



# The Mosaic

Masterpiece Living, LLC

(561) 624-8797

[www.mymasterpieceliving.com](http://www.mymasterpieceliving.com)

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## Lyceum 2012: Blue Skies and New Challenges

Early February brought blue skies to Phoenix, AZ as members of the Masterpiece network, thought-leaders and aging experts descended on the scenic Wig Wam resort. Attendees experienced new insights, actionable ideas and valuable connections with colleagues across the country.

Keynote presenters David Turner, President and CEO of Masonic Health System of Massachusetts, and David Schless, President and CEO of American Seniors Housing Association, unveiled common themes of greater choice, improved greater-community engagement and new insights into the future of older adult services. The primary characteristic of the future of aging services will be choice: from living environments to informed choice in health care, the future older adult will demand increased resources for health and wellness and deeper connections with the greater community. Not only will nearly a quarter of baby boomers plan to work in retirement, they will also seek greater depth and variety in programming, including spiritual opportunities, meaningful volunteer opportunities (67% plan to volunteer), community involvement, easy access to fitness, travel, multi-generational and educational opportunities, among others.

Masterpiece community thought leaders shared strategies for improved program promotion, systematic approaches to greater participation and the power of intergenerational programming, to name a few. Maestro David Dworkin made the inaugural presentation of 'Music Matters' and energized participants with Conductorcise®. A drum circle under blue Arizona skies connected the group, challenged the mind and moved the spirit.

Dr. James Jackson of the MacArthur Foundation Research Network on an Aging Society tackled common myths: To be old is to have diminished capacity; Policy makers must choose between investments in youth or the elderly; Intergenerational political warfare is inevitable in an aging society; and the principle problems of an aging society are related to social security and Medicare/Medicaid. Regarding the latter, the currently unfunded future financial obligations of Social Security and especially Medicare and Medicaid represent a staggering challenge that threatens our nation's future financial stability, explained Dr. Jackson. "Nonetheless, there has been relative neglect of more fundamental questions about the nature of life in an aging America, our commitments among generations, and the structure and function of our key institutions that might best permit us to achieve a productive and equitable society."

Henry Ford famously said, "If I had asked people what they wanted, they would have said faster horses." Despite Lyceum 2012's historic old west setting, the thought-provoking sessions and challenging discussion had nothing to do with faster horses. Instead, the emphasis was on innovation, fresh insights and creative approaches that will lead us to a bright future. Proud of the past, but never willing to rest on success, Lyceum attendees left with renewed personal and professional nourishment.

"When I think back to the beginnings of Masterpiece Living, I'm really filled with admiration for what you have accomplished and what you are now doing," said Dr. Robert Kahn, co-author of Successful Aging and Masterpiece Alliance Foundation board member, in his closing address. Dr. Kahn called for increased measurement through the Masterpiece Reviews, emphasis on making volunteerism a more visible and easily exercised option, and the adaptation and extension of Masterpiece Living beyond retirement communities. "Now that's a challenge," noted Dr. Kahn regarding the latter, "but it was a challenge to begin the whole movement of Masterpiece Living in the first place. Congratulations for what you've already done. You've started a social movement: the invention, the development and the improvement of what it means to have a meaningful old age. I wish you good luck in your good work."

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# Masterpiece Living: The Secret Sales Weapon



When you think of Masterpiece Living as your secret sales weapon, you have what few others have. This was the overall message relayed by the marketing experts who participated in the Lyceum 2012 marketing breakout session.

The panel of seasoned professionals included three sales directors from the Masterpiece Living Network - Patrick McShane, Masonic Health Systems; Peggy Buchanan, MonteCedro; and Jeffrey Dillon, Acacia Creek - as well as Rick Hunsicker, President of Hunsicker Senior Living Services.

Each speaker introduced proven and practical tips of when and how to insert the unique concept of successful aging into the sales process.

