

MOMENTUM
LeadingAge  
Ohio

2022 Annual Conference and Trade Show · August 30 – September 1, 2022

## Senior Living – Future Ready!

### Tuesday, August 30 @ 1:30pm

 <p>Lynn Daly, EVP HJ Sims</p> 	 <p>Hoppy Sell Tandem Senior Living Advisors</p> 	 <p>Adrienne Walsh Bayley</p> 	 <p>Margaret Yu RLPS Architects</p> 
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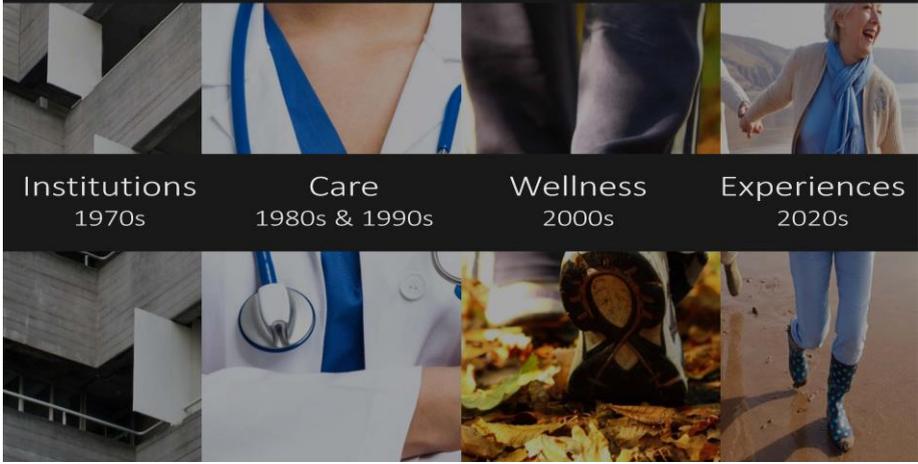
## Objectives

1. Learn leading edge projections that will impact the future of senior living.
2. Learn about emerging models of senior living and how to develop reality-based projects to stay competitive.
3. Learn strategies for successful marketing and brand evolution through storytelling.

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## Not The First Time Senior Living Has Evolved



Institutions	Care	Wellness	Experiences
1970s	1980s & 1990s	2000s	2020s

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## Strategic Landscape

- M&A Activity High
- Expansions (and Planning)
- Strategic Capital Solutions
- Repositioning
- Diversification
- What do we do?

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# Changing Consumer




**Hoppy Sell**  
Tandem Senior Living Advisors

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# Growth of At-Home Services



Home Care



Telehealth



Continuing Care at Home

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## Growth of On-Demand Services











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## Evolution of Active Adult Communities

**Connected Home by Lennar**



EVERYTHING'S INCLUDED

**Everything's Included<sup>®</sup>, and every room's connected.**

The Connected Home by Lennar is the first Wi-Fi CERTIFIED<sup>™</sup> Home Design that keeps you connected to the most desirable technology brand devices, all of which are included with your new home at an outstanding value.

**Features include:**

- Heat Mapping (Engineering)
- Roku 10-port Ethernet switch and wireless access points
- Legrand<sup>®</sup> Transparent Structured Media enclosure
- Echo Show and Echo Dot
- Activation and support by Amazon for all Connected Home devices
- Baldwin<sup>®</sup> Evolved smart lock
- Honeywell Lyric Round<sup>™</sup> Wi-Fi Thermostat 2.0
- Ring<sup>®</sup> Video Doorbell
- Samsung SmartThings<sup>™</sup> Hub
- Sonos<sup>®</sup> Play:1 wireless speaker
- Lutron Caseta<sup>®</sup> occupancy sensors, wireless in-wall dimmers, wireless Smart Bridge Pro, Wireless Lamp Module, and Pico Remote with Double Stand
- Leviton<sup>®</sup> 2-Device Plug-in Module and Surge Protective Receptacles

  
Echo Show

  
Echo Dot

  
Honeywell Lyric Round<sup>™</sup> Wi-Fi Thermostat 2.0

  
Ring<sup>®</sup> Video Doorbell

Activation and support by Amazon



SMART HOME HEALTHCARE

CAGR: 37.3% (2018-2023)

Healthcare IT News: The Elderly Rapidly Adopting Smart Home Healthcare Technology; Market Poised for Healthy Growth



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## Additional Demographic Trends

- Nearly 28.6 million boomers retired from the U.S. workforce in the 4<sup>th</sup> qtr. of 2020---3.2 million more than during the same period in 2019.
- Consumer Preferences:
  - Need to market an individualized experience
  - They need to embrace you, not dread you
  - Next chapter; Second act
  - Choice, flexibility
  - Sustainability and activism (social, environmental)
  - Middle-market needs
  - Long-term impacts of isolation and pandemic- related influences

