



FOR THEM
FOR YOU
FORWARD



LEADINGAGE
Annual Meeting + EXPO

OCTOBER 24 - 27, 2021

Georgia World Congress Center | Atlanta, GA





FOR THEM FOR YOU FORWARD



Unlock Your
Membership Opportunity



SCAN HERE

LEADINGAGE Annual Meeting + EXPO

OCTOBER 24 - 27, 2021

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FORWARD STARTS WITH US

It's time to reconnect at the 2021 LeadingAge Annual Meeting + EXPO. Our collective power is made greater through sharing, learning, and collaboration – so join us for the conversations and connections that will help us navigate our field, forever transformed by the last year. We'll get ideas and answers from the experts and from each other. We'll find partners to help us provide the services our communities need now. We'll discover new tools and practices to help us perform better than ever before. We're building momentum toward making America a better place to grow old. This is where progress begins – and you need to be a part of it.

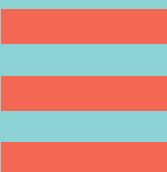
Join us in Atlanta, October 24-27, 2021.





TABLE OF CONTENTS

COVID Health and Safety Info	4
Schedule	5
Events	6-7
Conference Happenings	8-9
Featured Speakers	10-11
CEO Events	12
Education Program	13-19
Registration Info	20-21
Hotel Info	22
Sponsor Insights	23-31
Buyers Guide	32
Full Exhibitor Listing	32-34
Product Categories	35-71
Sponsors	72
Annual Meeting Feature Sponsors	73



COVID HEALTH AND SAFETY INFO

While the 2021 Annual Meeting + EXPO presents us with the opportunity to come together in person again, we recognize this year will be a little different.

In the last few months, many successful events have been held at the Georgia World Congress Center, a location with extensive safety protocols in place as part of its GBAC STAR™ accreditation. LeadingAge is bolstering the measures taken by our selected venue and our host hotels through specific guidelines and tactics. Scan below to see resources and COVID-19 protocols that you can expect to see at the LeadingAge Annual Meeting + EXPO.



SCHEDULE OF EVENTS

SUNDAY, OCTOBER 24

11:00 a.m. - 1:00 p.m.	Registration Open: Welcome Back Open House
1:00 - 2:30 p.m.	FAITH KEYNOTE
3:00 - 4:00 p.m.	Education Sessions (A)
4:30 - 5:30 p.m.	Education Sessions (B)

MONDAY, OCTOBER 25

8:00 - 9:00 a.m.	Education Sessions (C)
9:30 - 11:00 a.m.	VALUE KEYNOTE
11:00 a.m. - 3:00 p.m.	EXPO OPEN
3:00 - 4:00 p.m.	Education Sessions (D)
4:30 - 5:30 p.m.	Daily Huddles
4:30 - 6:00 p.m.	<i>Duty Free</i> Movie Screening and Q/A with Filmmakers (no CE credit)

TUESDAY, OCTOBER 26

8:00 - 9:00 a.m.	Education Sessions (E)
9:30 - 11:00 a.m.	HOPE KEYNOTE
11:00 a.m. - 3:00 p.m.	EXPO OPEN
12:30 - 5:30 p.m.	CEMO Leadership Forum
3:00 - 4:00 p.m.	Education Sessions (F)
4:30 - 5:30 p.m.	Daily Huddles

WEDNESDAY, OCTOBER 27

8:00 - 9:00 a.m.	COURAGE KEYNOTE
9:00 - 11:00 a.m.	EXPO OPEN
10:30 - 11:30 a.m.	Education Sessions (G)
12:00 - 1:00 p.m.	Education Sessions (H)

*Note the schedule of events is subject to change; please visit the website for updates.

All events take place at the Georgia World Congress Center (GWCC) unless otherwise noted.

EVENTS



Welcome Back Open House in the LeadingAge Backyard

Sunday, October 24
11:00 a.m. - 1:00 p.m.

It's been a long 18 months apart and it's time to reconnect with one another to share laughter, swap stories, and be together at our inaugural opening event. Let's kick off LeadingAge 2021 in the Atlanta sunshine with food trucks, friends, and the sweet sounds of musician Eric Dodd. And the most important ingredient of all? YOU.



Inclusion Night

Monday, October 25
9:00 p.m. - Midnight

Join the LGBTQ+ Network for the 15th Annual Inclusion Night!

Come to the biggest LeadingAge celebration in Atlanta! This event honors those who have paved the way to advance inclusion in aging services and celebrates the work our members do every day providing high-quality services and supports for all. This year, we will pay tribute to LeadingAge's first Black board chair, Win Marshal, who passed away last December. He was a huge supporter and attendee of this event, provided wise counsel and transformative leadership for our organization, and generously gave so much of himself to advance diversity, equity, and inclusion on our board and in our field. If you'd like to sponsor this event, please contact the LeadingAge Sales team at sales@leadingage.org.



Duty Free Film Screening

**Monday, October 25
4:30 - 6:00 p.m.**

Duty Free, a documentary featuring a mother and her adult son, examines ageism, the care crisis, and economic insecurity in America. Join us for a screening and then stay to participate in a Q+A session with the director and the film's stars. If you'd like to show the film in your community, be sure to attend and learn more about becoming a screening site.



Daily Huddles

**Monday, October 25 and Tuesday, October 26
4:30 - 5:30 p.m.**

No CE credit

Pop in to one of these provider-led networking meetings offered on Monday and Tuesday afternoon featuring new topics each day.

- Affordable Housing
- Assisted Living
- Continuing Care at Home
- Facility Managers
- Finance Professionals
- Global Ageing Network
- Governance/Trustees
- Hospice and Home Health
- HR Professionals
- Leaders of Color
- LGBTQ+
- Life Plan Communities
- Marketing Professionals
- Media Relations and Messaging
- Medicaid Home and Community-Based Care
- Medicare Special Needs Plans
- Next Gen Professionals
- Nursing Homes
- PACE
- Quality and Risk Management
- Residents/Elders
- Single Site Life Plan Communities
- Technology



CONFERENCE



CafAGE

Meet a friend for a cup of coffee or a cocktail on the EXPO floor to catch up and connect.

End Ageism 5K Run/Walk

Sponsored by



What could be more inspiring than starting your Annual Meeting experience with a run/walk? Join colleagues on Sunday morning in Centennial Olympic Park for a healthy start to your week of experiences. Sign up when you register.

FAQs (Forward-Agile Questions)

Ponder these questions to help you move forward. Jot down your answers on our chalk walls located throughout the convention center and inspire others to do the same.

- What do you need to learn, unlearn?
- How do you live a life of hope over fear?
- How do you help the future?
- Why surround yourself with kind thoughtful people?
- What are you most hopeful for?



