO of Lutheran Life Communities; Dan Madson, Chairman and CEO of Leisure Care; and Wendy Nowokunski, President of The Northbridge Companies.
- A timely breakout session on Capital Markets and Valuation Trends moderated by Cathy Voreyer, Managing Director of Wells Fargo Multifamily Capital, featuring: Mike Andreasen, Senior Vice President, Asset & Performance Management of LCS; Blake Peeper, Partner and Deputy Chief Investment Officer of Bridge Seniors Housing Fund Manager; Rick Swartz, Vice Chairman, Equity, Debt and Structured Finance, National Senior Housing Capital Markets Group of Cushman & Wakefield; and Chris Taylor, Managing Director of Capital One Healthcare.
- A breakout session that will explore the intersection of Health Care Metrics and Technology moderated by Charles Turner, Founder and CEO of Kare LLC, featuring: Darin LeGrange, CEO of Sentric; Amy Johnson, CEO of LifeLoop; and Dave Wessinger, Co-Founder and President of PointClickCare.
- A provocative breakout session that will focus on Producing ROI in Digital Marketing Investments moderated by Jamison Gosselin, Vice President, Senior Living Strategy of G5, featuring Jonathan Barbieri, Senior Vice President of Sales and Marketing of Hearth Management; Meghan Lublin, Senior Vice President of Marketing of Sunrise Senior Living; and Christy Van Der Westhuizen, Vice President of Sales and Marketing of MBK Senior Living.
- A breakout session that will focus on value-based reimbursement, Medicare Advantage, and Pre- and Post-Acute Care in Senior Living, moderated by Carrie Coumbs, Vice President, Health Innovation of Right at Home, featuring: Leon Grundstein, Founder and CEO of Gencare Lifestyle; Meredith Mills, Chief Operating Officer of Country Meadows; and Anne Tumlinson, CEO of Anne Tumlinson Innovations.
- An important discussion related to Accreditation will be on the agenda during the ASHA Executive Board Meeting that will take place on Friday morning during the Annual Meeting. This session will be moderated by Susan Kayser, Partner of Duane Morris, featuring: David Baker, MD, MPH, FACP, Executive Vice President of The Joint Commission; Jed Johnson, MSW, MBA, Managing Director Aging Services, CARF International; and Anja Rogers, CEO of Senior Star.
- Richard Hutchinson, CEO of Discovery Senior Living, and Jerry Frumm, Chief Investment Officer of Senior Lifestyle, will present an update about the Seniors Housing Political Action Committee, while Jeanne McGlynn Delgado will provide an overview of current policy issues of greatest importance to owners and operators.
- Margaret Wylde, Ph. D., CEO of ProMatura Group, will lead a stimulating focus group discussion with several adult children of current consumers. The adult children will openly discuss the path to the decision to make a move, the search for where to move, the decision-making process, the transition to the community and much more.

#### **ALZHEIMER'S ASSOCIATION BRAIN BALL (May 1)**

The 7th Annual Alzheimer's Association Brain Ball will take place at The Ritz-Carlton in Washington, DC, on May 1. The Brain Ball was launched in 2014 and has honored leaders in the fight to end Alzheimer's, including Paul Klaassen, Mark Ordan, Thomas DeRosa, Arnold Whitman, Debra Cafaro, and Larry Cohen, among others. The Brain Ball has raised \$8.5 million to benefit the care, support and research efforts of the Alzheimer's Association. Please [click here](#) to learn more about sponsorship opportunities for the 2020 Brain Ball or contact David Schless at (202) 885-5560 or via email at [dschless@seniorshousing.org](mailto:dschless@seniorshousing.org).

#### **2020 RISING LEADERS MEETING (June 10-11)**

The 2020 Rising Leaders Meeting will take place June 10-11 at the Park Hyatt Aviara Resort in Carlsbad, CA.

#### **2020 MID-YEAR MEETING (June 11-12)**

ASHA's 2020 Mid-Year Meeting will take place June 11-12 at the Park Hyatt Aviara Resort in Carlsbad, CA. The Mid-Year Meeting is available to members of the Advisory Committee and Executive Board. Associate membership who would like information about increasing their membership level should contact Doris Maultsby in ASHA's offices at (202) 885-5562 or via email at [dmaultsby@seniorshousing.org](mailto:dmaultsby@seniorshousing.org).

#### **2020 FALL EXECUTIVE BOARD MEETING (October 6)**

The Fall 2020 Executive Board Meeting will take place in Washington, DC, at the Marriott Marquis on the afternoon of October 6, prior to the start of the National Investment Conference.

#### **2020 RISING LEADERS FALL FORUM (October 7)**

The Fall Forum for Rising Leaders will take place in Washington, DC, at RPM Italian on October 7.

