

SENIOR LIVING SUCCESS STORY

How a home care agency helped a new, one-of-a-kind senior living community attract more prospective residents—and provided care for them after their move.



CHALLENGE | Loveland*, a new, one-of-a-kind senior living community in Atlanta, Georgia with independent and assisted living as well as memory care, was struggling to hit its occupancy goals. Despite having beautifully designed apartments and expansive services and amenities, it had difficulty getting the word out to prospective residents. Loveland also

was losing prospects who wanted to move in when construction would be completed—but needed some support or care immediately. How could they improve marketing and awareness efforts and develop some type of transitional care program to keep prospective residents in the pipeline?

SOLUTION



Melissa, an experienced Home Care Liaison at TheKey, discovered that Loveland had a satellite office, even though the complex was still under construction. She set up a meet and greet with their leadership team to learn about the community and to see how she could help add value by being a connector to other senior care resources that could support their residents. When she learned that awareness was a challenge, Melissa also offered to help with marketing outreach by co-hosting events and speaking opportunities. And she developed a transitional care program to support future residents who had put down a deposit at Loveland and needed care as they waited for construction to be completed and the community to open its doors.

OUTCOME

Rising Census

To help promote Loveland and build awareness, Melissa has brought in many professionals she works with for a private tour of the community, including common areas and apartments, and to meet with the leadership team and staff. This has generated many new leads for prospective residents and contributed to Loveland's rising census—which will continue to grow with Melissa and TheKey's vast network of power partners in the area.

TheKey has also become Loveland's trusted home care partner, providing different levels of support, including 24/7 care, to new residents within the community. "I have heard all about TheKey and you are doing a great job. According to my Executive Director, we are to call you first if we have a need." -Director of Memory Care at Loveland

Professional Events and Private Tours

Melissa hosted a Professional Advisory Council (PAC) meeting at Loveland, attracting 15 of Atlanta's top, well-connected professionals serving seniors across the health, legal, and wealth industries to Loveland. Attendees were given a private tour of the community, featuring its unique design and many amenities, so that they could refer clients and patients interested in moving to this type of community.

Shared Resources and Networking

Melissa also attended one of Loveland's networking events for real estate professionals—and invited several real estate and placement agents she knows and trusts from her ProVisors group.

TheKey, America's most trusted premium home care provider, now offers care solutions for Independent Living Communities.

Call today to schedule a free care consultation.

Urgent needs? Our Client Care Managers are available 24/7 to support you.