Art Forward: LeadingAge Service Project

Open Every Day in the Registration Lobby

Sponsored by  L U M E N T

Show your support for Atlanta's older adults living with high needs. Drop by the Registration Lobby to assemble art supply kits for affordable housing community residents and write a special note with an inspirational message. The Service Project activity will be open all week. Be sure to carve out time in your schedule to help make a difference in the lives of older adults in Georgia.



HAPPENINGS

Imagination Playground

This creative center inspires LeadingAge member providers to bring meaning and purpose into the lives of older adults through creative engagement. Designed and directed by MacArthur Fellow Anne Basting, our Imagination Playground features TimeSlips and its international network of artists and caregivers committed to bringing joy to late life.



Learning Living Room

Conversations scheduled several times a day

We need each other now more than ever. Stop by the LeadingAge Learning Living Room to engage in conversations around the most pressing challenges and opportunities facing aging services organizations today. Swing by, pull up a chair, and share your thoughts or help a fellow member solve a problem. See the full listing of talks when you register. Let's look FORWARD to our future together.



Wellness Zones

Open Monday, Tuesday, and Wednesday in the EXPO

Explore five interactive, experiential exhibits on the EXPO floor that educate members on the most powerful things you can do to support cognitive well-being:



MOVE

Featuring



NOURISH

Featuring



RELAX

Featuring



CONNECT

Featuring



Lenbrook

Powered by



DISCOVER

Featuring



Visit the EXPO to learn how LeadingAge members are finding creative ways to support holistic health for elders, care partners, and team members, particularly for those living with Alzheimer's or other dementias.

FEATURED SPEAKERS

Sunday, October 24

1:00 - 2:30 p.m.

FAITH KEYNOTE

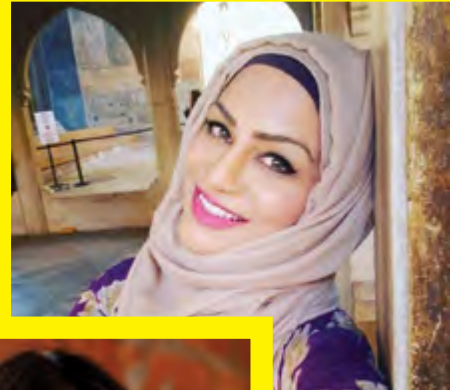
MOVING FORWARD WITH PURPOSE

RABBI SHAI HELD

CHAPLAIN TAHERA AHMAD

JOY HARJO

After the most difficult time of our lives, how can our lived experiences and what we learned about ourselves and our teams move our organizations and field forward? Rabbi Shai Held, Chaplain Tahera Ahmad and United States Poet Laureate, Joy Harjo will share personal and philosophical reflections on faith, sorrow, and purpose - and inspire us to find joy in the promise of what lies ahead.



Monday, October 25

9:30 - 11:00 a.m.

VALUE KEYNOTE

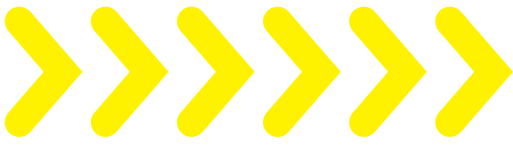
TELLING YOUR STORY TO SHIFT PERCEPTIONS

Sponsored by  LCS®

JONAH BERGER

As we continue to grapple with negative perceptions of our field coupled with census challenges and tight budgets, how can LeadingAge members change how the public views our work? Marketing professor and bestselling author Jonah Berger will examine the hidden factors that impede change, and how by mitigating them, we can change hearts and minds.





Tuesday, October 26

9:30 - 11:00 a.m.

HOPE KEYNOTE

BUILDING A MORE JUST AND EQUITABLE FUTURE

GLENN HARRIS

Throughout the past year, LeadingAge members have been more intentional about demonstrating their commitment to diversity, equity, and inclusion, but there is more we can do to maximize our impact. Racial justice advocate Glenn Harris will discuss the steps we must take to inspire action and transform our organizations and communities.



Wednesday, October 27

8:00 - 9:00 a.m.

COURAGE KEYNOTE

LEAVING BEHIND THE KNOWN FOR THE UNKNOWN

LUVVIE AJAYI JONES

Making a difference in times of crisis requires us to push through fear, embrace getting outside our comfort zones, and recognize the things we are afraid of and charge forward regardless. Bestselling author and podcast host Luvvie Ajayi Jones will walk us through how to boldly face our fears and live audaciously in spite of all the reasons we may have to cower.



CEO EVENTS



MULTISITE CEOS (CEMO) LEADERSHIP FORUM

Join your peers for an exclusive networking, lunch and learning event specifically for LeadingAge multisite CEOs. The CEMO Leadership Forum will take place at the National Center for Civil and Human Rights, where attendees will be immersed in Atlanta's rich history of perseverance and justice and invited to expand their perspective regarding who we serve and how.

General session speaker Glenn Harris will lead a lunch discussion on the importance of being proactively inclusive and innovative in our approach to serving the underserved. What questions should we be asking ourselves, our boards, and our staff? Following lunch, we'll hear from multisite CEOs and their home health and hospice partners who helped them expand into the community to meet elder needs in new ways and settings.

To wrap up our day, we'll receive an in-depth overview from Ziegler about the state of senior living markets from a multisite perspective.

When:

Tuesday, Oct. 26, 12:30 – 5:30 p.m.

Where:

National Center for Civil and Human Rights, Atlanta, GA

Who's invited?

LeadingAge provider member multisite CEOs. A multisite organization is defined as two or more geographically separate sites that report to a corporate office.

NEW CEO & EXECUTIVE DIRECTOR BREAKFAST

LeadingAge will host a New CEO & ED Breakfast in Atlanta to help new CEOs and Executive Directors build and tap into a network of peers. The breakfast will provide opportunities to engage around issues unique and relevant to your experience and role.

The program will include remarks from a LeadingAge provider CEO nearing retirement who will share key insights after a long leadership tenure in the field of aging. Attendees are invited to network with other new leaders to discuss the surprises, challenges and opportunities of adjusting to the lead role in an aging services organization. LeadingAge staff, including CEO Katie Smith Sloan, look forward to meeting you at this breakfast gathering.

When:

Tuesday, Oct. 26, 8:00 – 9:00 a.m.

Where:

Georgia World Congress Center, Atlanta, GA

Who's invited?

LeadingAge member CEOs and Executive Directors who have been in their role up to four years.

