

ASHA Consumer Education Initiative

American
Seniors
Housing
Association

GLYNNDEVINS 

ASHA Strategic Plan

As ASHA completed its Strategic Plan in 2014, one of five initiatives identified was Industry Promotion.

Four elements were identified as part of the Industry Promotion effort:

Develop a messaging platform and communications plan supported by a digital network and social media

Closely integrate and link messaging with advocacy

Disseminate information through earned media

Reaffirm ASHA's commitment to social responsibility and support causes that impact senior housing

Three-Year Program Evolution

Objective

2015

Build

2016

Establish

2017

Grow

Strategies

- ✓ Define Program
- ✓ Develop Content Plan
- ✓ Build Website & Owned Social Media
- ✓ Populate
- ✓ Develop Awareness Campaign
- ✓ Launch Program

- Members Marketing
- Awareness Campaign
 - Paid Social
 - Social Media
 - PR/Media Relations
- Content Generation/Curation
- Measurement/Analysis

- Members Marketing
- Establish Conversion Goals
- Promotion
- Content Generation/Curation
- Manage to Drive Metrics

ASHA Strategic Consumer Education Committee



Dave Schless
ASHA



Jim Bowe
*GlenAire
HealthCare*



Dan McConnell
DMCPR



Jeff DeBevec
*Belmont Village
Senior Living*



Doug Schiffer
*Allegro
Senior Living*



Jonathan Ruchman
*Brookdale
Senior Living*



Letitia Jackson
Senior Star



Margaret Wylde
ProMatura Group



Meg Ostrom
Enlivant



Meghan Lublin
*Sunrise
Senior Living*



Sara Abriatis
*Sunrise
Senior Living*



David Carliner
*Brightview
Senior Living*

ASHA Member Services Promoted

Senior Apartments

Independent Living

Assisted Living

Memory Care

Life Plan Communities / CCRCs

Member Benefits



**Educate
Everyone**



**Drive
New Residents
or ACIs**



**Sales
Support
Tool**



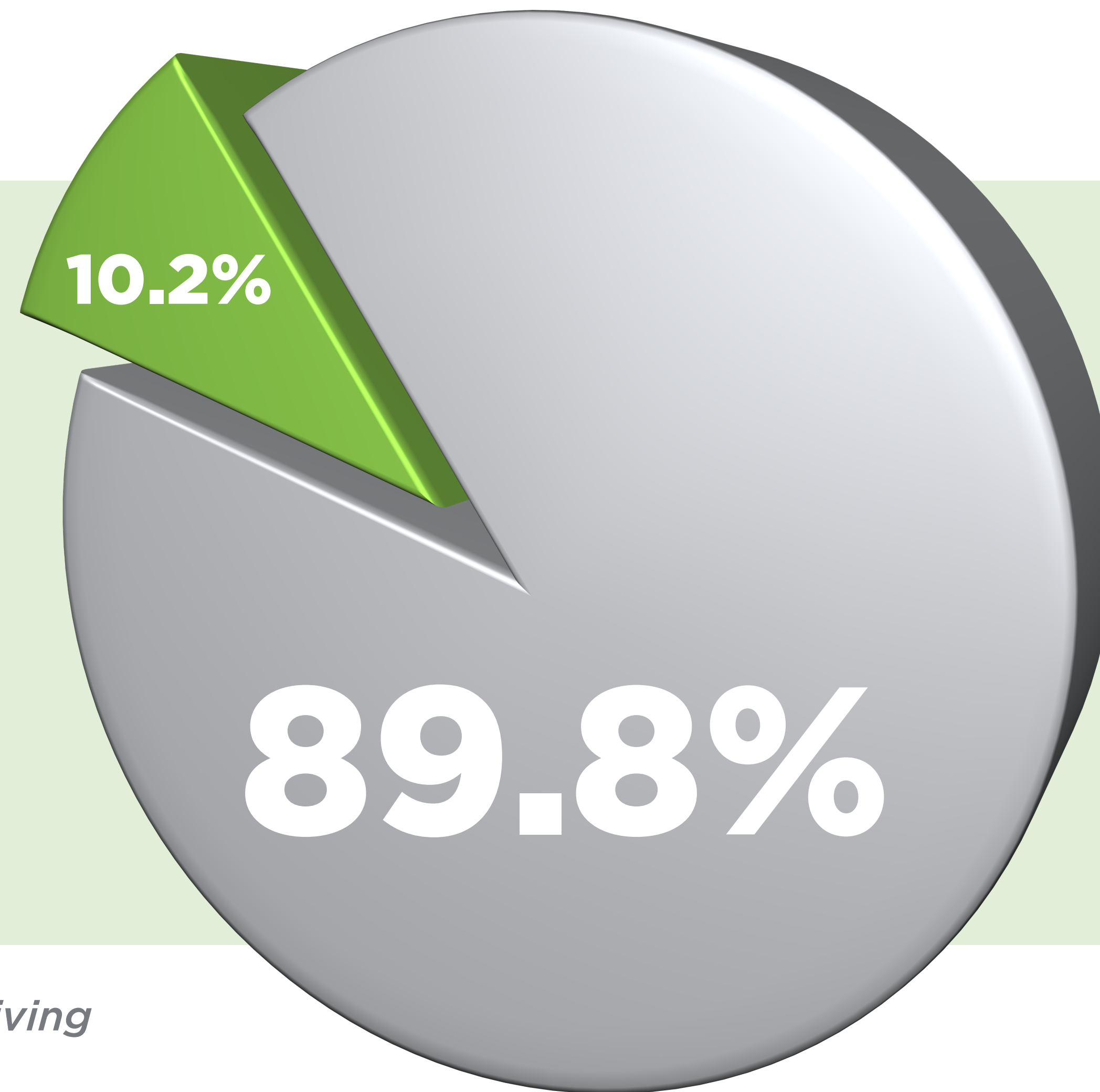
**Content
for Blogs
(Site Links)**



**Inspire
with
Examples**

INCREASE
market penetration
& growth potential.

Market
Penetration
Rate =
10.2%



Of Households, age 75+ living in Independent Senior Living or Assisted Living (which includes Memory Care).

Primary Market Areas defined as largest 31 metro areas in United States.

Notes: NIC does not income-qualify households 75+ as a part of their penetration methodology. All data excludes SNFs. Market penetration data as of 2Q 2015 NIC MAP® Data Service.

Program Strategy

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Seniors