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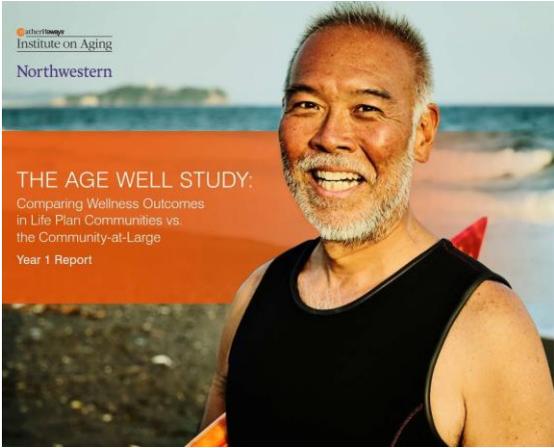
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## Future Consumer Desires

### Wellness Outcomes

- ✓ 69% of residents reported that moving to a Life Plan Community “**somewhat or greatly improved**” their social wellness.
- ✓ Life Plan Community residents tend to have **greater emotional, social, physical, intellectual, and vocational wellness** than their community-dwelling counterparts.



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## Reaching the Consumer

today (and tomorrow) is more complex than ever

- Expectations are higher
- Buyer's demand personalized, intimate journeys
- Customers are often highly educated when they walk in the door



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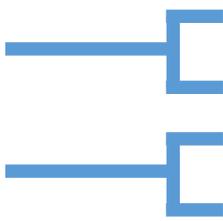


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## Maslow's Hierarchy

Marketing should be aiming here

Historically, marketing has aimed here





Maslow's hierarchy of needs

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## How Should We Tell Our Story?

- **Aim:** Communicate at the top levels of Maslow's Hierarchy.
- **Identify:** Who is your community for?
- **Demonstrate:** What positive change will it make to a prospect to move to your community?
- **Be authentic:** Strip away the marketing veneer.

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## Designs for the Future





Margaret Yu  
RLPS Architects

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## 100 years to thrive...are you ready?

- life expectancy **doubled** from 1900 to 2000
- age 100 will be commonplace by **2050**
- the first person to live to **150** has been born

<https://longevity.stanford.edu/the-new-map-of-life-report>

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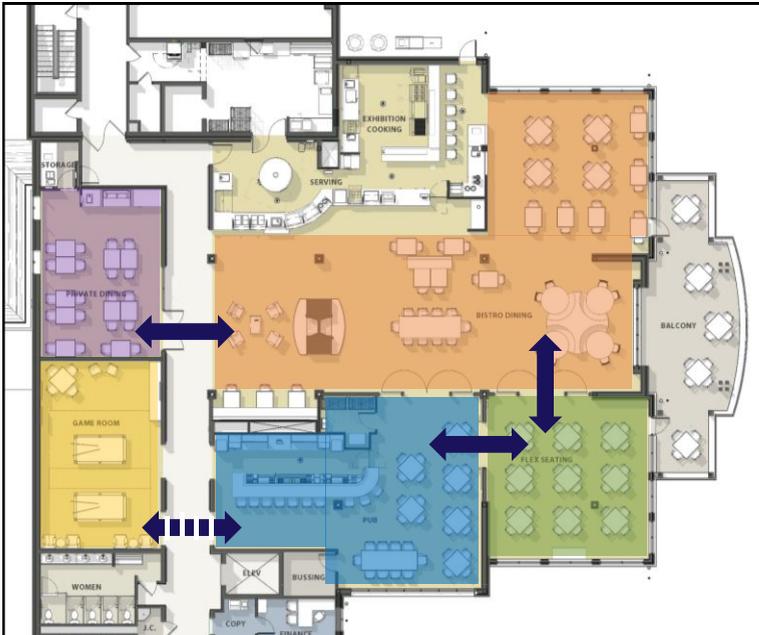
## planning for the 100-year life

- **multiple generations** living in LPCs simultaneously
- **bingo vs. happy hour!**

