

MASTERPIECE LIVING

• EXECUTIVE SUMMARY •

OF DELIVERABLES



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The MPL Approach

Masterpiece Living is a multi-specialty team who partners with organizations to maximize the potential of older adults by developing cultures of successful aging.

Partnership with industry experts & research

Measurable outcomes for quality assurance

Expertise & Consultation

Comprehensive Support System

Website access for staff & residents

Ongoing staff training & education

Tools, Programs & Resources

Marketing Advantage



Masterpiece Living is the only initiative that can claim a relationship with the Successful Aging Research

Leverage the Masterpiece Living team expertise, ongoing research, measuring tools, and 15-years of experience developing and applying these concepts and resources to enhance your organization's ability to become a destination where older adults continue to grow and reach their potential.



A direct descendant of the MacArthur Foundation Study on Aging, Masterpiece Living is the result of millions of dollars of research, development and application. This is done through working side-by-side with Dr. Robert Kahn, lead investigator and co-author of the book, Successful Aging.

Expert Team

40 years of post-graduate education

2 MPHs - Public Health

Over 300 years of experience in age-related fields

2 MAs - Gerontology, Wellness Management

1 Preventive Medicine Physician

2 MBAs - Business Management

1 Internationally Recognized author

3 MS - Gerontology, Recreation & Fitness Management, Recreation Administration

6 PhDs - Gerontology, Psychology, Wellness

1 MSW - Social Work

The MPL Advisory Board

Robert Kahn, PhD

Professor Emeritus, Institute for Social Research
University of Michigan
Co-Author, Successful Aging

Larry Landry, CEO

Westport Advisors, Ltd.
Former CEO of MacArthur Foundation during Successful Aging study

Toni Antonucci, PhD

Associate Vice President, Institute for Social Research
University of Michigan

Roger Landry, MD, MPH

Board Certified Preventive Physician
President, Masterpiece Living

Kathryn Hyer, MPP, PhD

Associate Professor, School of Aging
University of Southern Florida
Director, University of South Florida

David Gobble, PhD. CHES

Professor Emeritus, Fisher Institute for Wellness and Gerontology
Ball State University
Director, Masterpiece Living Academy

Katie Hammond Petrossi, PhD

Aging Studies
University of South Florida

Customized Integration Process

Customize your integration process based on your organization's specific goals and characteristics. An overview of the integration process is outlined below.

Building the Foundation

- Declaration of Leadership
- Get to know your dedicated MPL Partnership Specialist
- Engage a Champion Team of residents and team members
- Establish organizational goals for partnership
Meet your Partnership Specialist in person at the Initial Visit
- Attend a two-day in-person training (Foundational Training)
 - Champion Team weekly calls/videos/training with your Partnership Specialist to prepare for debut
 - MPL Core Experience - Team Member Training

Debut & Review Process

- Debut Masterpiece Living by engaging residents and team members. Begin MPL Reviews - measurement process for residents and team members
 - Residents and team members receive individualized reports, lifestyle coaching and develop personal goals
- Receive a Portrait Report - aggregate data and analysis
- Attend on-site Strategy Session with your Partnership Specialist
 - Utilize evidence-based Programs by Masterpiece, sales & marketing toolkit and move-in survey

Ongoing Innovation & Support

- Continue tracking individual and organizational outcomes
 - Attend the Lyceum annually
- Stay up-to-date with new MPL developments
- Receive ongoing support and consultation from your Partnership Specialist
- Participate in annual on-site Strategy Session
- Continuous annual team member training, reviews and events

The MPL Academy



MASTERPIECE
ACADEMY

Directed by Dr. David Gobble, the Academy synthesizes and distributes the most important information for your continuing education needs in aging and health-related services.