Housing
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**Encourage seniors &
their families to be
PROACTIVE
with their decisions.**

Everyone has questions.

- How do I age well?
- Is there a way to compare my options?
- What's a "retirement community"?
- What should I plan for?
- How can I come to a decision with my family?
- What does it cost?
- Where can I find help?

User Experience

Overwhelmed

I'm confused.

Empowered

Fear is manageable.

User Experience



Positioning Statement

Helping explore the connection, as you age, between
WHERE you live & **HOW** you live.

TOGETHER
we will create a
MOVEMENT.

where
you
live
matters



ASHA Third-Party Experts — Video Contributors



Dr. Roger Landry
Masterpiece Living, LLC



Dick Edwards
*Author and Retired Mayo Clinic
Eldercare Specialist*



Donna Robbins
*President & Founder,
Ultimate Moves*



Joy Loverde
*Author and
Eldercare Specialist*



Terence O'Malley, Esq.
*Elder Law Attorney
specializing
in senior living*

WhereYouLiveMatters.org

American
Seniors
Housing
Association

GLYNNDEVINS 



Maximize your living.

Live Well. Live Better. Live where you maximize the possibilities. Whether you're a senior searching for answers or a caring family member eager to assist, you'll find our unbiased, research-based, thought-provoking resources will guide you toward smart, confident decisions.

WHAT ARE YOU LOOKING FOR? ▼

TEXT
+

Where You Live Matters

WATCH VIDEO ▶



How to...

Choose well to live well.

Compare the lifestyle options.

Learn about life at a retirement community.

Form a plan to live well, longer.

Make a family decision.

Prepare and manage your finances.



WHAT ARE YOU LOOKING FOR? ▾

Choose well to live well.

Where you grew up, went to school and worked helped make you the person you are today. The same is true for your retirement years. Where you choose to live now will determine how well you live in the future. Here are some things to consider.



DOWNLOAD

The Senior Care Continuum: A quick guide to the options

VIDEO

VIDEO

Social Media

American
Seniors
Housing
Association

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Facebook + Twitter

#WhereYouLiveMatters



Where You Live Matters



@ASHA_wylm



Create Page

Recent

2015

Where You Live Matters

Watch Video

Message

Videos

Powered by American Speech-Language-Hearing Association (ASHA).