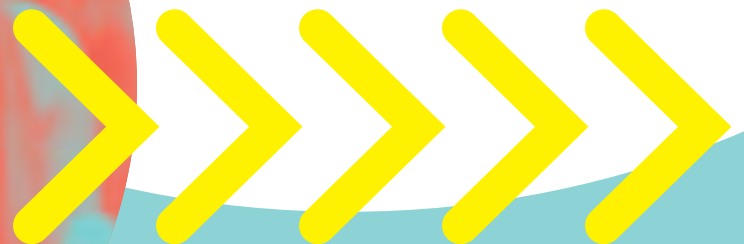




EDUCATION PROGRAM

Learning with LeadingAge isn't like the offerings you get anywhere else. We don't shy away from the tough topics, but you can count on your LeadingAge community for openness and support through even the most difficult discussions. No matter what the subject matter of the sessions you choose, you'll walk away with measurable, actionable and scalable ideas to apply when you get back home.

LeadingAge members provide quality care and services everyday in your communities — but that work doesn't come easy. It requires that we keep learning new approaches, adopting promising practices, and advance innovation. Together we are building momentum toward making America a better, more equitable place to grow old. Let's stay sharp out there.



REGISTRATION INFO

Registration Sponsored by  **GUY ROOFING**
COMMERCIAL RESIDENTIAL INDUSTRIAL

MEMBERSHIP QUESTIONS?

Provider Membership - contact join@leadingage.org or 1-844-840-4669 option 5.
Business Firm Membership - contact sales@leadingage.org or 1-844-840-4669 option 3.

REGISTRATION/LOGIN QUESTIONS?

Please contact leadingage@maritz.com or 1-864-208-0400.

REGISTRATION CONFIRMATION, PAYMENT, CHANGES, GROUP REGISTRATIONS, CANCELLATIONS, ETC.

Please consult LeadingAgeAnnualMeeting.org for more information.

Early registration discount ends August 31.

(all fees are per person)

Registration Categories	Member Fees* (before Aug. 31)	Member Fees* (after Aug. 31)	Non-Member Fees
Full Provider (Sun-Wed)	\$899	\$999	\$1,299
Daily Provider (Fee per Day - Sun, Mon, Tues or Wed)	\$499	\$549	\$799
EXPO-Only Daily Provider** (Fee per Day - Mon, Tues or Wed)	\$0	\$0	\$0
Full Business/Non-Exhibitor (Sun-Wed)	\$1,699	\$1,799	\$1,999
Daily Business/Non-Exhibitor (Fee per Day, Sun-Wed)	\$899	\$949	\$1,199
Exhibitor	See exhibitor registration categories/fees/CE credit eligibility on the Exhibitor page. www.leadingageannualmeeting.org/exhibitors-sponsors-registrations-and-categories		
Student**	\$25	\$25	Membership included with student registration
Elder/Resident**	\$119	\$119	\$119
Family**	\$349	\$349	\$349
Family Plus Education**	\$699	\$699	\$699
Press**	\$0	\$0	\$0

*Member rates for attendees are applicable for LeadingAge national, Global Ageing Network, CHA, as well as Corporate Alliance Program (CAP) members.

**not eligible for CE credit





CATEGORY DESCRIPTIONS

PROVIDERS

**Business firms and exhibitors may not register under this category.*

This category applies to all individuals attending the annual meeting NOT associated with a business firm, and includes employees and board members of LeadingAge provider organizations, and retired NH/AL administrators. Full-time university professors and full-time employees of not-for-profit organizations also fall under the Provider category.

BUSINESS/NON-EXHIBITOR

This category applies to companies and individuals who sell/market products and/or services to providers and are NOT exhibiting in the EXPO. Exhibitors have invested significant dollars to help attract attendees and this category ensures non-exhibiting companies are equally supporting marketing efforts. For information about exhibiting, please contact the Exhibit Sales Team at Sales@leadingage.org.

EXHIBITOR

This category applies to companies and individuals who sell/market products and/or services and have already secured their exhibit booth in the EXPO. Please see the conference website for more exhibitor category details.

CONTINUING EDUCATION (CE)

CREDIT ELIGIBILITY

Only the following registration categories are eligible to obtain continuing education credits:

- Provider (Full/Daily)
- Business/Non-Exhibitor
- Exhibitor with Education (only exhibitor categories that includes CEs, please see exhibitor categories and fees page for details)

Please visit the conference website for more information about obtaining CE credits.

ELDER/RESIDENT

This category applies to individuals who reside in or receive services from a provider organization. This category is not eligible for CE credits.

STUDENT

This category applies only to full-time college/university students. Students must be 18 years or older and will be required to upload proof of full-time student status, such as a student ID card, transcript, or letter on department letterhead upon registering. This category is not eligible for CE credits.

A limited number of registration and housing scholarships are available to full-time college/university students. Please see the conference website for more Student Program details.

FACULTY

Full-time university faculty/staff fall under the Provider category for registration. Full-time university faculty/staff may apply for scholarships. Please contact ckramer@leadingage.org to learn more.

FAMILY

This category applies only to **family members** of conference registrants (who are NOT employed with a business firm or a provider organization in the aging services field). This category is not eligible for CE credits.