Foundational Training

- 2-day in-person training
- Champion Team attendance
- Focus on increase awareness of ageism & culture enhancement

Integration Support

- Series of in-depth calls and videos
- Customized support throughout the integration process

Core Experience

- 4-part series for all team members
- 2 additional trainings for leadership
- Interactive experience to educate about MPL and Successful Aging



GEMS Coach Training

- Videos and trainings via phone
- Focus on language, empowering dialogue and group facilitation



- Over 100 topics related to successful aging
- Discussion questions for team members & residents

Network Webinars

- Continuing education & updates
- Various topics related to successful aging and the MPL process

Manuals, Guidebooks & Toolkits

Follow Up Session Facilitator Guidebook

- Resource for planning, promoting & facilitating follow up sessions
- Supplement to Coach Training
- Helpful tips for everyday coaching conversations

Purposeful Planning Toolkit

- Resource for planning and executing programs and campaigns
- Keeping It Fresh Planning Guide
- Current MPL At-A-Glance calendar

Leadership Toolkit

- Resource for increased team member & resident engagement
- Presentations, articles and more



Sales & Marketing

Successful Aging Makes CENSUS



Content increases brand awareness, credibility and reach.

Data closes sales by proving brand promises and validating buying decisions. Masterpiece Living provides organized access to credible, curated, multi-media successful aging content and data.



MPL offers partners sales tools and strategies to authentically engage inquiries and professional referral sources with the goal of compressing the sales cycle and optimizing move-in conversion and closing ratios.



MPL supports media relations by providing newsworthy story content that can generate earned media impressions.



Subject-matter marketing requires constant access to industry thought leaders and experts. MPL offers the benefits of subject-matter experts to drive brand awareness and marketing reach.



MPL provides partners with brand identifying standards for the design of documents, signage, and logos that ensure uniformity of brand use.



Masterpiece Living helps partners build collaborative research and outcomes-based alliances across healthcare silos.

Masterpiece Living:

1. Trains the sales and marketing team on articulating and integrating concepts of successful aging into the sales process.
2. Collaborates with your advertising agency and public relations firm.

Centers for Successful Aging



Enhance brand as a Certified Center for Successful Aging

- Recognition as a CSA is rewarded to forward thinking, cutting edge organizations that demonstrate commitment to actively furthering the Successful Aging Movement
- Position your community as a destination for successful aging.
- Communicate to potential residents/members that your organization puts values into action through innovative policies and procedures, and a unique organizational culture.

Partners who have achieved CSA status include:



Senior Quality Lifestyles Corporation communities:

- The Buckingham at Houston
- Querencia at Barton Creek
- Edgemere
- The Stayton at Museum Way



Christian Living Communities:

- Clermont Park
- Holly Creek
- Someren Glen



ABHOW

- Judson Park
- Las Ventanas
- Rosewood Retirement Community
- The Terraces of Phoenix
- Plymouth Village
- The Terraces at San Joaquin Gardens



Presbyterian Senior Living

- Quincy Village
- Presbyterian Village at Hollidaysburg



Acacia Creek

Measuring & Reporting

The MPL measurement tools track successful aging outcomes for individuals and your organization.

1. Organizational Measurement

Core Measures

- Establishes and tracks organizational goals
- Organizational goals: participation, resident-led programs, satisfaction, health risks, etc.

Online and on-demand reporting

- MPL Reviews, Aggregate reports, tasks, timelines and events are available on the website

Organizational Self-Assessments and Programming Analysis

2. Individual Measurement

Lifestyle Review Measurements

- Physical Wellbeing
- Intellectual Vitality
- Social Engagement
- Spiritual Fulfillment
- Readiness to Change

