

Financial Management

Financing models, capital planning, risk management, contract types and financial benchmarks as well as new revenue sources and internal cost management techniques.

Strategy & Leadership

Strategies, programming and approaches that promote long-term sustainability, including collaborative partnerships, growth strategies diversified services and revenue sources, including repositioning, mergers, acquisitions and affiliations. Programming for Board development and compliance training.

Market Research & Consumer Preferences

Strategies and best practices focused on data related to occupancy, lead generation, market research, and emerging consumer trends. This includes data collection, how to interpret the information, and translating to a board.

Marketing and Mission Enhancement

Public relations, branding and fundraising strategies as well as topics related to visioning and value proposition for your brand and the use of advertising and social media to reach prospects and drive higher occupancy.

Public Policy & Legal Issues

Grassroots advocacy, state/national regulatory and legislative issues, initiatives and trends as well as topics related to health care reform, social accountability, compliance, liability, litigation, labor law and other legal issues.

Senior Living Design

Construction, expansion and renovation of buildings, use of new technology, interior and exterior environments that enable the integration of residents with varying degrees of independence as well as the development of new senior housing models that meet evolving consumer expectations.

Workforce Development

Recruitment/retention, leadership best practices, executive transitions, as well as strategies to create a thriving workplace environment, including coaching, mentoring, compensation/benefits, team building, cultural competence, staff training and development.

Innovative Programs and Projects

Topics related to development and adoption of effective programs and practices, and entrepreneurial development of new services and projects. Includes lean startup and fail forward approach.

Operational Excellence

Business operations including technology, organizational readiness and resource allocation as well as issues related to survey/certification, care coordination, quality improvement, employee wellness and benefit plans, person-centered services and customer/staff satisfaction.