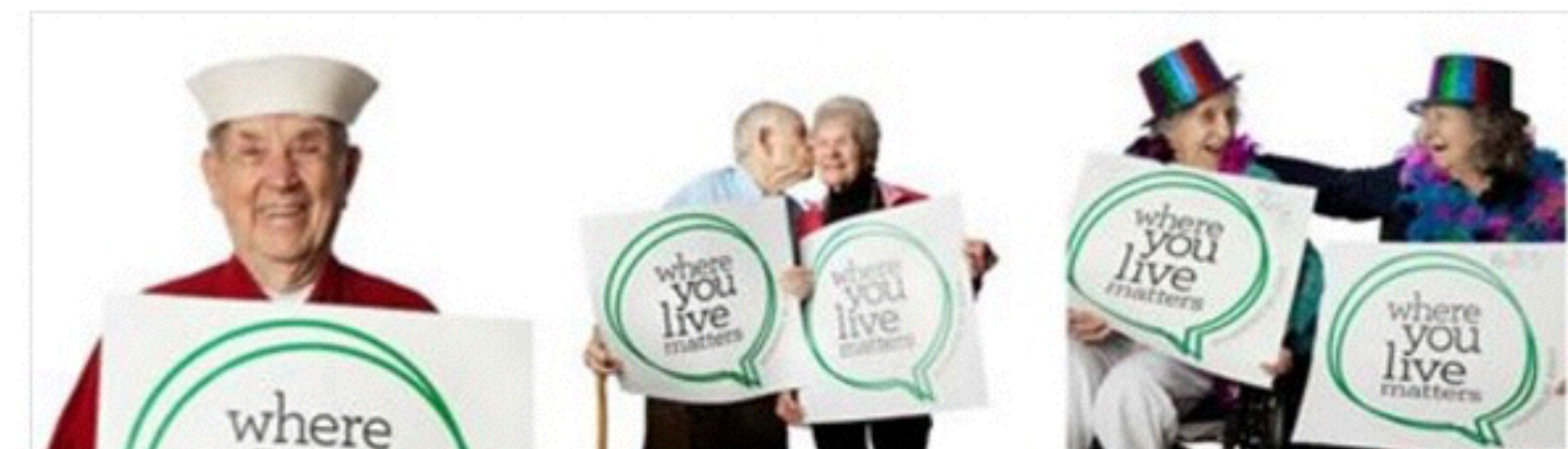
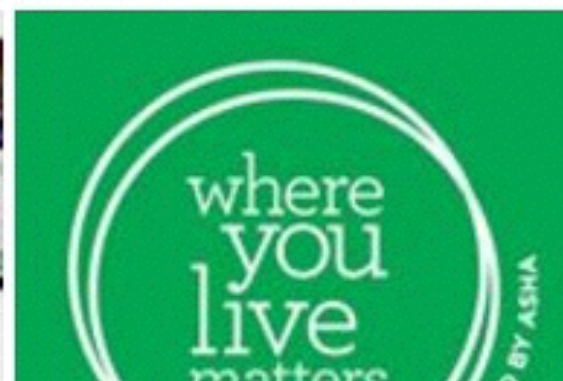
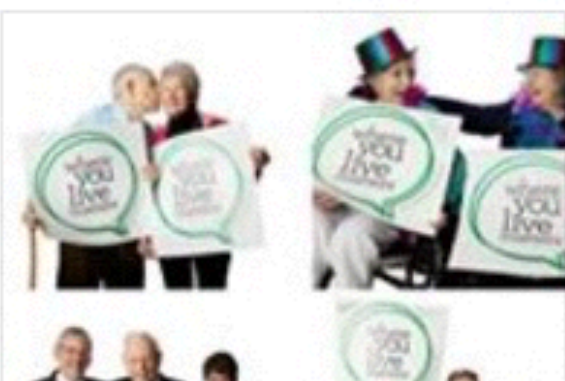
PHOTOS

