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COURAGE

AI in Senior Living:
Revolutionizing Occupancy Growth
Presented by
Nadia Williams and Blake Williams 2024

The slide features a circular graphic on the right containing two smiling women. The background of the slide is light gray with a blue and white striped sunburst pattern behind the circular graphic.

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Challenges in Senior Living Occupancy

- Post-Pandemic Recovery
- Labor Shortages
- Financial Strain
- Changing Market Demands
- Strategic Planning

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The slide has a dark blue background on the left side with white text. On the right side, there is a photograph of a small green seedling with three leaves growing out of dark soil.

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AI motion pillow

The AI Motion System Accurately Distinguishes Snoring.

The AI software of Motion System distinguishes only the user's snoring pattern through deep learning. Based on the collected data, Motion System gradually optimizes for the user and operates more accurately the more it is used.

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Safe and Happy living with lamps that detect falls, alert staff within 90 seconds, and control circadian rhythms.

The smart Nobi lamp helps ensure the older adults can age more independently.



Future Outlook

- Market Trends
- Predicted Growth in Senior Population
- Necessity for Innovative Solutions



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The **BIG** question everyone has

Can we change how work is done and achieve tangible business value with AI and automations?



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**When you spend
good money on
something that
matters, what do
you want from
that buying
process?**



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60' Triton | 2016 | Catch & Release
18' beam | 28 kn
\$5,428.79 Monthly

Previous

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Things we expect:

Personalization
Intricate Design
Craftsmanship
Dedication to emotional connection
Attention to detail
Customization
Availability & Speed
Meaningful Relationships



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Ask yourself...

Do you deliver these outcomes for families during their buying experience?



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What % of the experiences you provide are like this?

Sample experience

Today, mom's doctor mentioned that we needed to put her in an assisted living facility soon.

I've called, filled out forms, and haven't made any progress.

It's now 10 pm and I can't answer anymore questions than when I started 3 hours ago.

...

The next morning, I got 5 calls back from communities that I couldn't respond to because I was busy in meetings, with kids, and my normal day.

Now, its 5pm and I've just finished work I have a bunch of VM's and emails from different people from communities I can't remember the names of, so I'm going to call them after dinner and see who I can get ahold of.

What % of experiences before the tour have the following attributes?

No or slow progress

No personalization

No fast tie to the community

No immediate sense of success or comfort

No support

Almost 24 hours before real progress starts to get made.

What key moments impacting your entire funnel

When a prospect hits the website they:

- Want information
- Want to set a time to talk
- Want to schedule a tour
- Want to loop in other family members

When a referral call, text, or email is received:

- Referrer wants confirmation
- Wants to do the handoff
- Wants to share prospect contact information
- Wants to book a tour
- Wants to set a time to talk

The days and hours before a tour

- Wants gentle reminders
- Wants helpful information that help them make a better decision
- Wants to share information with other decision makers

The days and hours after a tour

- Wants help winning buy-in
- Wants clarity on next steps
- Wants digital ways to complete mundane paperwork
- Wants support in making a decision

The value your community brings can't be your best kept secret.

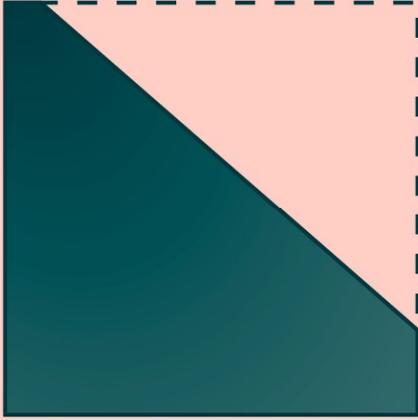
If the value and experience provided by communities doesn't happen until after a tours set, then we're gatekeeping one of the biggest determining factors in where a family decides to spend their time.



72%

of business leaders say that **expanding AI across the customer experience** will be a main priority over the coming year.

Source: Zendesk CX Trends Report



64%

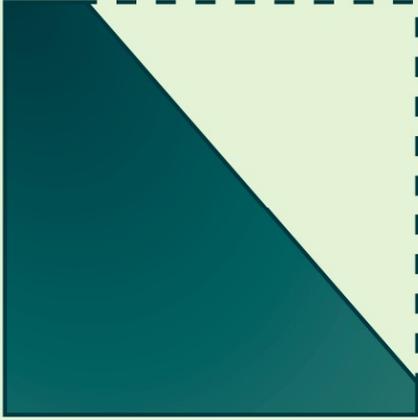
of customers will spend more if a business resolves their issues where they already are.

Source: Zendesk CX Trends Report

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68%

of business leaders already have plans to increase their investments in AI.

Source: Zendesk CX Trends Report

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What are two high impact opportunity areas for senior living growth leaders to focus on for quick wins?



CAPS FRAMEWORK

Set more tours, execute flawless follow-up, and increase sales team effectiveness.

The CAPS Framework

Give families what they want and sales teams what they need.



