

# SENIORS HOUSING UPDATE



**AMERICAN  
SENIORS  
HOUSING  
ASSOCIATION**  
Living Longer Better

**May 2020**

## » **ASHA TO LAUNCH PUBLIC RELATIONS CAMPAIGN**

ASHA has announced plans to launch a sustained public relations campaign, Assisted Living Today & Every Day. For seniors and their families seeking information about senior living and assisted living during the COVID-19 pandemic, Where You Live Matters is the trustworthy resource for facts about how the industry's caring professionals protect and serve residents during times of crisis, as well as every day.

Paid media will be focused on a variety of digital channels that drive to the Assisted Living Today & Every Day page located on [www.WhereYouLiveMatters.org](http://www.WhereYouLiveMatters.org). The campaign will focus on influential media outlet sites, including *The Wall Street Journal*, *Washington Post*, *New York Times*, *Dallas Morning News*, *Atlanta Journal Constitution*, *Los Angeles Times* and more.

Assets from the campaign, which will be created for ASHA by GlynnDevins and includes content submitted by ASHA members, will be made available to members who would like to run the ads in additional markets.

## » **UPCOMING MEETINGS**

### **Executive Board Meeting (June 5)**

ASHA's June 12th Executive Board Meeting which was scheduled to take place in Carlsbad, CA, will now be held a week earlier on Friday, June 5 from 2:00 pm to 4:00 pm Eastern in a virtual webinar format. A preliminary agenda and registration materials will soon be sent to members of the Board.

### **RISING LEADERS / MID-YEAR MEETINGS (June 8-12)**

Due to the COVID-19 crisis, ASHA is transitioning both the Rising Leaders and Mid-Year Meetings to a virtual webinar format with one session a day the week of June 8-12. The sessions will be open to the entire membership on a complimentary basis and will be recorded and made available in

the Members Area of [ASHA's website](http://ASHA's website).

Registration materials will be sent out mid-May to all ASHA members and Rising Leaders. Questions about the program can be directed to Doris Maultsby of ASHA at [dmaultsby@seniorshousing.org](mailto:dmaultsby@seniorshousing.org).

## **PROGRAM OVERVIEW**

### **MONDAY, JUNE 8 @ 2:00 PM EASTERN**

*Marketing and Sales: What You Need to Do Now to Prosper During and After COVID-19*

Without a doubt, the COVID-19 crisis has disrupted the marketing and sales process in profound ways for senior living. This session will help identify how your organization should respond to maintain and build occupancy.

#### **Moderator:**

- Edie Smith, EVP and Director of Research, ProMatura Group

#### **Panelists:**

- Alexandra Fisher, Co-Founder and Chief Creative Director, Sherpa
- David Smith, Co-Founder and CEO, The Gatesworth Communities, Co-founder and CEO, Sherpa

### **TUESDAY, JUNE 9 @ 2:00 PM EASTERN**

*The Future of Health Care Delivery in Seniors Housing*

#### **Presenter:**

- Anne Tumlinson, CEO, ATI Advisory

Nationally recognized researcher and consultant Anne Tumlinson will share her thoughts on the implications of the COVID-19 crisis on the health care delivery system, with a focus on senior living. She will provide timely perspectives on Medicare Advantage and other health care opportunities for senior living that may emerge from the COVID-19 crisis.

## WEDNESDAY, JUNE 10 @ 2:00 PM EASTERN

*"Edge: Turning Adversity into Advantage"*

### Keynote Presentation:

- Dr. Laura Huang, Professor, Harvard Business School

Dr. Laura 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, Blackrock and the Level Playing Field Institute.

All registered participants will receive a complimentary copy of *Edge: Turning Adversity into Advantage* compliments of the Rising Leaders and Mid-Year Meeting Sponsors: LTC Properties, ProMatura Group, *Seniors Housing Business*, Senior Living Communities, Welltower, and Yardi Systems.

