

SENIORS HOUSING UPDATE



AMERICAN
SENIORS
HOUSING
ASSOCIATION
Living Longer Better

March 2020

ASHA ELECTS NEW OFFICERS

ASHA's Executive Board recently elected the following individuals to serve a two-year term as officers of the Association:

- Chairman, **Doug Schiffer**, Allegro Senior Living, Atlanta, GA
- Vice Chairman, **Jerry Frumm**, Senior Lifestyle, Chicago, IL
- Treasurer, **Kathryn Sweeney**, Blue Moon Capital, Boston, MA
- Secretary, **Lynne Katzmann**, Ph. D., Juniper Communities, Bloomfield, NJ
- Seniors Housing PAC Chairman, **Richard Hutchinson**, Discovery Senior Living, Bonita Springs, FL
- President, **David Schless**, ASHA, Washington, DC

Michael Grust of Senior Resource Group, **Brad Dubin** of Bloom Senior Living and **Mercedes Kerr** of Belmont Village Senior Living were all recognized during the January 22 Executive Board Meeting for their extensive service to ASHA as Officers of the Executive Board.

Michael Grust completed a successful ASHA Chairmanship on January 22. He will remain an active member of ASHA's Executive Board as will Brad Dubin, who completed his tenure as Treasurer of the Association, having previously served as Secretary. Mercedes Kerr is also expected to remain an active member of ASHA Executive Board, having completed her tenure as Secretary following a very successful tenure as Chairman of the Seniors Housing PAC.

NEW BOARD MEMBERS ELECTED

The Executive Board also elected several new Executive Board members at its most recent meeting in Palm Desert, CA, including: CA Senior Living (**Ben Burke**, President); CommuniCare Health Services (**Ronald Wilhelm**, President, Long Term Care Division); iBorrow (**Brian Good**, Chief Executive Officer); Locust Point Capital (**Eric Smith**, CEO and Managing Partner); Orchard Hill Partners (**Ryan Haller**, Managing Principal); Ryan Companies (**Julie Ferguson**, Senior Vice President, Senior Living); and Synovus (**Sarah Duggan**, Senior Director).

The Board also approved the following new representatives from existing ASHA Executive Board Member firms: **Brett Gardner**, Managing Director, Walker & Dunlop; **Nick Gesue**, Chief Executive Officer, Lancaster Pollard; **Vikas Gupta**, Senior Vice President, Omega Healthcare Investors; **Christian Maingot**, Senior Vice President, Brookdale Senior Living; and **Nicolette Merino**, President, Ovation by Avamere.

ASHA HOSTS MEDICARE ADVANTAGE WEBINARS

ASHA recently engaged Anne Tumlinson and her team at ATI Advisory, a research and advisory services firm, to create educational materials on the recent changes in Medicare Advantage (MA) and what it means for new partnerships and collaborations among senior living and health plans. On February 20, 2020, Anne presented Medicare Advantage: Near and Long-Term Opportunities for Seniors Housing, Part I. This is the first of a two-part series with Part II scheduled for March 19, 2020 at 1:00 pm EST. To listen to the Part I webinar and access the accompanying slide decks, [please click here](#) or visit the members-only section of the ASHA website www.seniorshousing.org.

Please [click here](#) to register for Part II of this complimentary webinar featuring Anne Tumlinson of ATI Advisory.

» UPCOMING MEETINGS

ASHA REGIONAL ROUNDTABLES

ASHA will host complimentary roundtables for members located in the following cities:

- Atlanta, GA (Westin Buckhead) – March 25
- Costa Mesa, CA (Westin South Coast Plaza) – April 22
- Seattle, WA (Hyatt Regency) – April 23
- Boston, MA (Hyatt Regency) – July 23
- Nashville, TN (JW Marriott) – September 8

7TH ANNUAL BRAIN BALL (May 1)

The Alzheimer's Association Annual Brain Ball will take place May 1 in Washington, DC, at The Ritz- Carlton. The Brain Ball brings together influential and respected corporate, civic and philanthropic leaders to lead the fight against Alzheimer's disease. ASHA's President David Schless is a co-chair of this year's Brain Ball. Please [click here](#) for information about sponsorship opportunities and tickets for this year's event.