## **2020 CHAIRMAN'S CIRCLE EVENT (November 5-6)**

The 2020 Chairman's Circle Event will take place in Charleston, SC, November 5-6. This event is open to all members of ASHA who contribute \$2,000 or more to the Seniors Housing PAC in 2020. For more information about the Seniors Housing PAC, please [click here](#), or contact Sheff Richey in ASHA's offices at (202) 885-5563 or via email at [srichey@seniorshousing.org](mailto:srichey@seniorshousing.org).

## **» SENIORS HOUSING PAC UPDATE**

The 2020 Seniors Housing PAC Campaign is set to launch this month, and ASHA members will soon receive information about to support ASHA's legislative efforts on Capitol Hill.

Last year's Campaign raised \$409,624 from 432 contributors from a total of 85 member companies. The top Campaign of 2019 (by total funds contributed) was run by Senior Lifestyle (\$30,655), followed by Senior Star (\$25,193), Senior Resource Group (\$20,010), Senior Living Investment Brokerage (\$18,150), Capital One Healthcare Real Estate (\$14,100), Watermark Retirement Communities (\$13,250), Hanson Bridgett (\$12,000), Ventas (\$11,151), and Hawthorn Senior Living (\$11,000). The Seniors Housing PAC disbursed \$381,500 to 41 U.S. Senators and 79 members of the U.S. House of Representatives on a bi-partisan basis.

To get a head start on your 2020 support of the Seniors Housing PAC, please [click here](#) and return your completed pledge form to Sheff Richey in ASHA's offices at [srichey@seniorshousing.org](mailto:srichey@seniorshousing.org).

Voluntary, personal contributions (payable to Seniors Housing PAC) can be sent to the attention of Sheff Richey at ASHA's offices at 5225 Wisconsin Avenue, NW Suite 502 Washington, DC 20015.

## **» WHERE YOU LIVE MATTERS UPDATE**

The new Where You Live Matters ([www.WhereYouLiveMatters.org](http://www.WhereYouLiveMatters.org)) website was relaunched last fall to optimize user experience and provide a wide array of resources for marketing and sales professionals to share with prospective consumers. Through the end of December 2019, 261,574 visited the Where You Live Matters website, surpassing the total number of visitors in 2018 by more than 43,000.

ASHA members are strongly encouraged to submit their owned or operated communities to the Community Search Locator Tool on the website. The Community Search Locator displays communities up to a 100-mile radius in both the U.S. and Canada by community name, levels of care, address, city, state, ZIP code and country, and links to communities'

websites are included. To date close to 4,000 communities are included in the search feature, and analytics suggest consumers are actively searching for communities, with time on the locator averaging 8:58 per visit.

Please contact Megs Bertoni in ASHA's offices at [mbertoni@seniorshousing.org](mailto:mbertoni@seniorshousing.org) to receive instructions on adding your communities to the Where You Live Matters locator tool. The instructions are also available in the members-only section of the ASHA website ([www.seniorshousing.org](http://www.seniorshousing.org)).

Information about using the WYLM program's tool kit and signing up marketing/sales Ambassadors to help promote senior living can be accessed by visiting [www.joinWYLM.org](http://www.joinWYLM.org)

In order to allow ASHA to better communicate with your sales and marketing executives about how to incorporate the Where You Live Matters program in company outreach initiatives, ASHA members are asked to complete and return this [WYLM Form](#).

## **» RESEARCH UPDATES**

### **2020 STATE OF SENIORS HOUSING SURVEY/DATA MAPPING**

Companies that operate market-rate seniors housing communities will receive the 2020 State of Seniors Housing survey next month and are encouraged to participate for all stabilized communities.

Confidential data-mapping will again be offered to larger operators with multiple communities who are asked to contact Colleen Blumenthal of HealthTrust, LLC at (9410) 363-7502 or via email at [colleen.blumenthal@healthtrust.com](mailto:colleen.blumenthal@healthtrust.com) to make arrangements for data mapping at your earliest convenience.

### **EXECUTIVE COMPENSATION REPORT**

The 2019 ASHA Seniors Housing Industry Compensation report was recently completed by Pearl Meyer. Results were distributed to survey participants. The final report includes information on key organization metrics and compensation program structure/design characteristics and competitive compensation levels (both 2018 actual awards and 2019 target opportunities) for 160 positions. If your organization would like to participate in the 2020 compensation survey that will be conducted in the summer, please contact Davis Steinbrecher of Pearl Meyer at [davis.steinbrecher@pearlmeyer.com](mailto:davis.steinbrecher@pearlmeyer.com) or by phone at (312) 242-3057.

## MESSAGES THAT MATTER

ASHA members that would like to see whether your marketing messages are working are encouraged to join the ASHA/ProMatura Messages that Matter research program. To participate, you will simply email an online survey invitation to your independent living and/or assisted living residents, their family members, and your community's prospects. ProMatura will provide the invitation, and you will receive your communities' raw survey data, so you can compare them to the final study results. To join the study, please contact Connie Hay of ProMatura at [connie@promatura.com](mailto:connie@promatura.com).