## THURSDAY, JUNE 11 @ 2:00 PM EASTERN

*Capital Markets & Valuation Trends*

A panel of industry veterans will explore the current capital markets and valuation trends as well as near- and longer-term scenarios in context to the COVID-19 pandemic.

### Moderator:

- Chad Lavender, Vice Chairman, Healthcare & Alternative Assets, Newmark Knight Frank

### Panelists:

- Imran Javaid, Managing Director, BMO Harris Bank
- Chris Kronenberger, Managing Director, Investments, Blue Moon Capital
- Sarah Laffey, Chief Investment Officer and Senior Vice President, Benchmark Senior Living
- Brian Sunday, Director, AEW Capital Management

## FRIDAY, JUNE 12 @ 2:00 PM EASTERN

*Industry Workforce Update*

In the wake of the COVID-19 crisis the landscape related to workforce issues has changed dramatically. A panel of industry experts will share their perspectives on the current state of affairs as it relates to our industry's staffing situation both in the short and longer term.

### Moderator:

- Danielle Morgan, President & Chief Operating Officer, Clearwater Living

### Panelists:

- Randy Bufford, Founder and Chairman, Trilogy Health Services
- Peter Smith, Chief Human Resource Officer, Enlivant
- Ben Thompson, President, Senior Living Communities

## REGIONAL ROUNDTABLES

- Boston, MA (Hyatt Regency) – July 23
- Nashville, TN (JW Marriott) – September 8

### 7th Annual Brain Ball (October 2)

The Alzheimer's Association Annual Brain Ball has been re-scheduled and will take place Friday, October 2 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.

### 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 Tuesday, 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.

### 2020 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](mailto: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 underway. 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. More information about Seniors Housing PAC can be found by [clicking here](#).

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

[Click here](#) to see the current list of contributions and pledges for the 2020 SH PAC campaign.

## » WHERE YOU LIVE MATTERS UPDATE

ASHA's Where You Live Matters (WYLM) consumer education website ([www.WhereYouLiveMatters.org](http://www.WhereYouLiveMatters.org)) was visited by more than 86,000 consumers in the first quarter of 2020. The [Community Locator Tool](#) that was added to the WYLM website in 2018 now has over 4,000 communities in the U.S. and Canada.

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](mailto:mbertoni@seniorshousing.org) at your earliest convenience.

## » RESPIRATORY VIRUS TRANSMISSION STUDY

ASHA members who are interested in learning more about opportunities to help fund or participate in a proposed respiratory virus transmission study in conjunction with the Fred Hutch/University of Washington Cancer Consortium should contact David Schless at [dschless@seniorshousing.org](mailto:dschless@seniorshousing.org).

The study is expected to carefully track the spread of all major respiratory viruses in residents and staff and aims to answer critical questions, including: Why is the incidence of cases higher in some residences than others? What is the major mode of transmission within residences? Do staff inadvertently pass the virus from resident to resident, or do contaminated air flow systems or common activity spaces more frequently lead to infection? Are strategies that are effective in preventing influenza and RSV transmission equivalent to those for limiting the spread of COVID-19?

## » PPE RESOURCE LIST

Please [click here](#) for a group of PPE vendors and contacts that has been submitted to ASHA over the past few weeks. Please note this is not an endorsement by ASHA nor is it a comprehensive list of PPE vendors. This is a resource intended to help our members who are facing shortages of PPE. If you have a resource and would like to share, please email Doris Maultsby ([dmaultsby@seniorshousing.org](mailto:dmaultsby@seniorshousing.org)).

## » 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:

- 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)
- *Filling Gaps in the Care Delivery Continuum: Opportunities for Assisted Living* (Prepared by Patrick McCormick, CPA and Cindi Raymond, RN, MSN-ED, NHA) (March 2020)

### Forthcoming Publications:

- *2020 Annual Meeting Highlights Newsletter*
- *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*
- *2020 ASHA 50*
- *The State of Seniors Housing 2020*

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

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