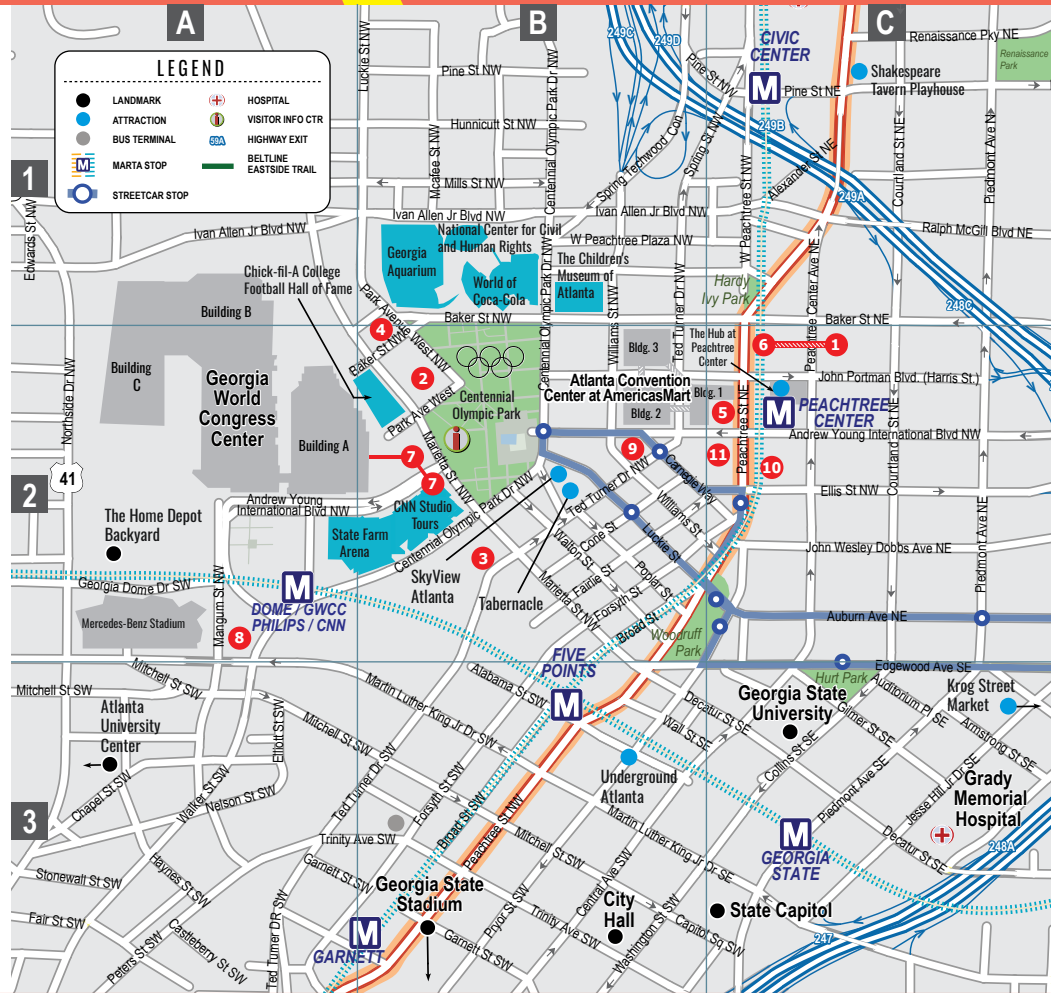
PRESS

Press may register complimentary for the meeting. Subject to verification; please contact Lisa Sanders at lsanders@leadingage.org for information.

HOTEL INFO

Register and book your hotel at the same time!

NOTICE: Beware of unauthorized hotel poachers! LeadingAge's official housing/registration partner is Maritz. Be careful providing your financial information to any other company claiming to be affiliated with LeadingAge.



MAP NO.	LEADINGAGE CONVENTION HOTELS	to GWCC (blocks)	RATE Single/Double
1	Atlanta Marriott Marquis*	7	\$218/\$218
2	Embassy Suites by Hilton Atlanta at Centennial Olympic Park	adjacent	\$228/\$228
3	Glenn Hotel, Autograph Collection	2	\$218/\$218
4	Hilton Garden Inn Atlanta Downtown	2	\$218/\$218
5	Hotel Indigo Atlanta Downtown	5	\$214/\$214
6	Hyatt Regency Atlanta*	6	\$219/\$219
7	Omni Atlanta Hotel at CNN Center (HQ)	adjacent	\$228/\$228
8	REVERB by Hard Rock Hotel	1	\$199/\$209
9	The American Hotel Atlanta Downtown	4	\$218/\$218
10	The Ritz-Carlton, Atlanta*	6	\$249/\$249
11	Westin Peachtree Plaza Atlanta	4	\$218/\$219

* Indicates limited shuttle service to the Georgia World Congress Center (GWCC). Transportation sponsored by UNIDINE.

NOTE: Hotel rates are per room per night, plus taxes. For more hotel details, please consult the conference website.



SPONSOR INSIGHTS

Provided By LeadingAge ELITE Annual Meeting Sponsors

LeadingAge ELITE Annual Meeting Sponsors are dedicated to the field of aging services and the mission of LeadingAge. These companies not only offer a wide range of products and services, but they have a deep knowledge of information and expertise to help LeadingAge members thrive.

The following pages showcase their expertise and thought-leadership surrounding current trends and topics facing our field.



SPONSOR INSIGHTS



Challenges Facing LeadingAge Members

Senior living providers face ongoing challenges stemming from the pandemic. Though COVID-19 outbreaks are less of a concern now due to the distribution of vaccines, providers are struggling to pull themselves out of the economic fallout.


With the health and safety of residents remaining a top priority, recurring costs of staff shortages and resident churn are contributing to decreased revenue and strapped daily operations. Promoting an equitable workplace and intentionality of a community's mission have helped recruitment. But with many senior living prospects taking a “wait and see” approach, sales cycles across the continuum of care continue to lengthen, and occupancy remains below pre-pandemic benchmarks. These “stuck” leads remain hesitant about senior housing.

Continued nurturing and education are effective ways to regain confidence in the senior housing model.

Promising Solutions

The preferences and behaviors of prospective residents and adult child influencers has evolved due to a lack of face-to-face interactions and social distancing protocols. Now, 70% of customer journeys begin online before ever interacting with a sales counselor.

This shift to digital-first preferences of communication makes MarTech investments (marketing automation and CRMs) vital to overcoming the challenges of today's senior living customer journey. Platforms that freely share data help marketing and sales teams create customized and personalized messaging. Through constant testing and monitoring, providers can shorten sales cycles and improve occupancy by determining what resonates with prospects.



In “The Essential Guide to Increasing Occupancy Using MarTech,” Attane and Enquire share strategies on how MarTech can help providers address these challenges.

SPONSOR INSIGHTS



The top challenges Senior Living providers continue to battle are building back resident census and driving staff retention in the face of increased demands for demonstrated safety – particularly in the areas of fall management, infection prevention and indoor air quality. This requires not only evaluating and implementing new safety programming and technology to support it, but also communicating these new approaches to build trust with current and prospective staff, residents and their families.

At Direct Supply's Innovation & Technology Center we're partnering with providers, startups, universities and a diverse array of industry experts to help the Senior Living profession tackle these challenges in new ways. One example is bringing new AI-powered fall management technology to market that helps fuel data-driven care plans without sacrificing resident privacy. We're also partnering to offer new advances in indoor air quality technology that can eliminate pathogens more effectively than traditional filtration systems alone. Additional innovations include real-time location systems and connected care technology as well as many other solutions that help drive staff efficiency, boost safety and create more desirable environments for staff and residents alike.

By bringing together experts across disciplines, we're able to offer more innovations backed by the data and expertise to drive successful outcomes in this new era of senior care. Together, we can create dynamic, flexible Senior Living environments that continue to be the safest place for seniors now and into the future. Visit Direct Supply's booth to learn more about our latest research, technology offerings and innovative solutions.



SPONSOR INSIGHTS



PharMerica's Knowledge Helps Members Overcome Critical Challenges

Like most of the long-term care industry, LeadingAge members face continued challenges that are increasing pressure on providers. Two of the top issues PharMerica is helping members address are workforce challenges and declining occupancy.

Workforce Challenges

With the significant shortage of, and growing demand for, qualified workers to provide quality long-term services and supports for older adults, by 2030, the country will need 2.5 million employees to keep up with the aging population. But it's not just recruiting that's a problem – training and maintaining a quality workforce also proves difficult.

As new employees come on board, PharMerica's consultant pharmacists are in the buildings monthly and provide any type of in-service facilities need for training. And on an ongoing basis, PharMerica's Illuminate educational platform also offers a wealth of knowledge on demand to keep staff in compliance and abreast of the latest approaches to optimize resident care.