RISING LEADERS (June 10-11)

The 2020 Rising Leaders Meeting will take place June 10-11 at the Park Hyatt Aviara Resort in Carlsbad, CA. Meeting highlights will include a keynote presentation by **Laura Huang**, Ph. D., Professor at Harvard Business School (please see additional biographical highlights under the Mid-Year Meeting information).

The Rising Leaders Meeting will also feature a session that explores the challenges of Affordable Seniors Housing, moderated by **Samira Madhany**, Principal of The Carlye Group, and featuring **Tanya Hahn**, Senior Vice President & Chief Financial Officer of National Church Residences; **Robert Gawronski**, Vice President of Development of Senior Lifestyle; and **Severine "Sevy" Petras**, Chief Executive Officer of Priority Life Care.

Chad Lavender, Vice Chairman, Health & Alternative Assets of Newmark Knight Frank will moderate a Capital Markets and Valuation Trends Update that will feature **Imran Javaid**, Managing Director of BMO Harris Bank;

Chris Kronenberger, Managing Director, Investments of Blue Moon Capital; **Sarah Laffey**, Chief Investment Officer & Senior Vice President of Benchmark Senior Living; and **Brian Sunday**, Director of AEW Capital Management, L.P.

Danielle Morgan, President and Chief Operating Officer of Clearwater Senior Living, will lead a panel discussion that will explore Workforce Development and will feature **Randy Bufford**, Founder and Chairman of Trilogy Health Services; **Peter Smith**, Chief Human Resource Officer of Enlivant; and **Ben Thompson**, President of Senior Living Communities. Registration materials for the Rising Leaders Meeting will be sent to all Rising Leaders later this month.

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 Keynote Presentation will be presented jointly to the Rising Leaders and Mid-Year Meeting attendees and will feature **Laura Huang**, Ph. D., Professor at the Harvard Business School. Dr. Huang has been named one of the 40 Best Business School Professors Under the Age of 40, and her research has been featured in top publications, including the Financial Times and The Wall Street Journal. Dr. Huang's consulting work spans an array of organizations including Google, Uber, Black Rock and the Level Playing Field Institute. Meeting attendees will receive a complimentary copy of Dr. Huang's highly acclaimed new book, *Edge – Turning Adversity into Advantage*.

Nationally recognized researcher and consultant **Anne Tumlinson** of ATI Advisory will present on The Future of Health Care Delivery in Seniors Housing. Attendees will hear about trends in innovation across the health and long-term care landscape, what senior living operators need to do specifically to participate in new opportunities to receive reimbursement for non-medical services from Medicare Advantage payers, and much more.

Edie Smith, Executive Vice President and Director of Research of ProMatura Group, will provide an update on the extensive ASHA/ProMatura/Sherpa research project known as "The Art and Science of Sales in Age-Qualified Housing." **Alexandra Fisher**, Co-Founder and Chief Creative Director of Sherpa and **David Smith**, Co-Founder and CEO of The Gatesworth Communities and Co-Founder and CEO of Sherpa, will provide insights and commentary to help attendees understand key takeaways from the richest accumulation of data about prospects and their families, specific sales activities, sales counselors, and the ultimate outcomes of the sales efforts.

Meeting registration materials will be sent to all members of the Advisory Committee and Executive Board later this month. Associate members who wish to upgrade their level of membership in order to participate in the Mid-Year Meeting should contact Doris Maultsby at (202) 885-5562 or via email at dmaultsby@seniorshousing.org.

FALL EXECUTIVE BOARD MEETING (October 6)

The Fall Executive Board Meeting will take place in Washington, DC, at the Marriott Marquis on the afternoon of October 6 prior to the National Investment Conference, which will take place October 7-9.

