UNLEASHING THE FUTURE OF SENIOR LIVING:
Exploring the CCRC without walls model

CONNECTION BEFORE CONTENT

Step 1: Take out your phone

Step 2: Open your "photos" app

Step 3: Find a picture that means something to YOU

Step 4: Stand up and make eye contact with someone....

Step 5: Partner Up, share your photos and stories, and then raise your hand to meet someone new and repeat

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WHO ARE WE? JORDAN RIVER LIVING

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STEVE HOPKINS

Founder & CEO

AMANDA LYNCH

Director of Operations

MATTHEW KOMONDOWSKI

Director of Client Marketing & Strategy

CONTINUING CARE **ACTUARIES**

electronic **caregiver**

DORVIE

Wellzesta

Build Community

REALITY IN 2024.....

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BUT PICTURE THIS....

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Principles of the CCaH model

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Principles of the CCaH model

Marketing strategies for reaching older adults in the CCaH model

ROADMAP: HOW WE WILL SERVE YOU TODAY?

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Principles of the CCaH model

Marketing strategies for reaching older adults in the CCaH model

Innovation in senior living for the future through the CCaH model

WHAT ARE THE FUNDAMENTALS

Home

Finance

Wellness & Care

PRINCIPLES OF THE CCRC WITHOUT WALLS MODEL

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BENEFITS FOR OLDER ADULTS

Empowers older adults to age in place

Pre select current and future care needs

Capitates private pay for life

PRINCIPLES OF THE CCRC WITHOUT WALLS MODEL

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CONSUMER CONSIDERATIONS

55+

Living independently

Desire to stay in their home

PRINCIPLES OF THE CCRC
WITHOUT WALLS MODEL

PROVIDER VALUE PROPOSITIONS

Add new customers from an untapped market

Low cost to build. Fast timeline to revenue

Low workforce needed

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HIDDEN LANDMINES TO GROWING MEMBERSHIP

Not familiar to marketing to people who want to stay in their home

Challenge to sell an intangible product

Difference from
'us going to them'
versus
'them coming to us'

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Data Analytics

SUCCESSFUL MARKETING STRATEGIES FOR THE CCRC WITHOUT WALLS

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Data Analytics

Community Partnerships

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SUCCESSFUL MARKETING STRATEGIES FOR THE CCRC WITHOUT WALLS

Data Analytics

Community Partnerships

Provocative & Unique Content Themes

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SUCCESSFUL MARKETING STRATEGIES FOR THE CCRC WITHOUT WALLS

INNOVATION FOR THE SENIOR LIVING INDUSTRY FOR THE FUTURE
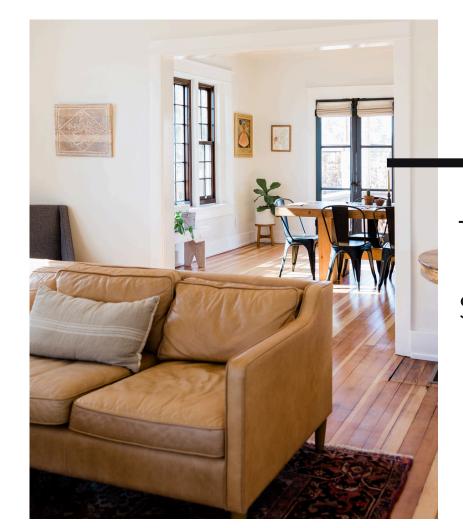
INNOVATION FOR THE SENIOR LIVING INDUSTRY FOR THE FUTURE

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01

Member Centered Care

INNOVATION FOR THE SENIOR LIVING INDUSTRY FOR THE FUTURE

01
Member Centered Care

02
Creating new roles

03

Taking whole life services to the home

INNOVATION FOR THE SENIOR LIVING INDUSTRY FOR THE FUTURE

INNOVATION FOR THE SENIOR LIVING INDUSTRY FOR THE FUTURE

03
Taking whole life services to the home

04
Utilizing solutions for home based needs

It can be challenging to contemplate expanding your portfolio.

However, what potential opportunities exist for diversification?

Let's Connect!

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