By investing in employees with development opportunities, organizations can show they value the growth of employees, which can boost loyalty and retention.

Declining Occupancy

As occupancy continues to decline, especially after temporary discontinuation of admissions and visitations during COVID-19, competition for incoming residents is tougher than ever. Operators need to reach more people to keep their buildings full and strategically focus on areas like marketing and admissions.

PharMerica helps facilities like LeadingAge member Eskaton demonstrate that they provide the quality care residents deserve, which can set them apart in a crowded field. PharMerica aids in Eskaton's efforts to monitor, measure and provide dashboard results.

"...we sat down and asked how we could get some qualitative and quantitative results from PharMerica to share with our MCOs," said Betsy Donovan, senior vice president and COO at Eskaton. "We know we do a great job but we have to prove it."

With PharMerica's deep knowledge and expertise, we can help LeadingAge members overcome evolving challenges and thrive.

SPONSOR INSIGHTS

PointClickCare®

COVID-19 put a spotlight on issues the healthcare industry continues to grapple with, such as staffing shortages and high turnover. It also exposed new hurdles, like the need for reducing exposure to infection in care settings. Now more than ever, it's critical for providers to embrace emerging technologies and learn to work hands-on with more advanced technology solutions to achieve superior outcomes.

What should your technology provider do for you?

1. Help you build occupancy

Technology can help your organization prepare for occupancy rebound by streamlining your inquiries and referrals tracking processes. Look for a tool that can help you nurture leads effectively and convert leads to residents faster.

2. Help you keep residents safe

The pandemic revealed that protecting the health and safety of your seniors must come first. The right technology partner needs to support care-based offerings in addition to your hospitality services so you can continue to care for your residents as they age while keeping them safe.

3. Help you communicate effectively with families

Your prospective residents and their families are going to have higher expectations around safety measures and levels of care. Your technology partner should provide you tools that help you effectively communicate with families so they can stay informed in the event of an emergency or change in health status.

4. Innovate, and help you do the same

While some financial stimulus and the post-pandemic demand keep many afloat initially, the market will reward those who innovate and adapt. The right partner will help you grow and scale as your industry continues to evolve.



SPONSOR INSIGHTS



The Constant Evolution of Senior Living

By Mark Andrews, Co-Chief Executive Officer of Greystone

In the last year, our business as we know it has changed completely and irrevocably. Whether you are a system organization or single-site provider, COVID-19's impact was unavoidable. Day-to-day operations and communication aside, the negative press our industry received was yet another facet that burdened your communities and surely created an influx of questions from residents and their families as well as prospective customers.

While plans and strategies seemed to change daily, many providers chose to continue to move forward with their long-term goals. In fact, in the latter half of last year, Greystone clients started construction on more than \$850 million of expansions, redevelopments, and new campuses, with significantly more in planning. However, these CCRCs are not the CCRCs of the past. COVID-19 has changed everything, from increased costs to consumers with a brand-new set of concerns, and organizations need to be prepared to adapt to this new iteration of our industry to keep our product alive and relevant.

Everything's Costing More

If it feels like everything is a little more expensive these days than they were 18 months ago, that's probably because it is. As senior living organizations, your highest cost will likely always be your labor. Many states and companies are increasing their minimum wage rates, making it more difficult for providers to find – and keep – qualified and dependable employees.

So how do providers balance rising wage scales while keeping resident costs competitive and attractive? The hard truth is that your residents will most likely need to pay more. But here's the thing – they may not be opposed to it. Your residents care for your team and see their value on a daily basis; it's likely they will never not want to pay someone a living wage. Revisit your market and resident demographics to determine how much they can potentially pay – not how much they are willing to pay.

In addition to compensation, do not be afraid experiment with alternative methods: flexible schedules, PTO, meals, and more. The pandemic has spurred a new wave of innovation, and providers should not be afraid to get a little creative and examine old policies to make way for newer, more modern approaches.

Your New Consumer

During the pandemic, seniors spent more time thinking about their lives than probably ever before. They evaluated things like health, security, privacy, and family to determine how they want the rest of their life to look. According to a Pew study, 54% of people who already have some sort of medical directive are reassessing that in light of COVID-19 , so it's clear that the topic of senior health and safety as they age truly top-of-mind with our consumers. This is the perfect opportunity for senior living providers to jump in and offer support, education, advice, and an array of options for consumers to be able to pick and choose how they want their life to look in the next 5, 10, or 15 years.

The consumers of today also have a different set of values and wider range of cultural influences than we are probably used to. According to a PwC Consumer Intelligence study conducted earlier this year, consumers are willing to pay more for healthier, safer places to live, environmentally friendly policies, socially conscious products and services, and values-driven business models . They want all of this on top of what we are already giving them: meals, housekeeping, security, health and medical services, and a community in which they feel they belong. To them, choice means control, and in our world of increasing options, this isn't going away, so providers must be flexible, try new things, and prepare to adopt strategies and tactics to meet this new set of seniors halfway.

Innovation is Key for Survival

The legacy approach to senior living is not the path forward. The old ways of planning, developing, marketing, and operating these communities must give way to new. Historically, our industry has been one of the last to adapt, transform, and innovate. COVID was a catalyst many changes; in the last year alone, the pandemic has pushed senior living organizations ahead 10 years as far as technology. But we don't always need a catalyst to force us to adapt. As providers begin to emerge from the pandemic haze, this is the perfect time to reevaluate all policies, procedures, plans, and strategies, take a look at them with our newly sharpened perspective, and determine the best way to move forward and grow.

We know now that what worked well in the past is not necessarily going to work well in the future for our new consumer, so let's look ahead to see how our industry can work together to reestablish and reenergize the concept of how seniors can and should be provided for going forward.



SPONSOR INSIGHTS



SENIORS

Elevating the Moments of Senior Life, Together.

Kerwin Higashi, Regional Vice President, Sodexo Seniors North America-West

People are at the center of senior living care. In an industry where so much has changed dramatically within the past eighteen months — and continues to evolve — that one truth has remained constant.

Engagement is the key to creating exceptional experiences for seniors. How do we continue to engage and innovate? It's about relationships. We build relationships with our partners; and our frontline teams are often thought of as family by residents. Through these special connections we deliver customized experiences for seniors. This is why we are excited to continue to evolve senior living.

At Sodexo, we're uniquely committed to our CARES framework for customer service, based on compassion, accountability, respect, enthusiasm, and service. With CARES as a guide for our teams, our people are supported and recognized for the impact they make on residents and other staff.

In every aspect of our dining and hospitality services, we are committed to improving the quality of life for individuals, communities, and our globe. Sodexo is not a brand-forward organization. We're not focused on our label. We're focused on creating special moments for residents to thrive. We take the time to understand their needs, wants, and desires, and deliver solutions that fit our partners' mission and values.