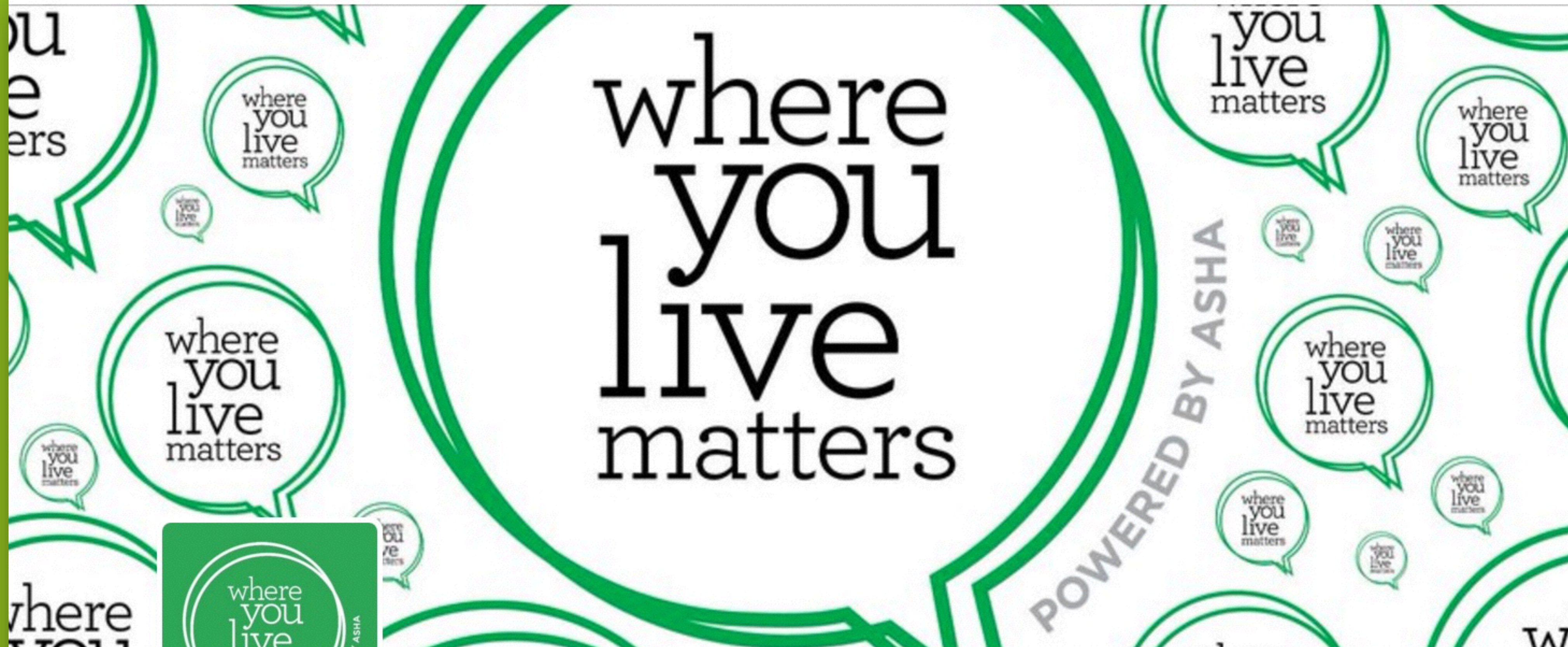


Where You Live Matters

19 hrs

These residents at Belmont Village Senior Living at West University know #WhereYouLiveMatters. Find out why they're having so much fun when we make a big announcement January 28.





WhereYouLiveMatters

@ASHA_wylm

We help you explore the connection between WHERE you live and HOW you live as you age. Powered by American Seniors Housing Association (ASHA).

United States

whereyoulivematters.org

Photos and videos



TWEETS 1 FOLLOWING 81 FOLLOWERS 27 LIKES 1

Follow

Tweets Tweets & replies Photos & videos



WhereYouLiveMatters @ASHA_wylm · 20h

Residents at Belmont Village Senior Living at West University know #WhereYouLiveMatters. And Jan. 28, you will too!



New to Twitter?

Sign up now to get your own personalized timeline!