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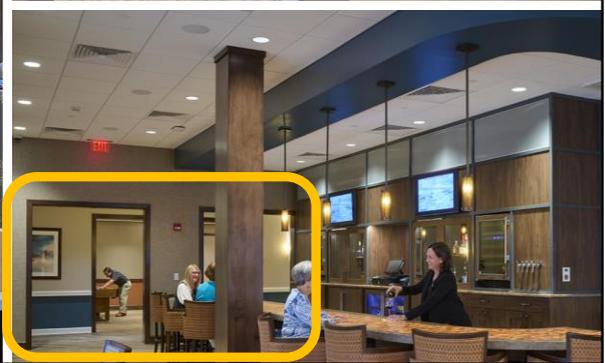
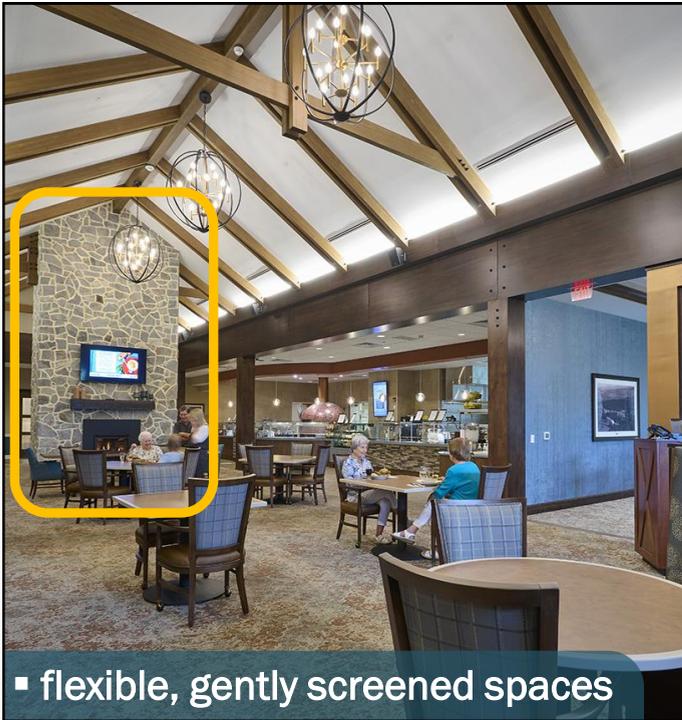
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flexible, gently screened spaces

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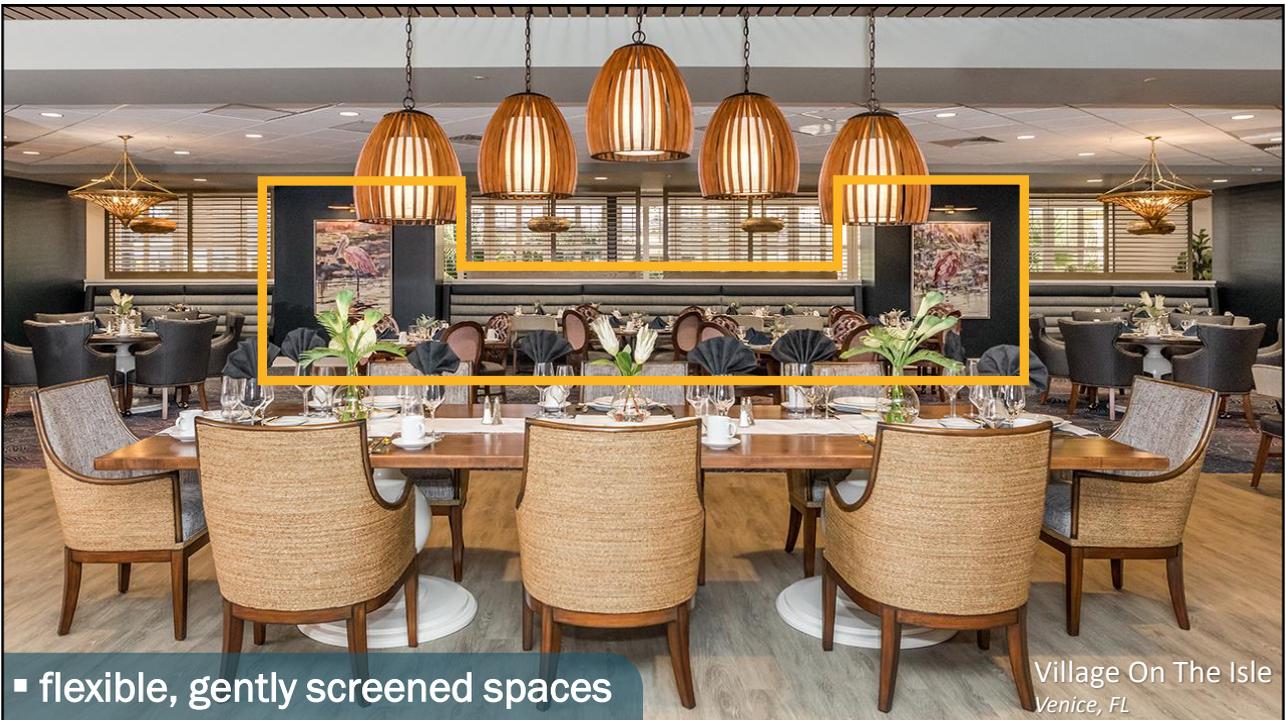


flexible, gently screened spaces

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## planning for the 100-year life

- multiple generations living in LPCs simultaneously
- create intergenerational appeal