RISING LEADERS FALL FORUM (October 7)

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

CHAIRMAN'S CIRCLE EVENT (November 5-6)

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

2021 ANNUAL MEETING (January 25-27)

The 2021 Annual Meeting will take place at the JW Marriott Miami Turnberry Resort in Aventura, FL.

» **SENIORS HOUSING PAC UPDATE**

The 2020 Seniors Housing PAC campaign is off to a strong start with \$118,000 in contributions and pledges from 40 individuals.

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. If you would like to make your voluntary contribution using a personal credit card, please contact Sheff by email at srichey@seniorshousing.org.

» **WHERE YOU LIVE MATTERS UPDATE**

ASHA's Where You Live Matters (WYLM) consumer education website (www.WhereYouLiveMatters.org) was visited by close to 262,000 consumers in 2019, an increase of over 43,000 visitors (19.7%) from 2018.

The [Community Search Locator](#) that was added to the WYLM website in 2018 now has over 4,000 communities in the U.S. and Canada, with close to 95,000 consumers spending an average of 7:05 minutes searching in 2019.

To receive regularly scheduled updates and recommendations on how WYLM can help build vital, trusting relationships with prospects, [click here](#) to provide ASHA the contact information for your primary sales/marketing executive. The sign-up form should be returned to Megs Bertoni via email at mbertoni@seniorshousing.org at your earliest convenience.

» **WHERE YOU WORK MATTERS UPDATE**

ASHA has created a Task Force that will oversee the creation and launch of a new digital media initiative that will build a national campaign to change perceptions and increase awareness of employment and career opportunities in senior living.

Jim Bowe of GlenAire HealthCare will Chair the Where You Work Matters Task Force, which is comprised of Debra Doyle and Joseph Machicote of Erickson Living, Alison Kippen of Senior Lifestyle, Lisa Lacy of Discovery Senior Living, Maria Oliva of Pathway to Living, and Ken Roos of Arena.

» **CORONAVIRUS UPDATE AND WEBINAR**

ASHA continues to track and communicate information about the Coronavirus in an effort to provide helpful strategies that you may want to consider in your company plans. Last week we distributed an [article](#) developed by Hanson Bridgett, LLP, Coronavirus Preparedness and Response for Senior Living Communities, that includes an overview of the current state of play and key strategies for how to prepare and respond. Additionally, ASHA and Argentum are working together on a webinar, Coronavirus Preparedness and Response Strategies, scheduled for March 9, 2020, 1:00 pm EST, featuring key experts who will share their views from the operating, legal, risk and clinical side of this potential crisis and provide you the opportunity to ask questions or otherwise engage in this dialogue. [Click here](#) to register for the Webinar.

» RESEARCH UPDATES

2020 STATE OF SENIORS HOUSING

The 2020 State of Seniors Housing survey is currently in the field and companies that own or operate are strongly encouraged to participate for all stabilized communities. Complimentary data mapping is being offered to larger operators with multiple communities who are asked to contact Colleen Blumenthal of HealthTrust, LLC at colleen.blumenthal@healthtrust.com or by phone at (941) 363-7502 to make arrangements as soon as possible. The survey can be accessed by [clicking here](#) or by visiting the 2020 Documents tab located in the Members Area of the ASHA website www.seniorshousing.org.

ASHA MEMBER SURVEY

ASHA is conducting a Member Survey that should be completed at your earliest convenience if you have not already participated. The survey was sent via email on February 18 to all ASHA members.

If you would like to participate and cannot find the link to the survey in your email records, please [click here](#). The survey takes approximately 10-15 minutes to complete and will be used during this year's Strategic Planning.

MESSAGES THAT MATTER

The Messages that Matter research project is collecting data that will help our industry better communicate with prospective and current customers. ASHA and ProMatura Group continue to seek operators willing to: a) invite IL and/or AL residents to participate in a 15-minute anonymous online survey, and b) provide family members of IL, AL, and/or MC customers a link to a brief online survey. Residents who complete the survey will have an opportunity to enter a drawing for one of five \$100 cash prizes.