Sign up

You may also like · Refresh



Bill Self
@CoachBillSelf



Wayne Simien Jr.
@waynesimien



thomas robinson
@Trobinson0

Media Relations

American
Seniors
Housing
Association

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Media Relations

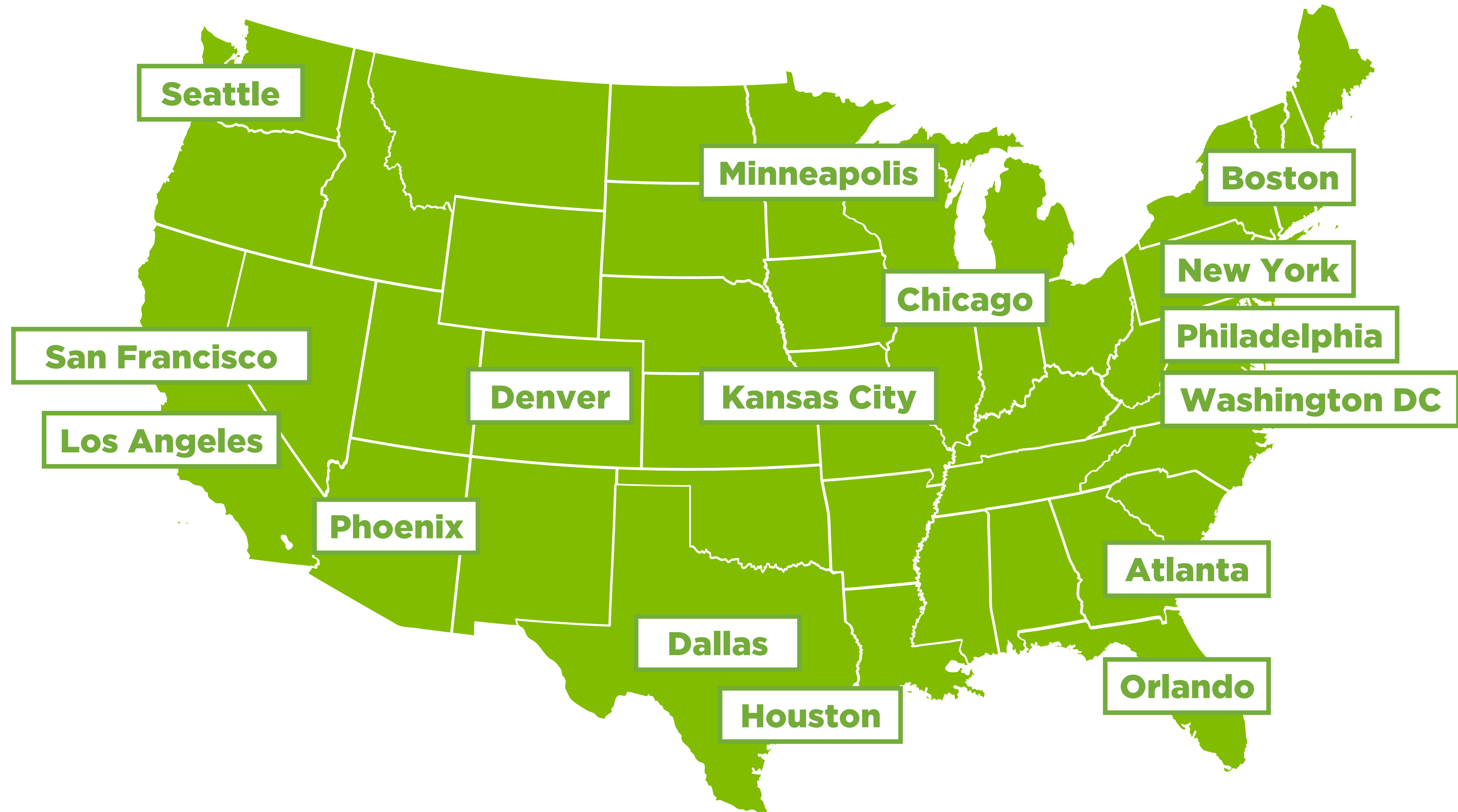
Online influencers:

**Senior living,
health/wellness
& healthy
aging bloggers**

**Key movers
& shakers in
the senior
living world**

**ASHA
members &
supporters**

Media Relations / Major Markets



Media Relations



FOX

CBS



THE
HUFFINGTON
POST

McKnight's
LONG-TERM CARE NEWS



SENIORS
HOUSING BUSINESS



THE ARIZONA REPUBLIC
The Boston Globe
Chicago Tribune
The Dallas Morning News
THE DENVER POST

The New York Times
The Philadelphia Inquirer
San Francisco Chronicle
THE WALL STREET JOURNAL.
The Washington Post

How Can You Help?

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Join the Movement

Welcome to ASHA's member-only resource toolkit for its new Where You Live Matters consumer education program. Help us create empowered, knowledgeable consumers – and help yourself to a shorter, more productive selling cycle by becoming a program Ambassador.

Just click the green bar on this page to become an Ambassador. Ambassadors can include key marketing, sales and communications contacts who routinely receive program updates and provide input on ASHA's senior living education initiative.

FIND RESOURCES TO HELP OUT BELOW ▼

WHAT IS WHERE YOU LIVE
MATTERS?



HOW CAN I GET STARTED?



HOW TO LINK TO WHERE
YOU LIVE MATTERS ON
YOUR WEBSITE



FREQUENTLY ASKED
QUESTIONS



WAYS TO SHARE ON
SOCIAL



HOW TO GENERATE
COMMUNITY PUBLICITY



DOWNLOADS TO PRINT
AND SHARE



CONTENT ORGANIZED BY
AUDIENCE AND TOPIC



SUBMIT YOUR CONTENT
HERE



MORE WAYS TO USE THE
PROGRAM



Become an Ambassador to
WHERE YOU LIVE MATTERS ➤





Becoming an Ambassador is Easy!

Any ASHA member can take advantage of and help promote the Where You Live Matters consumer education program. The more Ambassadors, the better! Sales and marketing specialists, a community's leadership team, and others involved in promoting senior living are all great examples of people who can receive and share information about senior living options and its benefits.

As an Ambassador, you'll receive emails with new ideas or case studies about how others are using the program. Remember, these resources are free and developed specifically to help educate your prospects. By helping educate prospects about their options, you position yourself as a leader who is providing unbiased information that puts the consumer in the driver's seat. Yes, it's a soft sell, but the silver lining is a shorter sales cycle if consumers are better informed before visiting your community.