Mobility Review Measurements

- Gait
- Balance
- Flexibility
- Strength
- Aerobic Endurance

Outreach Lifestyle Review Measurements

- Work-Life Balance
- Job Satisfaction
- Travel and Leisure
- Caregiving

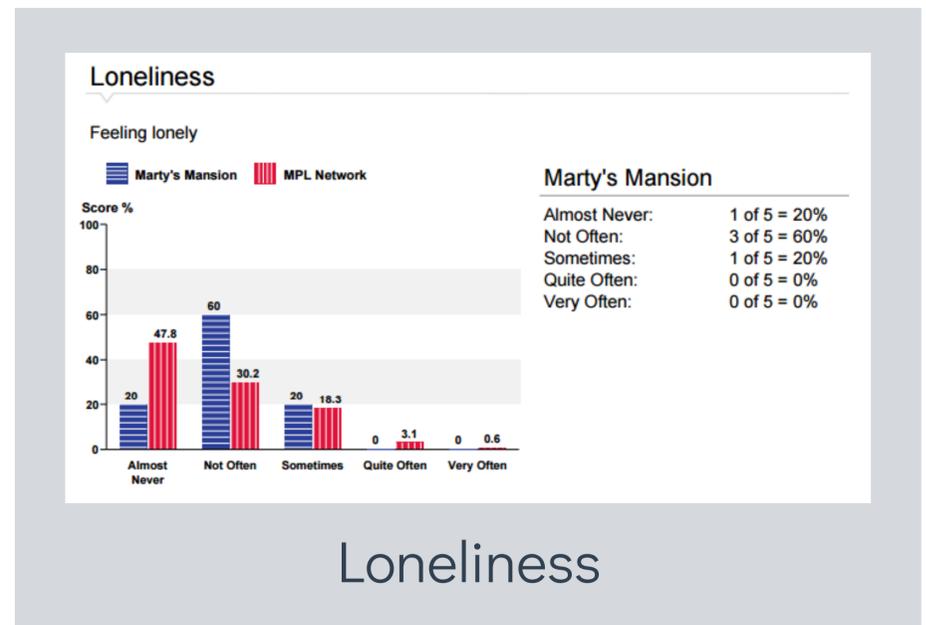
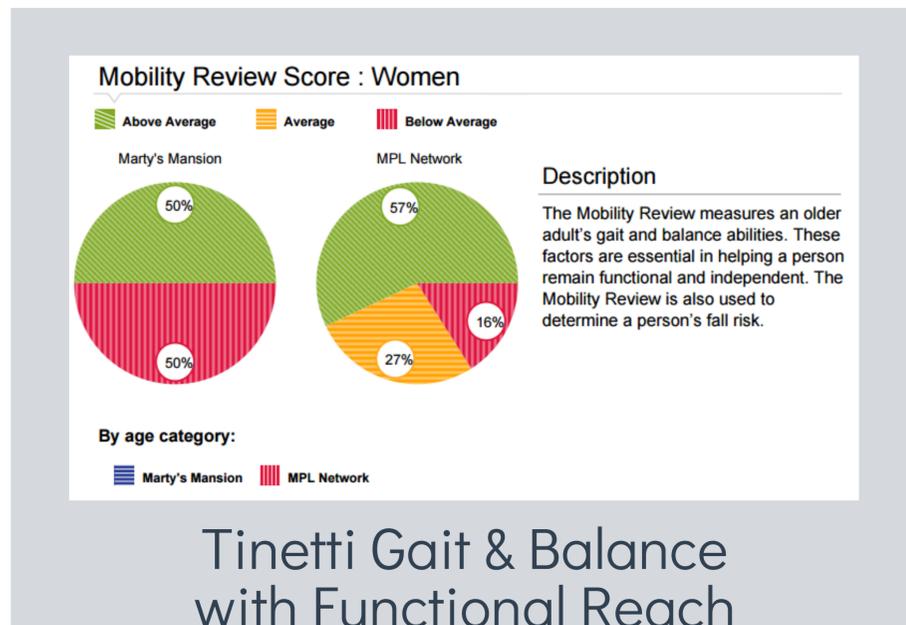
3. The Masterpiece Portrait

- An aggregate look at strengths and areas for growth
- Data is used to help target and inform specific goals and strategies to ensure all decisions are made through the lens of successful aging.

Measuring & Reporting

The MPL measurement tools track successful aging outcomes for individuals and your organization.

Sample Aggregate Data



4. Website Dashboard

- An at-a-glance view of organization's successful aging journey. Showing:
 - Key culture and data measures from the Lifestyle and Mobility Reviews
 - A snapshot of how organization's are utilizing MPL tools and resources
 - Specific measurements for each level of living over time and in comparison to the MPL Network



Campaigns & Programs

Campaigns & Programs by Masterpiece Living are research- and education-based, supporting a culture of successful aging. All programs have been piloted and can serve wide audiences including residents, team members and prospective residents.



BRAIN HEALTH UNIVERSITY
by Masterpiece Living

An 8-unit virtual brain health course led by Dr. Rob Winningham. Topics include ways to maximize memory, how to enhance executive functioning in the brain, the role of nutrition and physical exercise on brain health, and how to stay motivated to enhance and maintain cognitive health.



