



# Helping Senior Living & Healthcare Organizations Grow

## 5 Ways to Better Connect with Senior Living Shoppers Who Aren't Your Age

Our generation impacts how we see the world and communicate. This interactive program will help marketing and sales staff gain better insight into the minds of adult child shoppers of different generations. While many senior living sales strategies are focused on the Baby Boomer adult child, what different approaches are more effective with younger adult children and grandchildren decision makers? What are their fears? What is most important to them? With the changing senior living landscape, understanding how to shift strategies when working with buyers of different age groups is becoming more important. This engaging session will help you improve your marketing plans and communication selling techniques to increase your occupancy.

## 17 Steps to Hosting the Most Successful Senior Living Event

There is a formula for hosting the most successful senior living event in your marketplace. The reason many senior living events fail is because this formula has not been followed. This session will show you step-by-step how to go from no prospects visiting your building to having a waiting list of customers wanting to come to your community. Also discussed will be proven strategies for how to become known for hosting events your referral sources and prospective residents and families want to attend. These strategies, when followed, will help increase your occupancy.

## Pre-Party to After-Party: Why Your Event Isn't About the Day of the Event

Hosting a senior living event is not just about the event itself; in fact, that may actually be the least important part! It's what you do before and after that can help increase your occupancy. This program will discuss how to capitalize on opportunities that your competitors are missing.

## Laser-Focused Occupancy Building for Senior Living

This program helps marketing teams:

- Balance rapport-building with new residents and families at admission with transitioning those relationships to clinical and administrative staff upon move-in
- Stay focused on sales and not get pulled into administrative and clinical tasks once a new resident has moved in
- Eliminate seemingly important tasks that are undermining occupancy-building

As Featured in:



**Jennifer FitzPatrick, MSW, LCSW-C, CSP**  
Speaker • Author

With over 20 years experience in healthcare sales and marketing, Jennifer holds a Master of Social Work (MSW) and is one of less than 800 Certified Speaking Professionals (CSP) worldwide.

She is the author of *Cruising Through Caregiving: Reducing The Stress of Caring For Your Loved One* and has taught Business, Entrepreneurship and Health Sciences at the college level. Currently Jennifer is an adjunct instructor at Johns Hopkins University's Certificate on Aging program. She appears frequently in the national media and has been featured on Maria Shriver's website, *The Women's Alzheimer's Movement*.

Her programs help senior living and healthcare organizations:

- Boost occupancy
- Increase qualified referrals
- Improve intergenerational communication with prospective residents and families



**Ready to discuss how Jennifer can help your audience?**

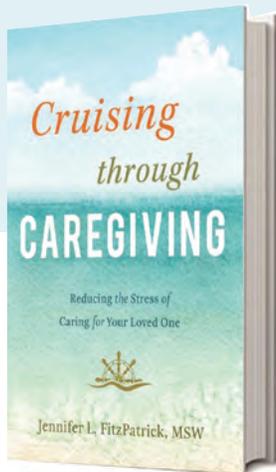
Contact Marcia at **888-797-6700** to schedule a presentation today!  
[Marcia@BlueFeatherManagement.com](mailto:Marcia@BlueFeatherManagement.com)



## Glowing Testimonial

*“Jennifer has been an asset to our marketing efforts. We couldn’t be happier with the results.”*

Denise Manifold  
Regional Vice President of Sales  
Brightview Senior Living



## Book Reviews

*This is a useful resource from someone with vast experience, both as a gerontologist and a caregiver.*

Kimberly Williams-Paisley, Actor and New York Times best-selling author of *Where The Light Gets In*

*Cruising Through Caregiving is a must read for any caregiver.*

Dianne C. McGraw, LCSW, CMC  
Past President, Aging Life Care Association (ALCA)

## Partial Client List

Alert Pharmacy Services  
Alzheimer’s Association  
American Case Management Association  
A Place For Mom  
Bayada Home Health Care  
Brookdale Senior Living  
Brightview Senior Living

City of Alexandria  
Erickson Living  
Five Star Senior Living  
Georgetown University Hospital  
HCR Manor Care  
Jefferson University Hospitals  
Life Care Planning Law Firms Association

Methodist West Houston Hospital  
National Association of Social Workers  
Society For Social Work Leadership  
In Healthcare  
Sunrise Senior Living  
The Arbor Company  
University of Maryland



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