

MPL Everyday: Sales and Marketing Agenda

Objective:

To apply Successful Aging and Masterpiece Living concepts to our roles within the community/organization and to identify what that looks like in action in our day-to-day functions.

1. **Welcome and Introductions**
2. **Why are we here?**
3. **Celebrate!**
4. **Definition of Role**
5. **Sales and Marketing Engagement #1: Language**
6. **Sales and Marketing Engagement #2: Culture**
7. **Sales and Marketing Engagement #3: Raising the Bar**
8. **Sales and Marketing Engagement #4: MPL Reviews**
9. **Sales and Marketing Engagement #5: Data Delve**
10. **Sales and Marketing Engagement #6: Toolkit**
11. **Commitment to Successful Aging**

Masterpiece Living

Mission:

To change the *experience* and *perception* of aging.

Vision:

A society in which aging means *growth, engagement, vitality* and *purpose*.



CP Speak: A Guide to the Lingo of Clermont Park

Institutional Language	Clermont Park Language
Nursing Home, Skilled Nursing Facility (SNF)	The Health Suites
Facility, Institution	Community
Unit, Hall, Wing Room Unit (referring to apt)	Neighborhood Suite Apartment Home
Independent Living	Residential Living
Alzheimer's Unit	Memory Support Neighborhood
Cafeteria, Dining Hall	Dining Room
Activities	Life Enrichment, Community Life
Dietary, Food Service	Dining Services
Patient	Resident, Elder, Individual
Lockdown	Secured Neighborhood
Short term rehab patient	Guest
Refused	Chose
Admission	Move In
New Admit	New neighbor, new resident, new friend, their name!
Discharge	Move out or returning home
Nurses Station	Resident Services Center
Disabled	Person needing support
A diabetic, quad, CVA	A person living with (whatever condition)
Demented, dementia	Person living with cognitive losses
Feeder	Person needing assistance with dining
Behavior	Person communicating that they have an unmet need
Diaper	Brief, brand name
Bib	Clothing Protector
63-bed facility	63 people live in this home
Non-compliant	Chose

Thank you to the team at Clermont Park for sharing this language directory!



A Guide to the Lingo of _____

Institutional Language	New Language



Culture

The following paragraphs are an excerpt taken from an article titled, *Creating Inclusivity in Aging Services* by Thomas Chang, Ilana Grossman, Debbie Hedges, Nikole Jay, Alla Rubinstein, Chris Sintros, Katherine Streeter and Jill Vitale-Aussem. The article is available in the September/October 2014 *LeadingAge Magazine*:

http://www.leadingage.org/Creating_Inclusivity_in_Aging_Services_V4N5.aspx

In the highly competitive retirement community market, an inclusive culture may also become a competitive niche. Nicole Pollard, sales and marketing director at Clermont Park, says her sales team proudly communicates their culture and beliefs to prospects. “When someone is on a tour and comments on wheelchairs or walkers or seeing so many ‘old people,’ we tell them about this amazing culture and the way that we honor each individual. We tell them they won’t find that in most communities. It’s become a selling point.” And it works. The community is at 100% occupancy. The community has experienced family members shopping specifically for a community where their loved ones, who would be living in assisted living, would be accepted by the general population and able to use all of the amenities. The competitors lost out because they didn’t allow assisted living residents to dine or attend programs with the rest of the community. As more communities become inclusive, and begin selling this culture, those with a traditional model of segregation may lose out.

Donna, the daughter of residents of Newbury Court, a CCRC in Concord, MA, explains how difficult it was for her parents to find a community where her parents would be accepted. Other communities “wanted their facility to be a showcase,” she explains. “People wracked by the tremors of Parkinson’s, debilitated by dementia, or simply gnarled by age, were made to feel they were an embarrassment—beings unfit to be seen in public.” It is imperative that we challenge the status quo and put an end to cultures in which frail elders must endure the pain of discrimination. Our communities deserve better. Our residents deserve better.