A dynamic, interactive, 11-week memory enhancement course that challenges memory and stimulates brain activity. Research shows that Neurobics+ yields significant improvements regarding participants abilities to remember and provides a better understanding of memory.



Through partnership with Dr. Rob Winningham, group intellectual activities and discounted rates on his Certified Cognitive Enhancement Instructor Video Training.



A five-part video mini-course that explores the history of aging and the evolving role of older adults across time.



A 6-week fall prevention course, offering a variety of prevention strategies and physical and mental exercises.

Campaigns & Programs



A 4-week interactive nutrition experience that connects nutrition to the four components of Successful Aging and answers the questions: What are your meals doing for you? Do they support your wellness? The course helps residents learn, discuss and explore new ways to support healthy aging through good nutrition.



A 10-session intellectual, spiritual, physical and social exploration that revisits concepts from the book Live Long, Die Short. This program offers opportunity to chart a course of their Personal Lifestyle Plan through meaningful activities and discussion.

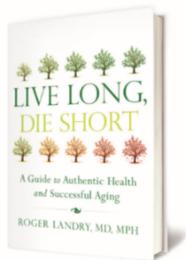


A 4-week program that explores how individuals respond to stress and how it impacts health. This course incorporates the newest research for minimizing the harmful impact of chronic stress and addresses the high rates of worry and concern experienced by many older adults.



A 5-session spirituality exploration that addresses the themes of mindfulness and peacefulness through engaging discussions, prayers and guided activities. This course is designed to promote spiritual growth and help define what it means to be spiritual in both religious and non-religious contexts.

Campaigns & Programs



A guide for facilitating a Live Long, Die Short book club.



A 4-week campaign to inspire and challenge residents and team members to try new pursuits in the four components.



A video contest campaign aimed to showcase organization's systems for valuing and leveraging the human capital of older adults.



A 7-week program exploring the four components within different cultures and countries around the world.



A month-long campaign that unites an entire organization through motivation to move more, move with a purpose and sustain that movement.

Additional Resources



International Council on Active Aging Memberships

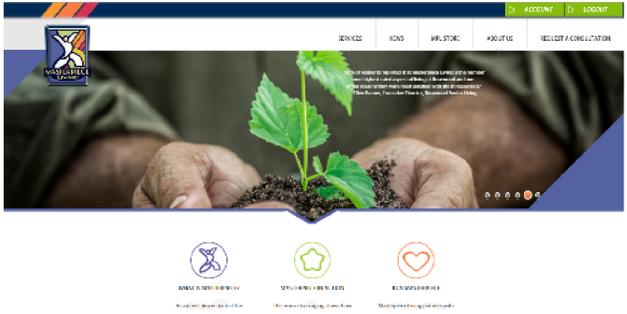
Included with the Masterpiece Living partnership are 5 free memberships (a \$619 value). The ICAA is a comprehensive resource for older adult wellness, which includes their publication *The Journal on Active Aging* as well as discounts to their annual conference.

A bi-monthly newsletter for residents to inform them of MPL resources available to them and share personal successful aging stories of residents from around the network.



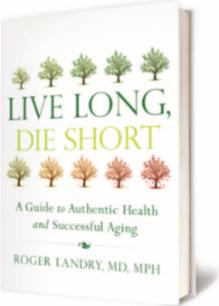
The Mosaic

Masterpiece Living Website & Portal



An enhanced user experience with a community dashboard for quick reference of community outcomes measures and customized updates. Availability to on-demand aggregate review data, expanded resources library, and direct communication between residents/members and coordinators.

5 copies of *Live Long, Die Short: A Guide to Authentic Health and Successful Aging*, a book that guides readers through what is possible as we age, dispelling the myth that aging means that we are resigned to a life of steady decline.



Live Long, Die Short by Roger Landry, MD, MPH

Successful Aging Advisory Coalition



Bi-monthly meetings that provide the opportunity for proactive older adults from the MPL Network to share unique and innovative happenings from their communities and directly advise the MPL team about product development.

The Masterpiece Living annual meeting, a learning and networking experience that furthers the movement of successful aging.



The Lyceum