“Introduce Masterpiece Living on your first call,” suggested Rick Hunsicker. “Articulating your greatest competitive advantage up front, even before the on-site face-to-face visit, keeps the focus on Masterpiece Living as the most important differentiator of your community from the competition.” Rick went on to say that discovering how important healthy aging is to a prospect will help you to uncover their goals and desire for the engaging environment only Masterpiece Living has to offer.

Patrick McShane offered another unique sales angle. “For us, Masterpiece Living is all about the process of engagement. Every marketing event is an opportunity to promote greater activity. In fact, we’ve created a series of events that allow prospects to participate in the lifestyle of successful aging. Iron Chef contests and the Ten Best Exercises are very well attended.” Patrick further explained that this approach also sets expectations that each prospect and resident at a Masonic community is an active and engaged participant in his or her own lifestyle.

And what role does Masterpiece Living play when the community is not even built yet? Peggy Buchanan shared that as a result of focusing their sales events on Masterpiece Living they have generated hundreds of new leads and retained a much higher number of depositors than the national average. Peggy says, “By incorporating partnerships of organizations in our greater community such as the local symphony, we have already engaged prospects and depositors in the successful aging Masterpiece Living lifestyle. Plus they are getting to know their future neighbors on a whole other level.”

Jeffrey Dillon enjoys extending the concept of Masterpiece Living far beyond the typical amenities of senior living communities. “At Acacia Creek we focus on the “P” word...Purpose!” Jeffrey offered numerous examples of how Masterpiece Living helped residents to get engaged with a new life purpose and how these efforts helped the community to experience 60% more move-ins.

These are a few of the many ideas you can put into action today. Now it’s your turn. You already have the competitive advantage -- Masterpiece Living - the next step is to brainstorm with your team on what you can do to actively promote a successful aging lifestyle in your sales process. If you like, your Masterpiece Living Representative will be happy to put you in touch with other communities in the Network who have had many successes in the sales process.

# That Which Makes Us Human



Emotional health outcomes and best practices were shared at Lyceum 2012 as the dynamic doctor duo - Drs. Landry and Gobble- presented “That Which Makes Us Human: Emotional Well-Being and Aging” with guest appearances from the Masterpiece Analytics Team. This session proved a favorite among attendees. A brief recap follows.

Aging itself is emotionally demanding given its constant series of challenges and adaptations. While happiness increases after age 55, depression risk can also increase, issues of meaning and purpose may surface and social isolation can spike. Like the weather, emotional well-being is complex, difficult to describe and equally difficult to measure. Emotional well-being is quite multi-dimensional and is best described as a construct, measured by multiple perceptual and functional measures.

Masterpiece communities measure emotional well-being through the Lifestyle Review and Mayo Clinic Health Risk Assessment. In aggregate, this data demonstrates the connection between emotional well-being and other health factors, the progression of emotional well-being over time, and identifies best practices related to emotional wellness.

Individuals reporting low levels of emotional well being also report more personal and emotional problems and worse overall health as compared to national norms. Over time these individuals also report less energy, limited physical activity and reduced social activity. Low emotional well-being has a dramatic impact on one’s life, and the effects snowball over time.

When is the right time, and how can we reach those whose emotional well-being is at risk? According to the findings, the right time is right away, before the snowball effect occurs. That said, it’s never too late to reach out and the collective expertise of the Masterpiece Network proves helpful: personal visits, attempts to learn something new, identifying an element of meaning and purpose in one’s life, learning about a person’s life story, hosting small group gatherings arranged through personal invitation, block parties, exposure to pets, pairing of individuals, focusing on the positive through initiatives like Complaint Free World, emphasizing gratitude and forgiveness, volunteerism. All are examples of successful approaches that have improved the emotional well-being and overall health of others.

## NEWS:

Welcome new communities!

- The Ohio Masonic Homes communities:

Western Reserve Masonic Community

Browning Masonic Community

Springfield Masonic Community



- Cape May, OPRS



World of Wellness will be released on 4/01/12



Anti-Aging Games Announcement:  
Free play! Join the March 5th/6th  
network call to learn more



# 2012 Lyceum Photo Album