## INDEPENDENT LIVING STUDY PARTICIPANTS NEEDED

What will future independent living customers want? ASHA and ProMatura need your help to find out. In return for participating in this important study, you will receive your communities' raw survey data.

*Independent Living – Past, Present & Future* is a comprehensive research program that compares today's independent living customers to those of the past to learn what people will want in the future. This study will explore additional concepts for independent living.

To participate, you will distribute a paper survey (which ProMatura will provide) to your independent living residents. You will collect the completed surveys and ship them back to ProMatura (who will provide you with a prepaid postage label). To join the study, please contact Connie Hay of ProMatura at [connie@promatura.com](mailto:connie@promatura.com).

## PROFILE OF AL DIRECT CARE WORKFORCE

The January issue of the *Journal of Applied Gerontology* (2020, Vol. 39) includes an article by Christopher Kelly and Jerome Deichert of the University of Nebraska and Jennifer Craft Morgan and Candace Kemp of Georgia State University, that analyzed data from the 2014 American Community Survey to identify the demographic and employment characteristics of assisted living direct care workers. The study provides demographic characteristics for direct care workers in assisted living, nursing homes, hospitals, outpatient care centers, home health care, individual and family services and private households. Among other things, the researchers found that AL direct care workers were more likely than other direct care workers to be younger, male, white, and English-speaking, U.S.-born, never-married and to have attended college.

## » MEMBERSHIP NEWS

### REFRESHED ASHA WEBSITE REQUIRES PASSWORD RESET TO ACCESS MEMBERS SECTION

ASHA recently launched a refreshed website ([www.seniorshousing.org](http://www.seniorshousing.org)) that will require members to reset their passwords in order to access materials located in the Members-Only section of the website. An email was sent in late December requesting members reset their password. If you have any difficulty re-setting your password, please contact Meghan Berton in ASHA's offices at [mberton@seniorshousing.org](mailto:mberton@seniorshousing.org) or by phone at (202) 885-5571.

### WELCOME NEW ASHA MEMBERS

**ASHA welcomes the following new Advisory Committee and Associate members who have joined or increased their membership level since November 2019:**

#### **Advisory Committee:**

- Contract Interiors
- Hana2.0 Property Group
- Hines
- IDB Bank
- Monticello Asset Management
- Twin Light Capital, LLC

#### **Associate Member:**

- Agemark Senior Living Communities
- Ernst & Young
- Fourteen Plus, LLC
- Health Dimensions Group
- Le Groupe Maurice
- NexCore Group
- Renasant Bank
- Retirement Unlimited
- Right at Home
- TriCal Construction, Inc.

## » RECENT AND UPCOMING ASHA PUBLICATIONS

ASHA maintains an extensive archive of its publications in the “Members-Only” section of the ASHA website ([www.seniorshousing.org](http://www.seniorshousing.org)).

### ASHA Publications Recently Released and Available Online:

- *2019 State of Seniors Housing Report* (October 2019)
- Special Issue Brief: *Visitor Management and Security in Senior Living* (summarizing a panel discussion at the Fall 2019 Executive Board Meeting featuring JoAnne Carlin, Willis Towers Watson; Paul Gordon, Hanson Bridgett; Ric Henry, Pendulum, LLC; and Marco Vakili, Alliance Residential Company. Lever Stewart, Accushield, served as moderator) (November 2019)
- Special Issue Brief: *Assisted Living Rent/Labor Index – 3rd Quarter* (Prepared for ASHA by Sebastian Brown) (November 2019)
- *Rising Leaders 2019 Fall Forum* (Summary of Presentation by Joe Eby, President of Bickford Senior Living) (November 2019)

### Forthcoming Publications:

- *Messages That Matter* (Summarizing the results of a major consumer research study of consumers) (Prepared for ASHA by Margaret Wylde, Ph. D. and Kristen Paris, Ph. D.)
- Special Issue Brief: *A Long View of Senior Housing Supply Growth* (Prepared by Francesco “Frank” Rockwood)
- Special Issue Brief: *From Residents to Regulators: Why Accreditation Matters* (Authored by Jed Johnson, MSW, MBA)
- *Winter 2020 Seniors Housing Construction Monitor* (Published under a special licensing agreement with NIC)

### For further information on any of the topics in this *Seniors Housing Update*, please contact:

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For access to all links referenced in this *Seniors Housing Update*, please login to the “Members Area” of the ASHA website ([www.seniorshousing.org](http://www.seniorshousing.org)) and select *Senior Housing Updates - 2020 SHU January*.

To receive login credentials, contact Meghan Bertoni at [mbertoni@seniorshousing.org](mailto:mbertoni@seniorshousing.org) or 202.885.5571.

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