SUBMIT



WAYS TO SHARE ON
SOCIAL



HOW TO GENERATE
COMMUNITY PUBLICITY



DOWNLOADS TO PRINT
AND SHARE



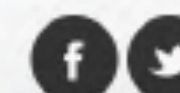
CONTENT ORGANIZED BY
AUDIENCE AND TOPIC



SUBMIT YOUR CONTENT
HERE



MORE WAYS TO USE THE
PROGRAM





Belmont Village
of Memphis

Assisted Living
Memory Care



Lifestyle
Choices

Hospitality

Residences

Around
Memphis

Newsletter
& Events

Welcome to Belmont Village Senior Living of Memphis, Tennessee

6605 Quail Hollow Rd, Memphis, TN 38120

Belmont Village of Memphis, Tennessee is located in the attractive Germantown residential area shaded by Crape Myrtle and Dogwood trees, not too far from the Mississippi River. Situated near shopping, restaurants, places of worship and outstanding medical facilities – not to mention everything Elvis – our Belmont Village facility offers a wonderful cross-section of the past, present and future for our assisted living residents.

» [More](#)



Belmont Village of Memphis

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» [More](#)



Photo Gallery



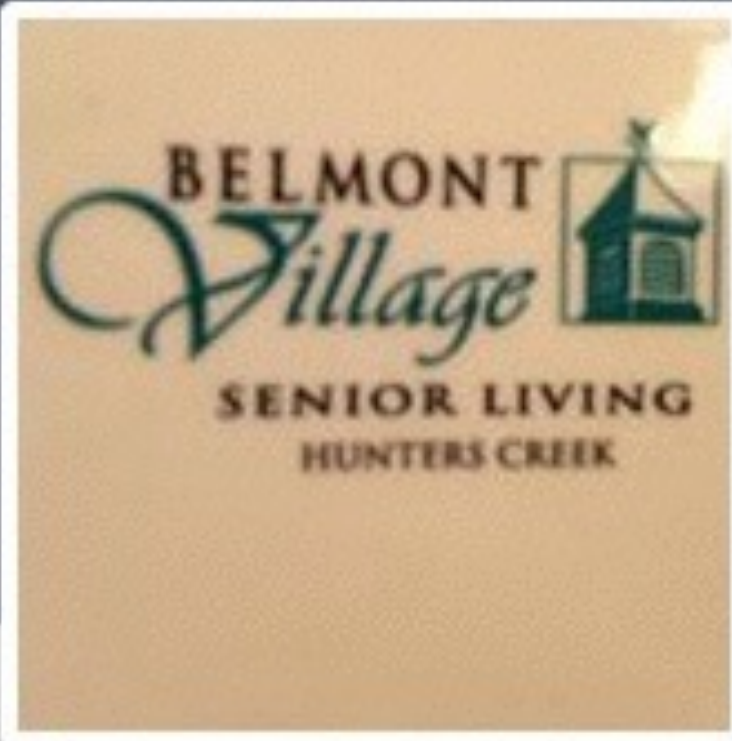
Love Letters



Find Your
Belmont Village Community

Select a Location Site...



[Home](#)

Belmont Village Hunters Creek

Local Business

[Like](#)[Save](#)[Suggest Edits](#)

5.0 ★

· 2 public ratings



Unofficial Page

[Is this your business?](#)



Is this category correct?