Our partners rely on us to leverage our global expertise to enhance their performance. And in LeadingAge we have an advocate and a resource for broadening our network to connect with more leaders. Together with our partners we're transforming the senior living industry.



SPONSOR INSIGHTS



Encouraging Friendships through Architecture

Friendships are forged throughout every aspect of life and become even more essential to our aging population who often find themselves isolated and alone. How can we design an environment that helps nurture and improve those friendships, as well as improve the physical and mental health of residents and staff in our communities?

We have been discussing the impact of isolation in aging populations for decades, and have made great strides in shaping our buildings and programs in a way to support and encourage social capital. It remains a fundamental part of the unique value proposition that communities offer to those aging in place at home alone. These environments should promote resident awareness, encourage movement, and provide a wide range of opportunities to engage one another, with an understanding that what attracts people more than anything else is the presence of other people. Providing a range of spaces from private to public stimulates serendipitous engagement and allows users to participate and retreat easily while still being in the presence of others.

THW wants to bridge the gap between the pre-Covid “normal” and a new era of Senior Living design, finding a way to adjust our expectations while maintaining healthy lifestyles, including our need to be connected to each other. At LeadingAge National, THW Design invites members to visit the FIND GOOD FRIENDS interaction station as we discuss our mission to improve socialization and wellness in every community.

Our “THINK FORWARD” motto defines our firm’s culture... being a forward thinking design firm ensures the future friendships and success of our clients.



BUYER'S GUIDE

The EXPO is where you'll find everything you need from partners with the newest business technologies to innovations that foster independence and engagement, to service providers including staffing agencies and marketing firms. Here is a preview of the some of the exhibitors you will see at the EXPO. View the most current list of exhibitors and categories at leadingageannualmeeting.org/exhibit-sponsors-floor-plan.

View EXPO
Floor Plan



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EXHIBITOR LISTING

Current List as of July 8, 2021

Company Name	Booth #	Company Name	Booth #
3rdPlus	2637	By The Yard Inc.	3912
A.V. Powell & Associates LLC	2722	Cain Brothers a division of KeyBanc Capital Market	3131
A/R SNF Solutions, LLC	3244	care.ai	2131
ABILITY Network	1615	CarePredict	2609
Accelerated Care Plus Corp.	2631	CARF-The Commission on Accreditation of Rehabilita	4025
Accora	2944	Caspar.Ai	3714
Adam Energy LLC	4136	Cawley Company	4430
ADP	3515	CBORD & Horizon Software	2930
Aegis Therapies	3024	CertiSurv, LLC	3704
AG Architecture	3223	CJMW Architecture	2545
Ageless Innovation/Joy for All Companion Pets	3715	CLA	1522
AGE-u-cate Training Institute	2819	Clancy & Theys Construction Company	2744
ALIS by Medtelligent, Inc.	4131	CMP Pharmaceuticals	3909
Allbridge	3217	CNA Insurance	3016
Allegion	3112	Connected Living, Inc.	1914
Alvi Satellites	1742	Continuing Care Actuaries	3236
Alzheimer's Association	4339	Continuum CRM	2614
American HealthTech	3123	Cooper Lighting Solutions	3802
Angell Marketing	2821	Coreworks, LLC	1631
APCO Sign Systems	3814	Corning Optical Communications	3218
ARCH Consultants, Ltd.	3524	Creating Results, Inc.	3421
Arjo Inc.	4037	Creative Bus Sales	3920
Arthur J. Gallagher Risk Management Services, Inc.	2833	Cubigo	4030
Attane	1621	Culinary Services Group	4124
Aufderworld Corporation	3815	DAC Bond	4118
Avera eCare Senior Care	3915	Davis Harrison Dion, Inc.	3810
Basic American Medical Products	2505	Deffet Group, Inc.	3011
Bestbath	2932	Dele Health Tech	3109
Birdsong Tablet by Westminster Canterbury	3622	Digital Media	3344
BKD, LLP	1603	Dignity Lifts	3933
BlueFingerprint	3036	Direct Supply, Inc.	1213
BlueOrange Compliance	3825	DISH	3718
BoardEffect, a Diligent Brand	2424	Dixon Hughes Goodman LLP	1319
Boulder Associates Architects	3245	dormakaba	3317
Bowman Dispensers	4138		



Company Name	Booth #	Company Name	Booth #
Dreamscape Marketing, LLC	2806	IT Initiatives, Inc.	3014
DRIQ Health/UroNexus	4015	JANUS et Cie	4130
Dude Solutions	2815	Java Group Programs Inc.	3318
Dynamic Mobile Imaging	2916	JES Lighting, Inc.	3907
Eklego Workforce Solutions	4113	JNL Technologies Inc.	3220
Eldergrow	3806	Johnson, Kendall & Johnson	2636
Elior North America	2123	J-Star Motion Corporation	3237
Encore Rehabilitation Services	3113	K2M Design, Inc.	4125
Enquire Solutions	3424	K4Connect	2910
entegra Procurement Services	2909	Kare	3419
Essity HMS North America Inc.	1608	KDA Architects	3139
etac	4014	Keiser Corporation	3018
Eventus Strategic Partners	2645	Lantz-Boggio Architects	2823
Eversound	2835	LCS	1413
Fairfield Chair	2017	LeaderStat	3239
FireAvert	2936	LeadingAge CAST	3719
Fitch Ratings	3918	LECESSE Construction Services	2915
FIVE19 Creative	1230	Leo A Daly	4232
FlexCart	3445	LifeBio	3324
Forbo Flooring Systems	3010	Live Oak Bank	3619
FullCount	2718	Love & Company, Inc.	3030
Functional Pathways	3230	Lument	3431
Furniture Solutions Group	2619	Manchester Mills	3545
Fusion Medical Staffing LLC	4021	MapHabit	4031
G5	4023	Marleon Capital	2703
GenEon Technologies	3906	MatrixCare	1730
Genesis Rehabilitation Services	2706	McGriff Insurance Services	3422
Graham Construction & Management, Inc.	4122	McKesson Medical-Surgical	1509
Gravity Healthcare Consulting (from Novus Pain Man	3322	McKnight's Long-Term Care News	3522
Greenbrier	1404	McVeigh & Mangum Engineering, Inc.	3544
GreyMAR	3621	MealSuite	3823
Greystone	1223	Medicaid Done Right	3345
Guardian Pharmacy LLC	2331	Merlino & Associates, Inc.	3611
Guy Roofing, Inc.	1431	Merlino Design Partnership, Inc.	2837
Hamilton CapTel	1530	Milliman, Inc.	3022
Hamlin Capital Advisors	2923	Miracle Method	3644
HD Supply Facilities Maintenance	1518, 1520	Mobile-Shop Company LLC	4019
Healthcare Business Analytics Management, LLC/Free	3117	Mocacom LLC	4222
HealthcareSource®	1423	Morrison Community Living	2723
HealthJay	2523	Moss Adams LLP	3135
HealthPRO - Heritage	2513	National Association of LTC Administrator Boards	3706
HealthSignals	3525	National DataCare Corporation	4123
HeartLegacy	3444	Nelson-Tremain Partnership, Architecture & Design	2844
Hekman Contract	3331	Netsmart	1212
Hireology	2501	NexDine Hospitality Group	4331
HJ Sims	1923	NOA Medical Industries	3413
HKS, Inc.	2908	Noelker and Hull Associates, Inc.	3231
HMS - Healthcare Margin Specialists	1220	Nutrition Management Services Company	3414
Hord Coplan Macht Architects	2024	Omnicare, a CVS Health Company	3923
iN2L	1523	OnShift	1307
INNERFACE Architectural Signage	3702	OnSolve	3910
Intellitec Solutions	2607	PalCare	3034
IPPProgram	4121	Partners Pharmacy	1609
isolved HCM	3803	Passions Project / Heidi Wagner Photography	4114