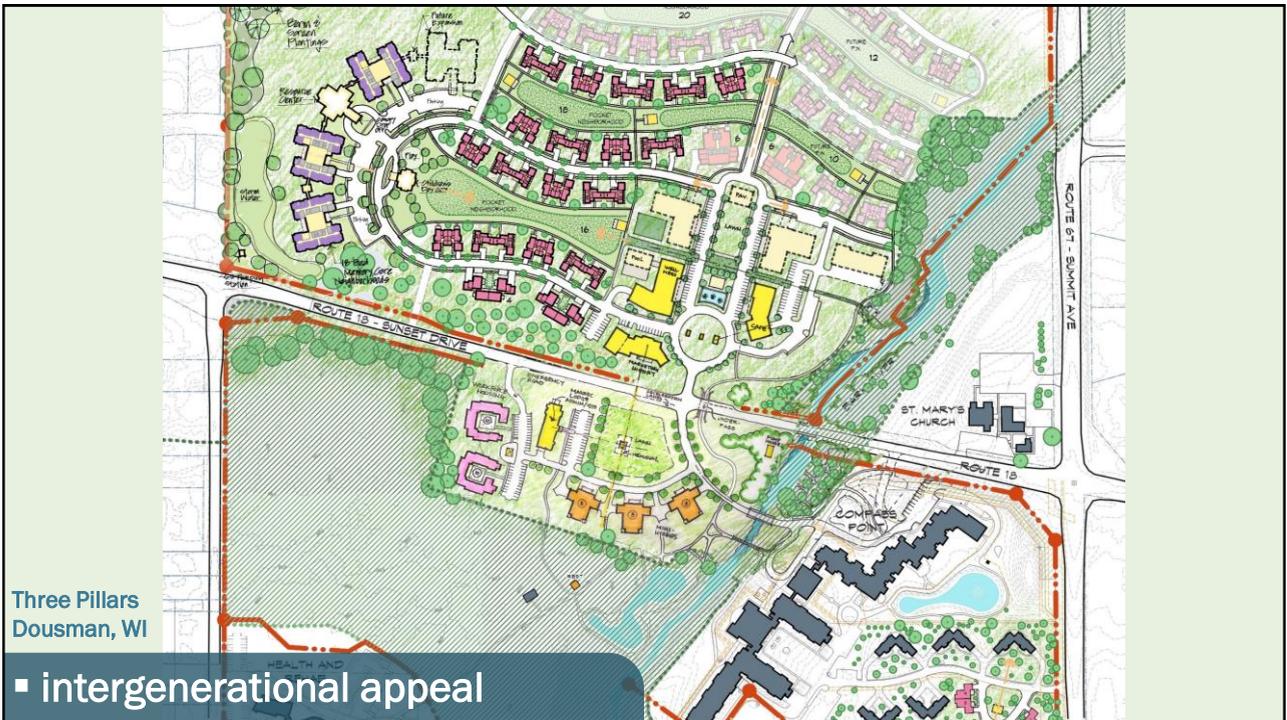
Rose Villa  
Portland, OR

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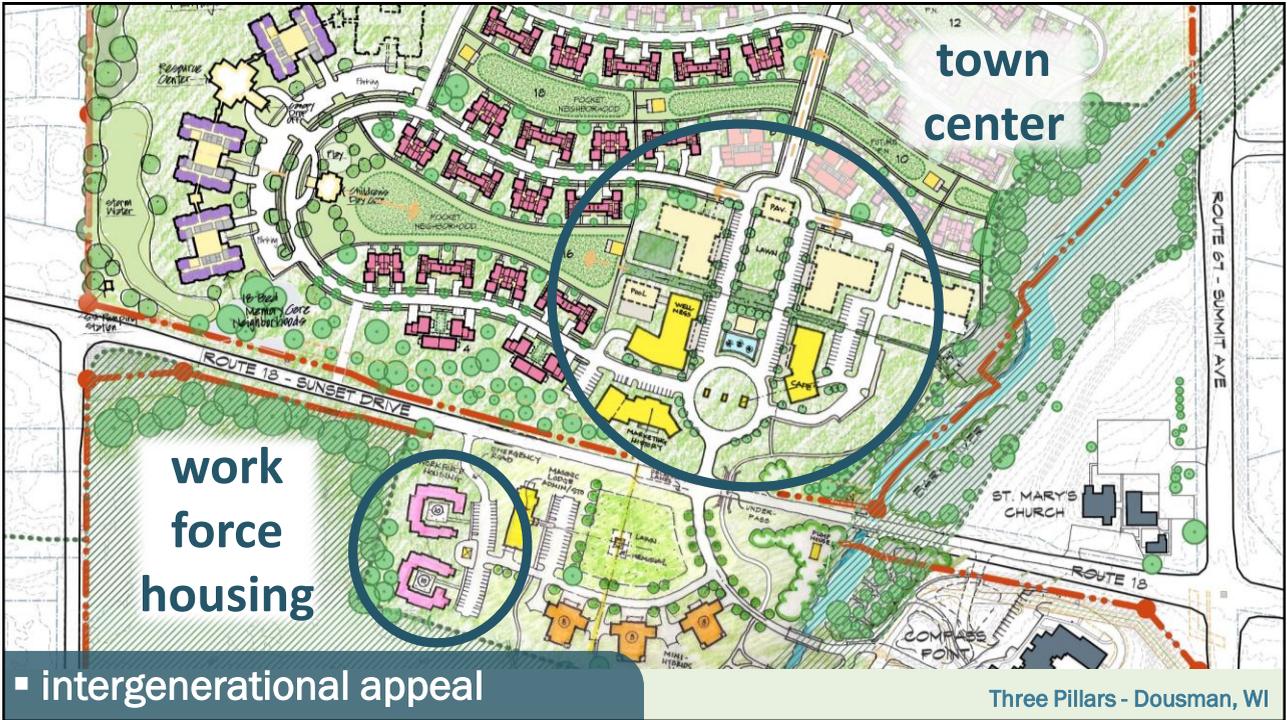
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Three Pillars  
Dousman, WI