This will help people find this place

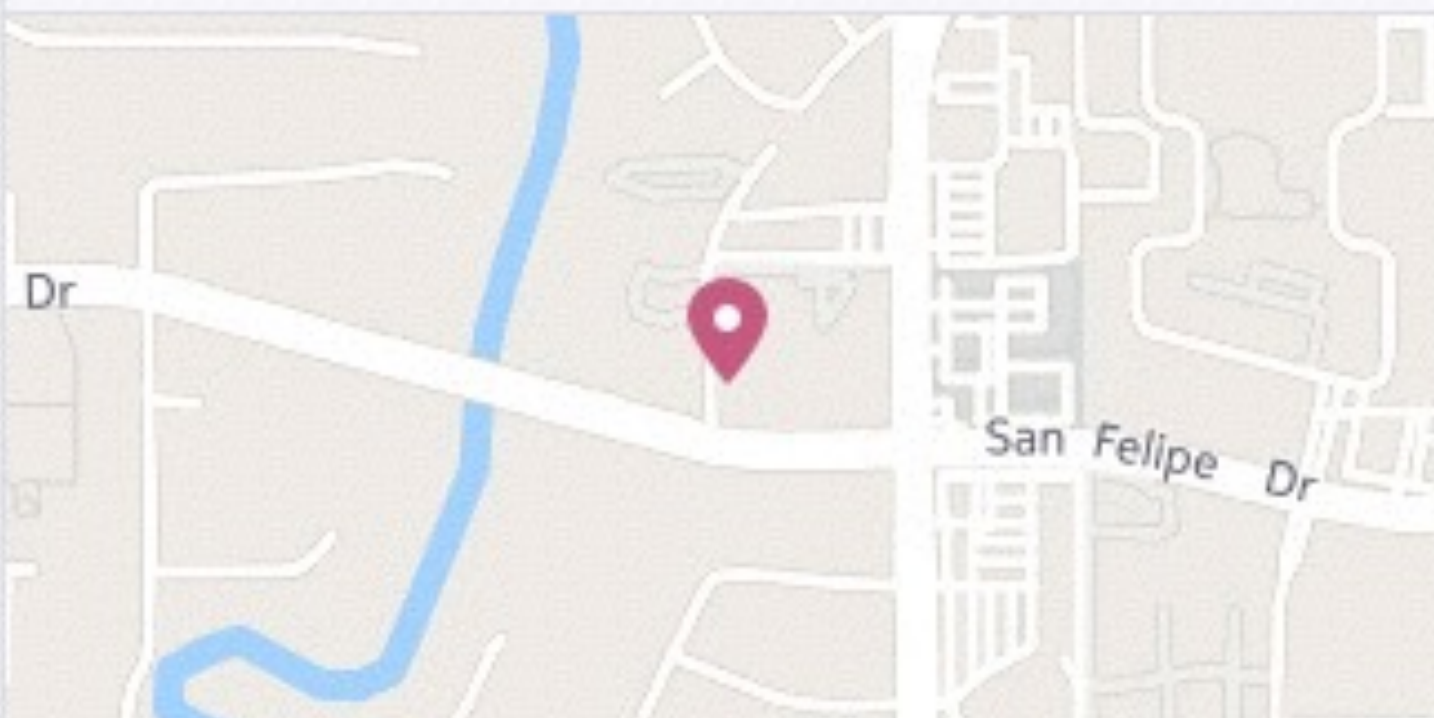
Retirement & Assisted Living Facility

No

Skip

Yes

ABOUT



Address 7667 Woodway Dr



Belmont Village — Our entire team at Belmont Village knows how much it matters! That's why we're proud to be part of such a meaningful movement. Thanks ASHA for sharing this vital message. [#whereyoulivematters](#)

150 Likes · [Comment](#) · January 28, 2016



It matters. For you.
For your loved ones.

[WHEREYOULIVEMATTERS.ORG](#)

Posts about Belmont Village Hunters Creek



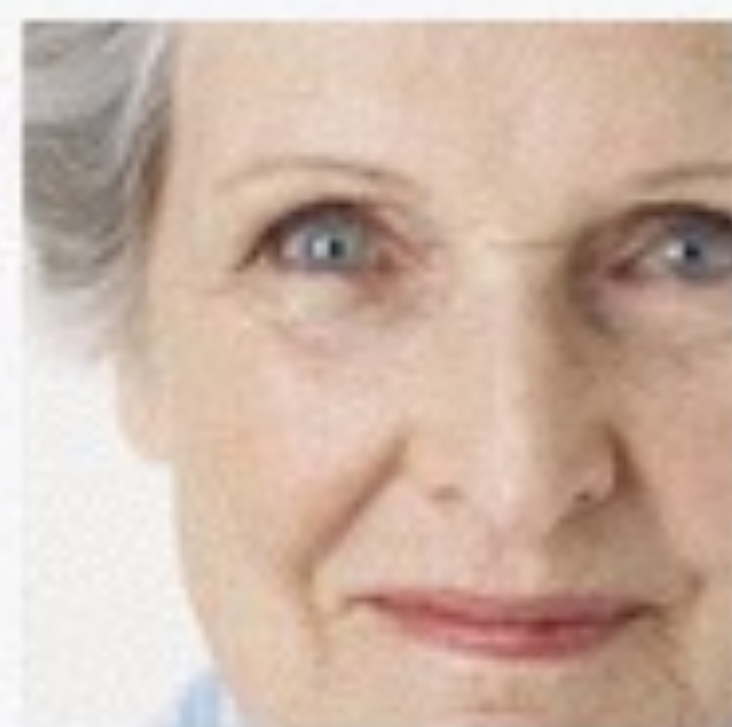
Laura Weinmann 🥱 feeling tired at [Belmont Village Hunters Creek](#).

