

2020 FINANCE + STRATEGY SYMPOSIUM

DECEMBER 10-11, 2020

AGENDA

THURSDAY, DECEMBER 10, 2020

- 9:00am **The 2020 State of NFP Senior Living & Care**
This opening session will provide an overview of key strategic trends in the senior living & care sector. Speakers will share the latest industry research and provider best practices across a number of hot topics including growth, partnerships, technology adoption and home-and community based services among others.
Speakers: Amy Castleberry & Lisa McCracken (Ziegler)
- 10:15 am **Marketing and Sales in Light of COVID-19**
Providers have been gradually adapting their sales and marketing techniques across the past several years, driven in large part because of the changing consumer. We have now also had to modify strategies significantly because of COVID-19. This session will not only outline key changes since the onset of COVID-19, but will talk about what changes are likely to become permanent approaches to reaching out to prospects.
Speakers: Allison Ciborowski (LeadingAge Maryland), Allison Combs (National Lutheran Communities & Services), Lisa Pearre (Love & Company)
- 11:15 am **Marketing and Sales Discussion Groups**
- 12:00 am **Adjourn**

FRIDAY, DECEMBER 11, 2020

- 9:00 am **The Latest Updates from the Senior Living Capital Markets**
As we entered 2020 with one of the strongest U.S. economies in decades, no one would have predicted the events and economic disruption that began at the end of the first quarter. During this session, the Ziegler finance team will reflect back on where the markets have been, analyze the recovery that has taken place up to this point, and discuss what lies ahead for the remainder of 2020 and into 2021.
Speakers: Amy Castleberry (Ziegler), Adam Buchanan (Ziegler)
- 9:30 am **Design for the Future**
In many respects, the design world has been turned upside down as we have journeyed through the COVID-19 pandemic. With factors such as air filtration, physical distance and room/building/outdoor area configurations playing a key role in the mitigation of viral spread, the pressure is on for architects to innovate and design for the future. This session will feature some of the industry's leading design firms who will talk about how to design for the multiple needs in front of them, balancing consumer preference, science and cost.
Speakers: Dustin Julius (RLPS), Allen McNutt (SFCS), Eric McRoberts (RLPS), Melissa Pritchard (SFCS), Amy Castleberry (Ziegler)
- 10:30 am **Break**
- 10:45 am **Senior Living Technology Adoption & Innovation**
The value of technology-enabled solutions in the smart-aging continuum has never been more clear than in the past several months. This session will highlight several key areas such as workforce solutions, telehealth and remote monitoring, and the strategy of technology adoption. The session will utilize both a presentation-style format as well as a facilitated panel discussion.
Speakers: Nick Patel (The Asbury Group Integrated Technologies), Mike Webster (VitalTech), Mark Woodka (OnShift), Lisa McCracken (Ziegler)
- 12:00 pm **Adjourn**



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