Changing the mindset and deeply-rooted culture of a retirement community may seem impossible. It isn’t. But it does take a firm commitment, hard work, and an understanding of the principles of change management. Just as the culture change movement has created a new reality for nursing homes, if we become knowledgeable about and address the issues of ageism, ableism, and segregation, we can create senior living environments that embody the true meaning of the word “community.”



Sales and Marketing: Raising the Bar

Every department within a successful aging environment works to continue to raise the bar and enhance the culture. Please read the examples of individuals and departments that felt empowered and took the next step.

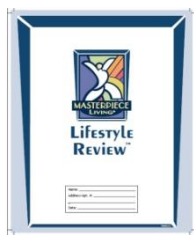
1. At Holly Creek Retirement Community, team members decided to raise the bar by offering Programs by Masterpiece Living to prospects. This opened up the opportunity for older adults in the greater community to age successfully. They advertised with special postcards highlighting the programs.
2. The artwork of the residents at The Buckingham Retirement community was displayed in a calendar that featured the various artists. Each year, a new calendar is created using the newest paintings. The calendars are handed out to guests and prospects to relay the message that retirement offers new opportunities, new beginnings and an opportunity to learn something new.
3. As part of a successful aging approach to sales and marketing, resilience is the marketing theme for Llanfair Retirement Community's new rehabilitation center. They handed out bamboo plants at the grand opening along with a card that shared the Japanese proverb, "Then bend, do not break, be like bamboo. It endures stress and finds a way to bounce back."
4. Llanfair Retirement Community offered Vertical, a Program by Masterpiece Living, to prospects. As part of the program, participants were able to participate in the Masterpiece Living Mobility Review. Vertical is structured to address multiple factors that contribute to fall risk. Topics addressed include: overview of the prevalence, implications and outcomes of falls, environmental contributors, medication, vision, safe transfers, assistive devices and physical activity.

MPL Reviews Information Sheet

The Masterpiece Living Reviews consist of the **Lifestyle Review and Mobility Review**. By putting the successful aging research into the hands of participants, the MPL Reviews help to increase self-awareness of one's health and encourages participants to make positive changes to the aging process.

Individuals receive **feedback reports** for each review that lists strengths and areas for growth in each component of successful aging, tracks their progress over time, and **compares their results to national norms** and research recommendations. As a follow-up, individuals participate in lifestyle coaching sessions that facilitate goal setting and connection with the resources at your organization.

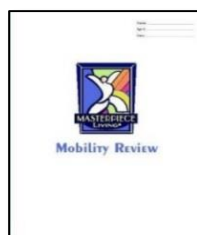
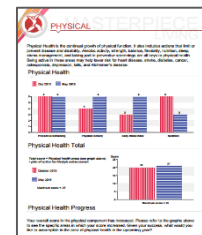
Review



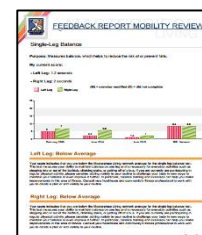
Measurements

Physical Health
Intellectual Challenge
Spiritual Fulfillment
Social Engagement
Readiness to Change

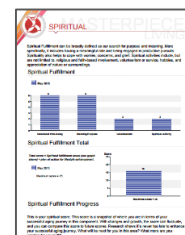
Individual Reports



Gait
Balance
Flexibility
Strength
Aerobic Endurance



Outreach Lifestyle Review:
Customized for the 55+ population
Work-life Balance
Job Satisfaction
Travel and Leisure
Caregiving





MPL Reviews Supported by Sales and Marketing

Team members and the Outreach Lifestyle Review

1. *Team members complete the Outreach Lifestyle Review during a review campaign so they can share the experience with those who might have questions.*
2. *Leadership offers incentives for team members to participate in the Outreach Lifestyle Review.*

Team members supporting residents

1. *Team members encourage participation in the MPL Reviews through informal conversations.*
2. *Team members help with registration or in other areas at Mobility Review Fairs.*
3. *Each team member in the organization works with a few residents/members as they complete the MPL Review process.*

How will your team support residents/members as they complete the Masterpiece Living Reviews?