December 19, 2015 at 8:45pm · Houston, TX · 🌐



Belmont Village — Our entire team at Belmont Village knows how much it matters! That's why we're proud to be part of such a meaningful movement. Thanks ASHA for sharing this vital message. #whereyoulivematters

150 Likes · Comment · January 28, 2016



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For your loved ones.

WHEREYOULIVEMATTERS.ORG

Facility



Posts about Belmont Village Hunters Creek

WE NEED YOU TO:

Assign an ambassador at your organization

LIKE our Facebook page and follow us on Twitter

Encourage the use and sharing of content

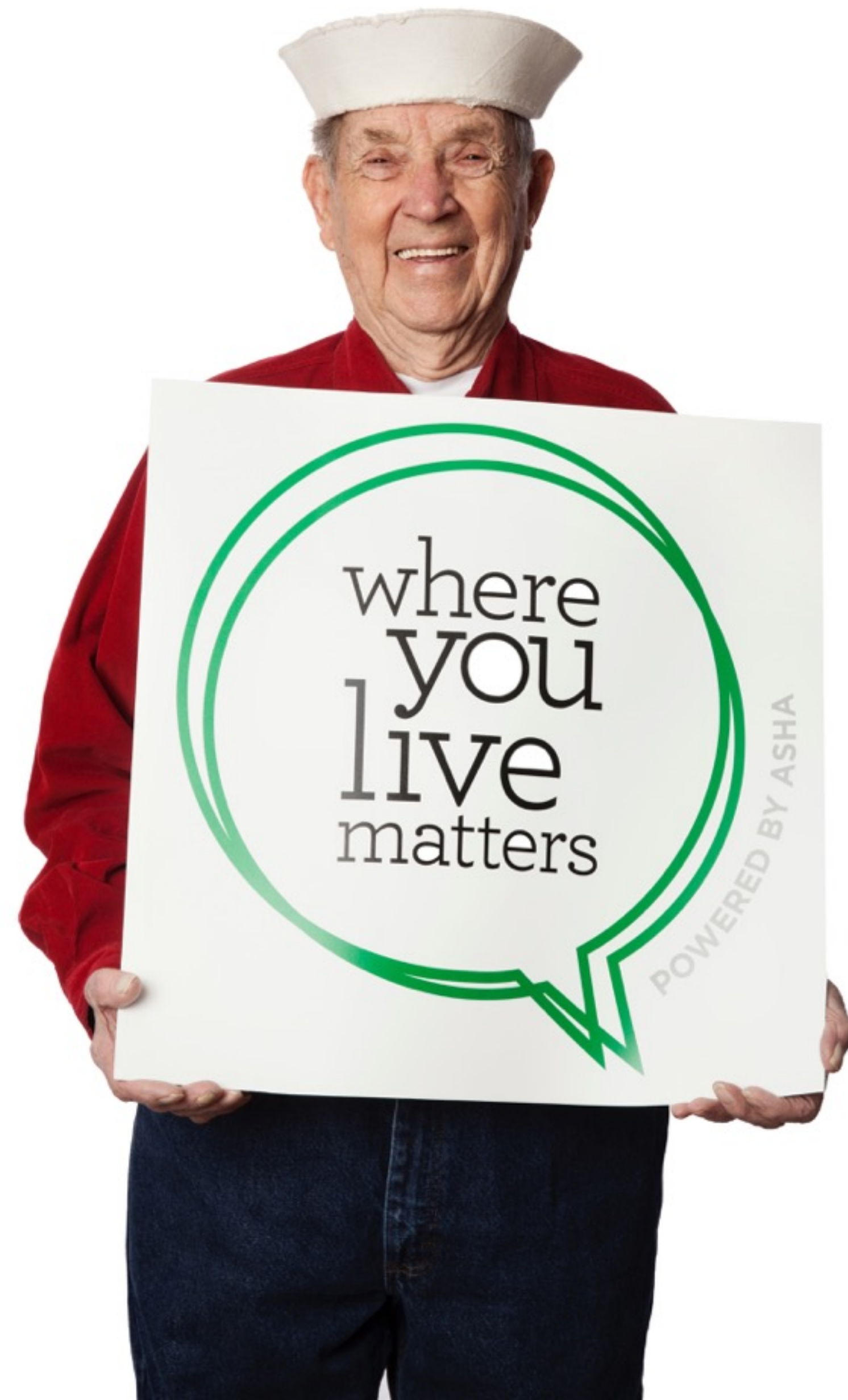
Use the site in your sales process

Contribute your own content



where
you
live
matters







Jim

where
you
live
matters

Natie

POWERED BY ASHA

Hollis

where
you
live

ASHA