- intergenerational appeal

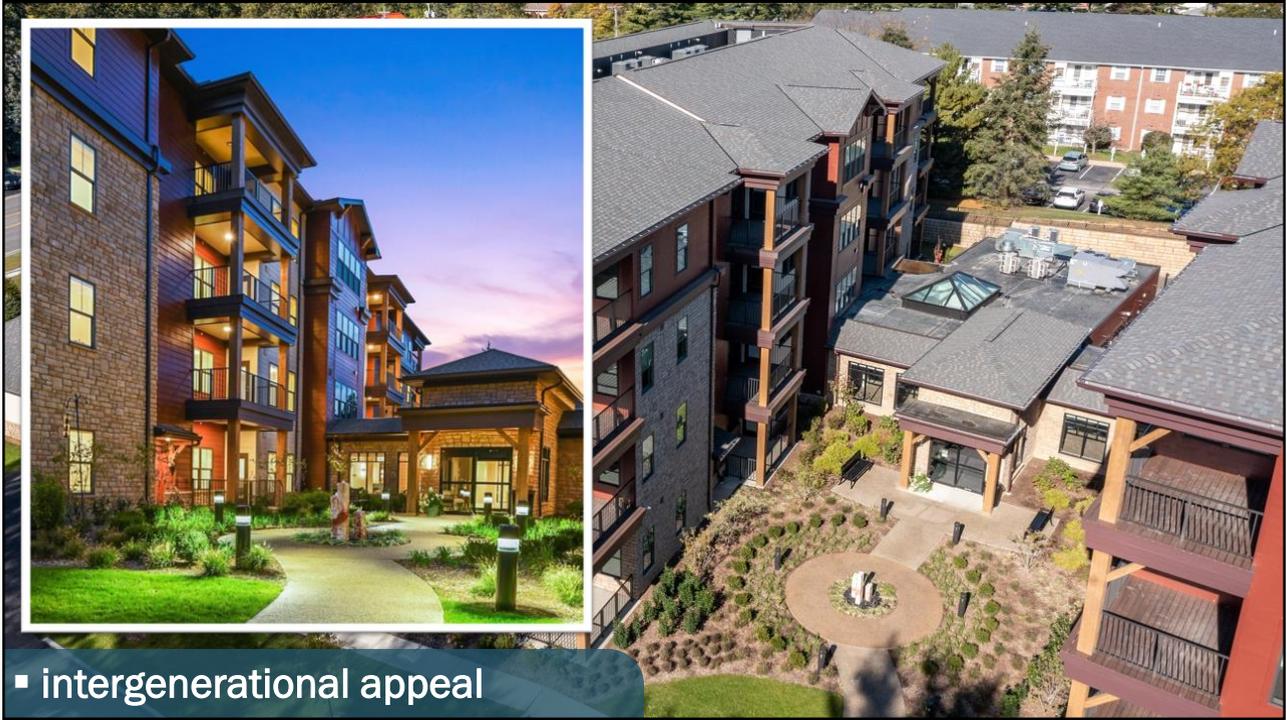
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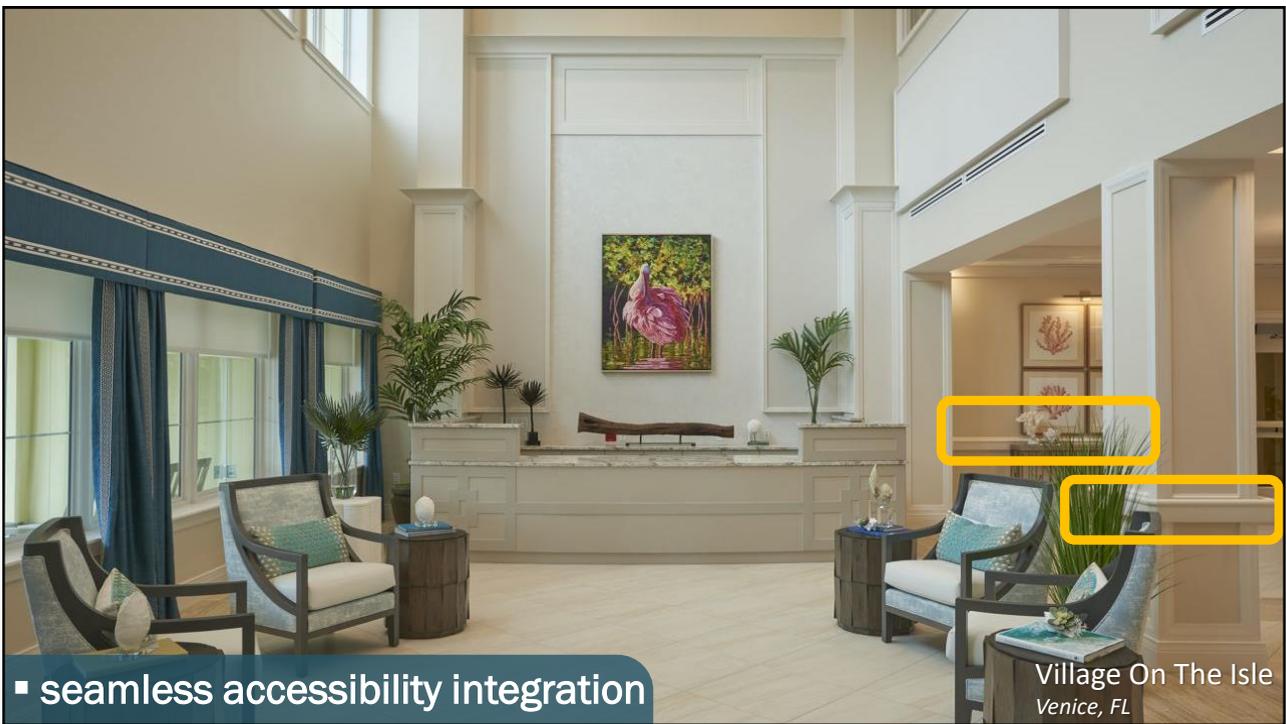
*planning for the 100-year life*

