

## Your Strategic Path to Sustained Profitable Growth

Is your senior living organization consistently achieving your occupancy and profitability goals? Are you taking full advantage of market niches that serve older adults' needs and are also profitable? Is your program and service configuration today the optimal mix for tomorrow?

Or, as [\*\*Sage Age Strategies\*\*](#) President, Executive Consultant and founder, Faith Ott, asks, [\*\*“How do you measure success?\*\*](#) Could you be doing even better? Do you keep a finger on the pulse of your residents, families and team members? Do you have an achievable vision for the future?"

Just as important as optimizing your current performance is having a clear plan for sustaining your success into the future.

The most successful organizations are constantly evaluating their current operations as well as looking over the horizon and preparing for the changes – and the opportunities – that lie ahead. They fine-tune their business strategies for today while also positioning themselves for profitable growth tomorrow. They never become complacent.

Understandably, in a challenging industry such as senior living, it is easy to become mired in the demands of the day-to-day. All too often, it is difficult to see the changing forest for the individual trees.

However, taking stock of your current performance as well as your long-term direction is imperative if your goal is to achieve profitable and sustainable long-term growth. Your community's success tomorrow rests on the information, insight and quality of the plans you make today.

### We Provide Data-Driven Strategies that Result in Profitable Growth

Operating exclusively in the unique senior living space, Sage Age Strategies is exceptionally qualified to assess your current position and help you achieve sustained profitable growth.

Using our **360° GrowthCompass** process, Sage Age Strategies develops and implements evidence-based plans based on key market forces and trends to create strategic business growth. This includes a 360° analysis of your geographic market, payer mix, service offerings, facilities, competitive environment, brand equity and opportunities for profitable new services.

Offering [\*\*market feasibility studies, demand analysis, competitive reviews, consumer research\*\*](#) and [\*\*campus master planning\*\*](#), we provide a crystal-clear picture of your current operations and identify opportunities for improved market and financial performance.

With data-based precision, we develop comprehensive business strategies that allocate your resources most productively, thereby maximizing your probability of profitable growth and minimizing the risk of strategic errors.

## Partnering with Association of Jewish Aging Services (AJAS) Members to Make a Positive Difference

As an **AJAS** business partner and a national leader in senior living consulting and growth strategy, Sage Age Strategies has worked closely with several Jewish organizations to provide them with the expertise, tools and experience to optimize profitable growth. Examples include:

- **Jewish Association on Aging (JAA), Pittsburgh, PA** – Working together with their team, we did a complete analysis of their bed/service composition that resulted in a reduction of nursing beds and the implementation of private pay lifestyle-oriented services in their place. This served legitimate community needs while also reducing JAA's dependence upon government reimbursements.

In addition, we helped JAA to complete their continuum of care by adding an advanced Memory Care Center of Excellence with a 34-unit residence that features the breakthrough innovations of internationally renowned memory care authority, author and lecturer, Dr. John Zeisel.

- **Beth Sholom, Richmond, VA** – Together with the leadership of Beth Sholom, we created a strategic plan to position their community effectively for sustained profitable growth, which included the downsizing of nursing beds and the introduction of profitable niche services that fill important needs.
- **Greenwood House, Ewing, NJ** – For the leadership of Greenwood House, strategic rebranding and an effective plan for sustainable future growth was a top priority. We worked closely with their executive team to create and implement a comprehensive plan that included new brand positioning as well as sales and marketing strategies to achieve growth across their entire continuum of services.



- **Kobernick, Anchin and Benderson, Sarasota, FL** – Our work with this community's executive team involved a comprehensive organizational and strategic growth assessment that resulted in upgraded strategic marketing initiatives and the introduction of a new brand name, **Aviva: A Campus for Senior Life**.
- **Lions Gate, Voorhees, NJ** – Sage Age Strategies has been a client-partner of Lions Gate for the past three years and has worked closely with their executive team on several strategic marketing and business growth initiatives. Overall, Sage Age provides comprehensive branding, marketing, lead generation, digital and sales support service to the organization.



Faith adds, "As our partnership with Jewish senior living organizations continues to grow, we welcome the opportunity to discuss the many ways we can be a valuable resource to your leadership team. Also, I look forward to seeing everyone at the upcoming AJAS Conference in Memphis. I invite you to stop by our booth and say hello!"

Learn more today about Sage Age Strategies, *Mature Market Growth Experts*, and our award-winning client services by calling Faith Ott, President & Executive Consultant, at **(215) 275-0555**.