To learn more about the study, please contact Connie Hay of ProMatura at 800/201-1483 or via email at connie@promatura.com.

ANSI APPEAL

The ANSI Executive Standards Council Hearing took place in New York City on February 18 to consider the Appeals of Accreditation of Argentum as a Standards Developing Organization for the senior living industry. Jerry Frumm, ASHA's Vice Chairman, represented ASHA, LeadingAge, and American Health Care Association/National Center for Assisted Living. Susan Kayser, Esq. and Amy McCracken, Esq. of Duane Morris served as ASHA's legal counsel on this matter. The Joint Presentation can be viewed by [clicking here](#) or by visiting the 2020 Documents Tab in the Members Area of the ASHA website (www.seniorshousing.org).

A decision in the matter is expected soon, and in the meantime, discussions continue with Argentum, LeadingAge and NCAL/AHCA about alternatives to national standards.

» MEMBERSHIP NEWS

ASHA welcomes the following members who have joined or increased their membership level since January:

A list of new Executive Board Members can be found on the front page of the March *Seniors Housing Update*

Advisory Committee

- Accushield
- AIG Global Real Estate
- Blue Team
- eGym
- Graham Company
- Inspired Healthcare Capital
- INVU Care
- Sherry Meyerhoff Hanson & Crance LLP
- Summit Vista

Associate

- Atria Senior Living
- Cerebus Capital Management
- CF Evans Construction
- Congressional Bank
- Heal
- Marcus & Millichap Knapp Group
- Meyer Senior Living Studio
- Parkway C&A LP
- Passco Companies Development
- Permanence Partners
- Whilshire Finance Partners
- White Oak Healthcare REIT

» RECENT AND UPCOMING ASHA PUBLICATIONS

ASHA maintains an extensive archive of its publications in the Members Area of the ASHA website (www.seniorshousing.org)

ASHA Publications Recently Released and Available Online:

- Special Issue Brief: *Visitor Management and Security in Senior Living* (November 2019)
- *Rising Leaders 2019 Fall Forum* (Summary of Presentation by Joe Eby, President of Bickford Senior Living) (November 2019)
- Special Issue Brief: *A Long View of Senior Housing Supply Growth* (Prepared by Francesco "Frank" Rockwood) (January 2020)
- *Winter 2020 Seniors Housing Construction Monitor* (Published under a special licensing agreement with NIC) (February 2020)
- Special Issue Brief: *Seniors Housing Construction Costs* (Prepared for ASHA by Amy Burk and Larry Graeve) (February 2020)

Forthcoming Publications:

- *Filling Gaps in the Care Delivery Continuum: Opportunities for Assisted Living* (Prepared by Patrick McCormick, CPA and Cindi Raymond, RN, MSN-ED, NHA)
- *2020 Annual Meeting Highlights Newsletter*
- Special Issue Brief: *Assisted Living Rent/Labor Index 1st Quarter 2020* (Prepared by Sebastian Brown)
- *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: *From Residents to Regulators: Why Accreditation Matters* (Authored by Jed Johnson, MSW, MBA)
- *2020 Seniors Housing State Regulatory Handbook*

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

David Schless
202.885.5560
dschless@seniorshousing.org

Doris Maultsby
202.885.5562
dmaultsby@seniorshousing.org

Meghan "Megs" Bertoni
202.885.5571
mbertoni@seniorshousing.org

Jeanne McGlynn Delgado
202.885.5561
jeanne@seniorshousing.org

Sheffield "Sheff" Richey
202.885.5563
srichey@seniorshousing.org

For access to all links referenced in this *Seniors Housing Update*, please login to the "Members Area" of the ASHA website (www.seniorshousing.org) and select *Senior Housing Updates - 2020 SHU March*.

To receive login credentials, contact Meghan Bertoni at mbertoni@seniorshousing.org or 202.885.5571.