- multiple generations living in LPCs simultaneously
- seamless ADA integration

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▪ seamless accessibility integration

Village On The Isle  
Venice, FL

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**other influences** **55+**



**READY FOR MORE?**

It's all here.

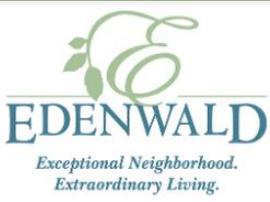
- Boulevard Welcome Center
- Farmers Market
- Happy Tails Dog Park
- Fishing ponds with dock
- Scenic trail system
- Outdoor amphitheatre
- On-site concierge and lifestyle director
- Local produce and milk delivery



Amblebrook - Gettysburg, PA

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**other influences** **ubrc**



To Schedule a Visit: 410-339-6290  
 For All Other Inquiries: 410-339-6000  
 800 Southerly Road, Towson, MD 21286

**NEWS**

[ABOUT US](#) ▾ [LIFESTYLE](#) ▾ [RESIDENTIAL LIVING](#) ▾ [HEALTHCARE](#)

**EXCITING ANNOUNCEMENT FOR THE FUTURE OF EDENWALD!**

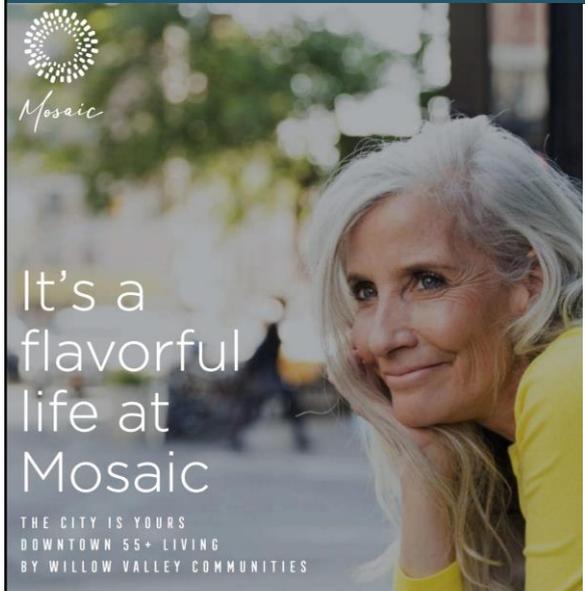
Dear residents, staff, family, and friends of Edenwald,

I am pleased to share with you that Edenwald Senior Living and Goucher College have signed a letter of intent to explore the potential for our two organizations to jointly develop a University-Based Retirement Community (UBRC).