Data Delve

In addition to the MPL Feedback Reports that individuals receive, Masterpiece Living partners benefit from the Masterpiece Portrait, a report that combines all results from the Masterpiece Living Reviews. The MPL Portrait includes graphs that display a variety of measurements from the MPL Reviews. Please read the examples of how one partner community made data driven decisions.

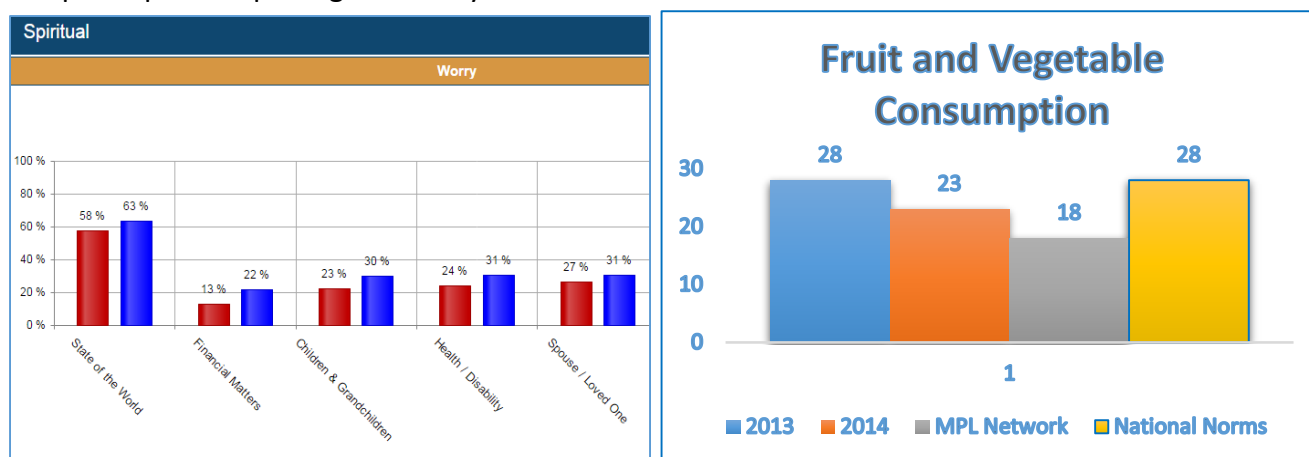
A Masterpiece Living partner team created a visual with side-by-side comparisons because they wanted to make an impact on community data. They also used the visual to show the story the data was telling them.

Scenario #1

To address the decrease in fruit and vegetable consumption, they **presented Nourish** and **added healthier choices** and **more vegetarian options** to the menu.

Scenario #2

In this graph, the data revealed that state of the world was a significant source of worry for residents. In response, this community **started showing TED Talks** each week that featured positive topics that are thought provoking. After each talk, there is a **short discussion** among the participants exploring what they can do to make a difference.



This community made data driven decisions after reviewing the community data. Worry about the state of the world is high and fruit and vegetable consumption is low across the network. How might you, as a sales and marketing team member, use the measures from the Masterpiece Portrait to educate prospects? How do these measures differentiate your organization from others?

Reminder: Don't forget to request a copy of the Masterpiece Portrait or download it from mymasterpieceliving.com the next time your community completes the MPL Reviews.





Commitment to Successful Aging

1. An action I can take today to support the successful aging of resident/members is:

2. My goal for contributing to the successful aging culture of my organization is:

3. One goal I would like to see my department achieve in the next year is:

4. The next step in my own successful aging journey is:

Please save this commitment to successful aging.





MPL Everyday Feedback

Thank you for attending this session of The Masterpiece Living Core Experience. Please provide any feedback or recommendations below. Your voice is important to us.

1. What did you like most about this session of the MPL Core Experience?

2. What did you like least about this session of the MPL Core Experience?

3. What takeaways do you have from this session of the MPL Core Experience?