Convenience

Delivering 24-7 access to options that help families take the next step at the beginning and middle of their journey



Availability

Ensuring that all prospects have easy multi-channel access to higher converting behaviors



Personalization

Delivering personalized experiences that tie directly to deeper funnel behaviors high intent leads demonstrate



Speed

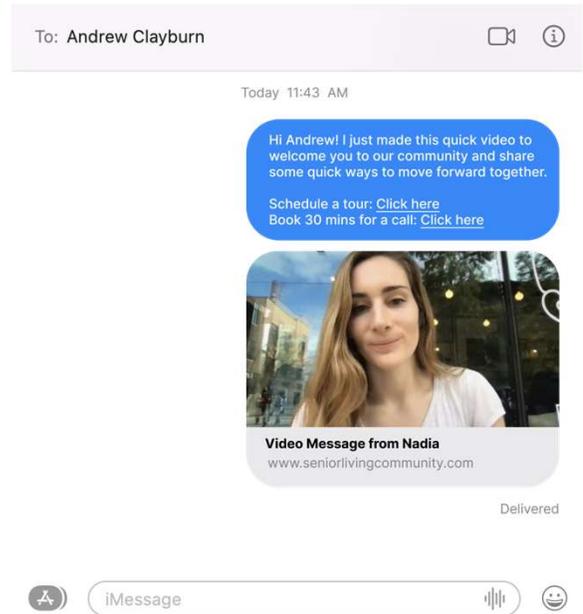
Getting 100% of leads under our speed to lead optimization program



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Speed to Lead: 3-15 minutes via email and text

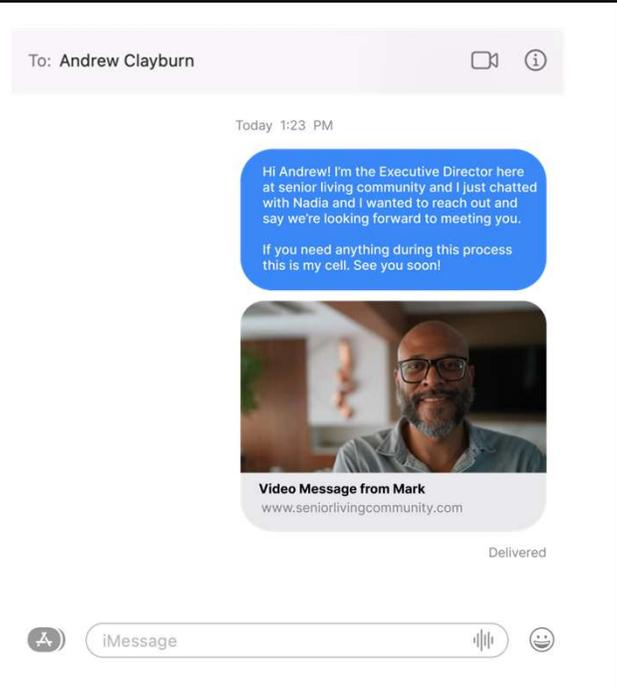
Dynamic AI that uses the prospects name from the form fill to customize the video to them instantly from your sales director.



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Dedication to emotional connection: Video message from your ED

An text, vm, and email from the Executive director to the prospect and their family with the Dynamic AI personalization.



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Deeper discovery for a better first connection.

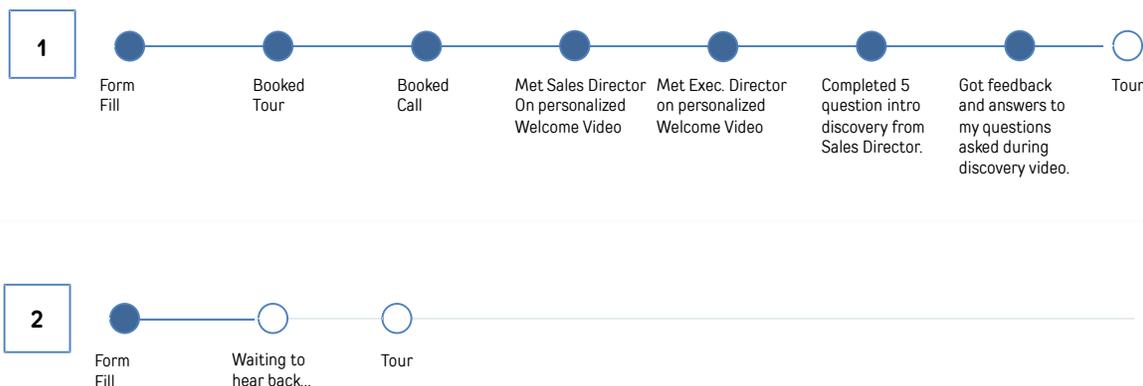
- Tell me about your situation.
- What are you looking for in a senior living community?
- What kind of time constraints are you under?
- What's your budget?
- How can I help make this process easier for you? Any questions I can answer?



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Buying Process Progression

Which buying process would you want your family to go through?



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Benefits from optimizing on Experience.

Out service the competition

Establish a standard across your entire portfolio

99.999% of families get what they deserve

Sales directors can stay focused and far more productive

What else comes to mind?

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Thank you