Edenwald Senior Living – Towson, MD

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**other influences** **downtown**



Mosaic

It's a flavorful life at Mosaic

THE CITY IS YOURS  
DOWNTOWN 55+ LIVING  
BY WILLOW VALLEY COMMUNITIES

Mosaic by Willow Valley - Lancaster, PA



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**other influences** **downtown**




Landis Communities - Lancaster, PA

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**100 years to thrive...We are in this *together***

- reach out to the **broader community**
- reach out to **industry partners**
- reach out to **each other**

<https://longevity.stanford.edu/the-new-map-of-life-report>

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# Provider Example

**Bayley**  
AT GREEN TOWNSHIP  
*Life in Every Moment*

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**Bayley**  
AT GREEN TOWNSHIP  
*Life in Every Moment*

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Overview of Bayley at Green Township



Adrienne Walsh  
Bayley

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**Why Bayley at Green Township?**

- Strategic Plan – planning for future need and preferences
- Market Demographics, Market Segment and Mission
- Expanding the Bayley continuum of lifestyle options and services



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 A banner for the MOMENTUM 2022 Annual Conference and Trade Show, similar to the one above. It features the same "MOMENTUM" title and "LeadingAge Ohio" logo. Below the title, the text "2022 Annual Conference and Trade Show · August 30 – September 1, 2022" is present. The main content area is titled "What is Bayley at Green Township?" and contains two bullet points. To the right of the text is an aerial rendering of a large, multi-story building with a dark roof and green accents, surrounded by trees and a parking area.
 

### What is Bayley at Green Township?

- Bayley at Green Township is a satellite expansion of the Bayley Campus in Delhi. The expansion represents the opportunity to expand the Sisters of Charity of Cincinnati’s mission of support and care of the senior population in the Cincinnati area.
- Residents at Bayley at Green Township will have priority access to the Health Care at Bayley in Delhi. It is a five-star-rated community and operates as a non-profit organization.

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Partners on Bayley at Green Township Project

**CHAMPLIN** ARCHITECTURE

**FIFTH THIRD BANK**

plante moran LIVING FORWARD

**TANDEM** SENIOR LIVING ADVISORS

**Turner**

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CAMPUS MAP

**Bayley** AT GREEN TOWNSHIP MAIN ENTRANCE 5121 North Bend Road

- 1 Porte Cochère & Front Lobby
- 2 Living Room
- 3 Dining Room, Bar & Conservatory
- 4 Chapel
- 5 Activity Room
- 6 Conservatory Patio & Veranda
- 7 Fitness Room (2nd Floor)

5121 North Bend Road | Cincinnati, Ohio 45231  
761.417.1274 | bayley@leadingage.com

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What is Bayley at Green Township?

Bayley at Green Township is a Life Plan Community that will feature

- 80 independent living apartments
- Under building parking
- Dining venue
- Chapel
- Fitness center
- Conservatory with a lounge and hospitality bar area
- An adjacent patio and veranda,
- A multi-purpose room for movies, lectures, book clubs, Catholic masses as well as nondenominational worship services.
- Small common areas for libraries, as well as card and board games on the second through the fourth floors

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Two-story Lobby Entrance

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## Dining Room



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## Events and Activity Room



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What is  
Bayley at  
Green  
Township?  
Continued

- The apartment choices include one bedroom, 1.5 baths; one bedroom, 1.5 baths with a den; and two-bedroom, two- bath styles. Each apartment has a deck or patio, a fully equipped kitchen with range, refrigerator, dishwasher, microwave, disposal as well as a full-sized washer and dryer.
- Residents of Bayley at Green Township will have priority access to assisted living, memory support, rehabilitation services, and skilled nursing at the Bayley at Delhi campus.

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What is  
Bayley at  
Green  
Township?  
Continued

- Services include dining services, bi-weekly housekeeping, maintenance of the building and apartments, landscaping and snow removal, urgent call system, utilities, real estate taxes, scheduled transportation, extended cable service individual Wi-Fi for each apartment and scheduled transportation.
- Residences are expected to be move-in ready by late 2023.

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## FIRST LEVEL

- THE LAUREL**  
1 BEDROOM • 1.5 BATH • 780 SQ. FT.
- THE CHESTNUT**  
1 BEDROOM + DEN • 1.5 BATH • 1,029 SQ. FT.
- THE SCARLET**  
2 BEDROOM (CORNER) • 2 BATH • 1,170 SQ. FT.
- THE CHERRYBARK**  
2 BEDROOM (CENTRAL) • 2 BATH • 1,174 SQ. FT.