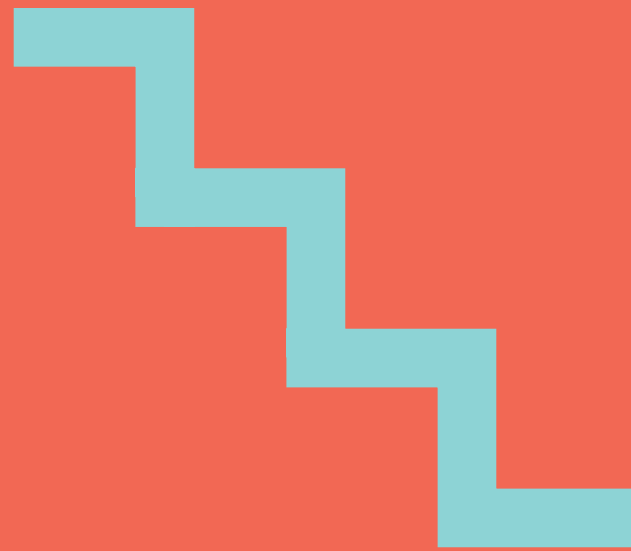
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Company Name	Booth #	Company Name	Booth #
Paymerang	1931	Southern Bus & Mobility	2445
Penner Bathing Spas	3712	Space Tables, Inc.	2016
Perkins Eastman	2031	Spectrum Consultants, Inc.	2531
PharMerica Corporation	1717	Status Solutions	3013
Philips	2612	Stearns Financial	3316
Philips	2621	Stewart & Conners Architects, PLLC	3044
Pinnacle Communications	2709	Strategic Dining Services	3625
Piper Sandler & Co.	1604	Summer Classics Contract	2700
Plante Moran	3913	SupremeCare Corporation	3707
Playcore	3703	Suquino Inc.	3615
PointClickCare	1405	SWBR	3613
Practicemax/ServiceTrac	2845	Tech-Sage	3114
PRDG	4230	TekTone® Sound & Signal	3315
Prelude Services	1635	The Compliance Store	2613
Prime Care Technologies, Inc.	3607	The Green House Project	2618
Primo Solutions	2808	The Joint Commission	3530
ProAssurance Companies	4218	The Vectre	2805
ProviNET Solutions	1723	The Weitz Company	2931
Quest Products	4139	The Whiting - Turner Contracting Company	2831
Quiring General	3144	ThriveWell Tech	3724
RCare	1505	THW Design	2423
RDG Planning & Design	3437	TMC	1418
RDL Architects, Inc.	3006	Touchtown, Inc.	2731
Real Time Medical Systems	1323	Tranquility Lifestyle Solutions	3931
RealPage Senior Living	2225	Transportation Equipment Sales Corporation - TESCO	2601
Reese Hackman	3038	TridentCare	2644
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Relias	3323	Unemployment Services Trust	2325
Remedi SeniorCare Pharmacy	3015	Unidine	1531
Rescue Technology	4420	USC Leonard Davis School of Gerontology	3807
Restoration Affiliates	2922	Value First, Inc.	3110
Retirement Dynamics, Inc.	4323	Vanguard Institutional Investors Group	4424
RKL LLP	3430	Varsity	2519
RLPS Architects	1822	VCPI	3624
Rosie	3222	Vigil Health Solutions Inc.	2925
Rouxbe Online Culinary Training	3603	VirtuSense Technologies	3711
RSM US LLP	2745	Vocera Communications, Inc.	4224
Sawgrass Partners, LLC	2023	VoiceFriend	3819
ScheduleAnywhere	4217	Walsh Group	3145
Schemmer	2924	Warfel Construction Company	2945
Second Act Financial Services LLC	2914	WayForth	3623
Select Rehabilitation, LLC	1109	Wells of Hope Center	4012
Senior Living Chaplains	3121	WellSky	1917
SENIOROI	2809	Wipfli LLP	3425
Sentrics	1711	Wohlsen Construction Company	3330
SFCS Architects	1813	Wye River Group, Incorporated	3710
Sherpa CRM	2713	Yardi Systems, Inc.	1331
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HKS, Inc.	2908
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KDA Architects	3139
Lantz-Boggio Architects	2823
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Merlino Design Partnership, Inc.	2837
Nelson-Tremain Partnership, Architecture & Design	2844
Noelker and Hull Associates, Inc.	3231
Perkins Eastman	2031
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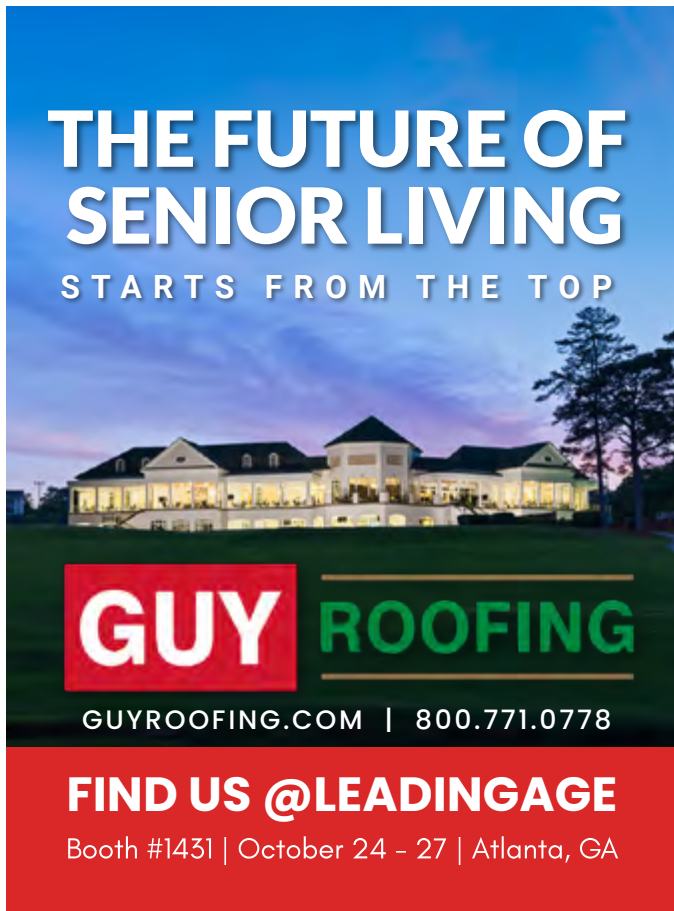
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USC Leonard Davis School of Gerontology	3807