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(513) 347-1470 | BayleyExpansion.org

AT GREEN TOWNSHIP

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## SECOND LEVEL

- THE LAUREL**  
1 BEDROOM • 1.5 BATH • 780 SQ. FT.
- THE CHESTNUT**  
1 BEDROOM + DEN • 1.5 BATH • 1,029 SQ. FT.
- THE SCARLET**  
2 BEDROOM (CORNER) • 2 BATH • 1,170 SQ. FT.
- THE CHERRYBARK**  
2 BEDROOM (CENTRAL) • 2 BATH • 1,174 SQ. FT.

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## THIRD LEVEL

- THE LAUREL**  
1 BEDROOM • 1.5 BATH • 780 SQ. FT.
- THE CHESTNUT**  
1 BEDROOM + DEN • 1.5 BATH • 1,029 SQ. FT.
- THE SCARLET**  
2 BEDROOM (CORNER) • 2 BATH • 1,170 SQ. FT.
- THE CHERRYBARK**  
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## FOURTH LEVEL

- THE LAUREL**  
1 BEDROOM • 1.5 BATH • 780 SQ. FT.
- THE CHESTNUT**  
1 BEDROOM + DEN • 1.5 BATH • 1,029 SQ. FT.
- THE SCARLET**  
2 BEDROOM (CORNER) • 2 BATH • 1,170 SQ. FT.
- THE CHERRYBARK**  
2 BEDROOM (CENTRAL) • 2 BATH • 1,174 SQ. FT.

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THE LAUREL

1 BEDROOM • 1.5 BATH • 780 SQ. FT.





WALK-OUT PATIO\* (1ST FLOOR)  
WALK-OUT DECK (2ND - 4TH FLOORS)  
15'9" x 6'4"

MASTER BEDROOM 14'7" x 12"  
LIVING/DINING 17' x 15'6"  
KITCHEN 9' x 7'6"  
WALK-IN CLOSET  
PWDR  
MASTER BATH  
MECH

\*See Model Elevations

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THE LAUREL

1 BEDROOM • 1.5 BATH • 780 SQ. FT.



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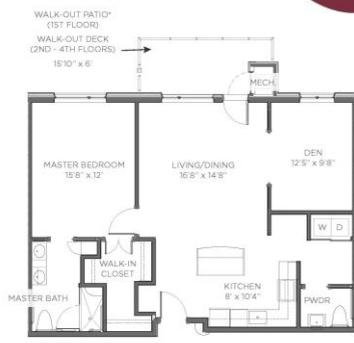
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THE CHESTNUT

1 BEDROOM + DEN + 1.5 BATH + 1,029 SQ. FT.



WALK-OUT PATIO\* (1ST FLOOR)

WALK-OUT DECK (2ND - 4TH FLOORS) 15'10" x 6'

MASTER BEDROOM 13'8" x 12'

LIVING/DINING 16'9" x 14'5"

DEN 12'5" x 9'8"

MASTER BATH

KITCHEN 8' x 10'4"

WALK-IN CLOSET

FWDR

MCHC

W D

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THE CHESTNUT

1 BEDROOM + DEN + 1.5 BATH + 1,029 SQ. FT.



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Bedrooms with bright, airy windows

- Each Apartment has
- Hard surface countertops in kitchen and baths
- Under cabinet lighting in kitchen
- Full sized-appliances including range, refrigerator, microwave, disposal, dishwasher plus washer and dryer
- Step in shower(s)
- Comfort height toilets
- Underbuilding assigned parking

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### THE SCARLET

2 BEDROOM (CORNER) • 2 BATH • 1,170 SQ. FT.





WALK-OUT PATIO (1ST FLOOR)  
WALK-OUT DECK (2ND - 4TH FLOORS)  
30' x 6'6"

LIVING/DINING 18'6" x 15'2"  
KITCHEN 8' x 10'6"  
MASTER BEDROOM 15'2" x 12'9"  
BEDROOM 14'9" x 10'  
MECH.  
CL.  
BATH  
W.D.  
WALK-IN CLOSET  
MASTER BATH



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AT GREEN TOWNSHIP

### THE SCARLET

2 BEDROOM (CORNER) • 2 BATH • 1,170 SQ. FT.



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**Bayley.**  
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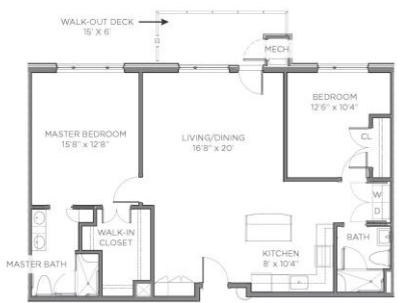
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THE CHERRYBARK

2 BEDROOM (CENTRAL) • 2 BATH • 1,174 SQ. FT.




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## Disclosures

*Information and opinions are current up to August 30<sup>th</sup>, 2022 and are subject to change without notice. The opinions expressed by Lynn Daly are strictly her own and do not necessarily reflect those of HJ Sims or its affiliates. HJ Sims is not providing any financial, economic, legal, accounting, or tax advice or recommendations.*

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