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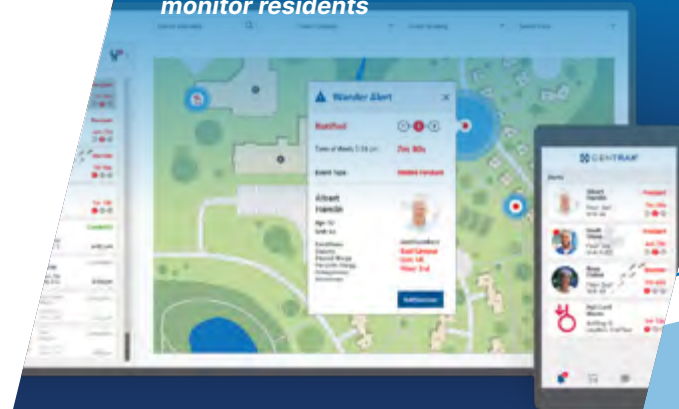


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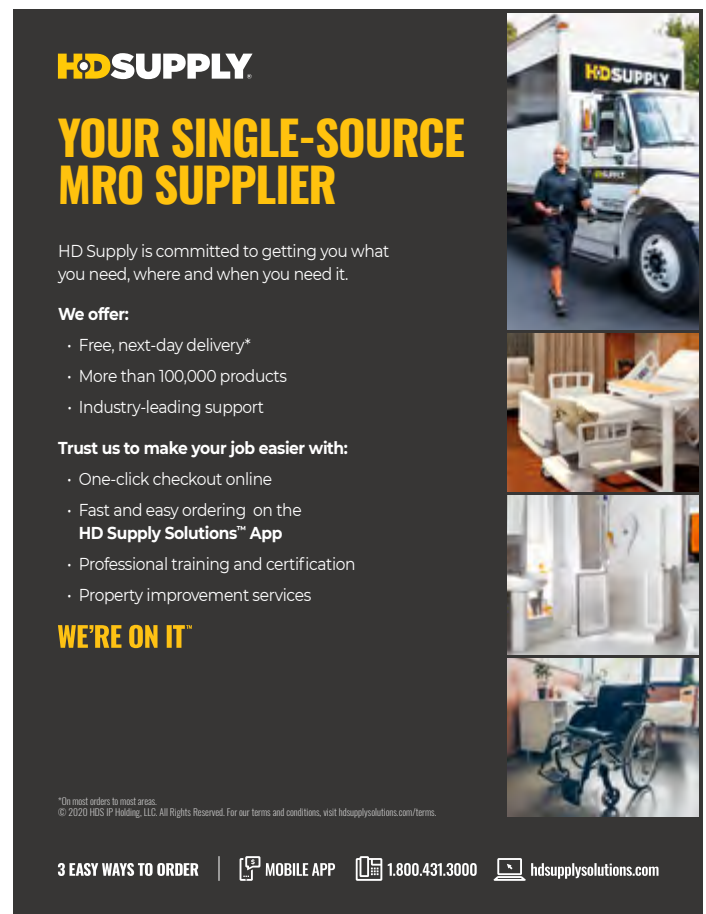
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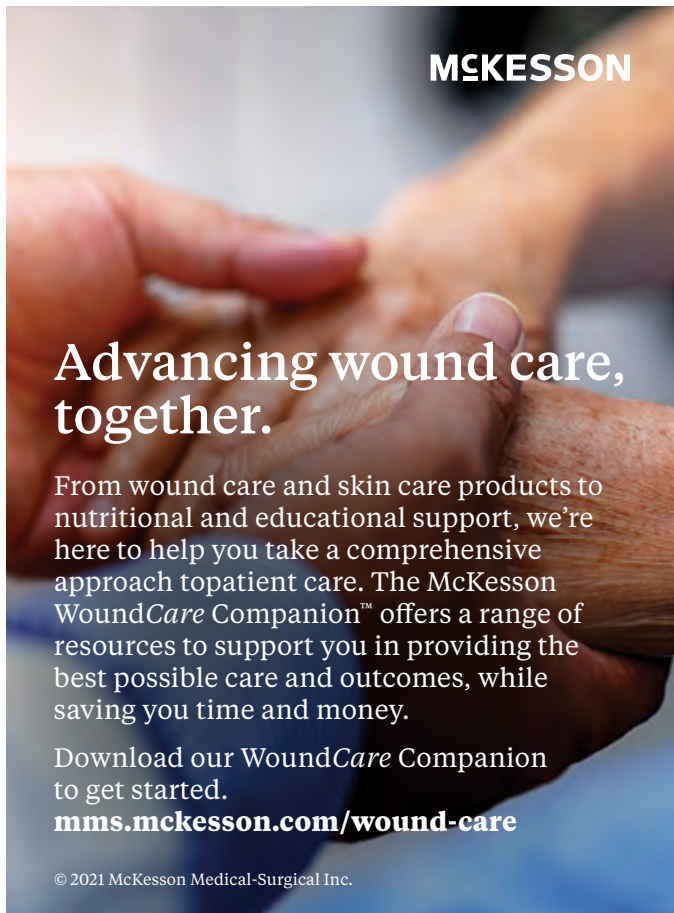
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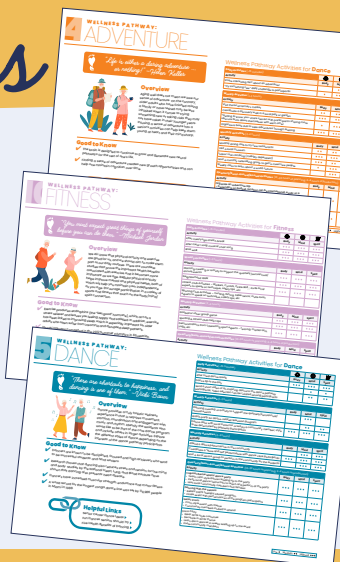
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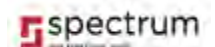
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