



# ***Marketing Department vs. Resident Care Department: The Divide in Assisted Living Communities***

## **DATE & LOCATION**

**February 7, 2019**

**9:00 am – 1:15 pm**

**Handelman Conference Center  
7090 Samuel Morse Dr., STE #400  
Columbia, Maryland**

Registration & breakfast begin at 8:30 am. Doors open at 8:15 am

## **TARGET AUDIENCE**

- Assisted Living Managers
- Admission Coordinators
- Marketing Staff
- Social Workers

## **CE — 4.0**

- Assisted Living Manager
- Social Work

## **FEES**

- LifeSpan Members — \$85
- Nonmembers — \$185

## **OBJECTIVES**

1. Describe the challenges that arise in the early stages of admission
2. Recognize how challenges and pitfalls impact the resident and their family
3. Identify methods to avoid pitfalls/improve the relationship between Marketing and Resident Care Departments

**IN THE EVENT OF INCLEMENT WEATHER, PLEASE CALL 410-381-1176 FOR CLASS STATUS**

## **PROGRAM**

The roles of Marketing and the role of Resident Care often overlap and may cause friction. This presentation will address the challenges that arise in the early stages of admission and how these challenges and pitfalls impact the resident and their family. In an effort to bridge this gap, we will discuss how to avoid these pitfalls and improve the relationship between Resident Care and Marketing Departments

## **AGENDA**

**8:30 Scan-in/Breakfast**

**9:00 - 11:00 AM**

- Goals and role of each Department
  - Marketing goals & role
  - Resident care goals & role
  - Executive Director role
- Challenges faced by each department and stakeholders
  - Marketing Challenges
    - \* Financial
    - \* How does the community “show”
    - \* Timeline and conflicts
    - \* Availability
    - \* Needs & expectations
  - Resident Care Challenges
    - \* Is the resident a good fit
    - \* Needs & expectations
    - \* Timeline and conflicts

- Family Challenges
  - \* Expectation
  - \* Possible incorrect or more favorable representation
  - \* Timeline and needs

**11:00 - 11:15 AM Break**

**11:15 AM - 1:15 PM**

- The admission process and challenges
  - Family calls/comes in
  - Tour
  - Deposit
  - Assessment
  - Move in
  - The process does not end here
- How to avoid the pitfalls and possible conflict between marketing and resident care

**1:15 PM Adjourn**

## **SPEAKER**

**Mikki Firor, M.S.**, is a Gerontologist with a focus in Dementia. As a dementia consultant and president of Trovato, LLC, Mikki provides education to professionals and care partners of those with dementia regarding neurological impact, safety, communication, management of behaviors, and best practices. She strives to minimize challenges and maximize opportunities while improving the quality of life for those with dementia and their care partners.

## Continuing Education

This program is sponsored by the Beacon Institute. This program is approved by the National Continuing Education Review Service (NCERS) of the National Association of Boards of Examiners of Long Term Care Administrators. This program is approved by the Maryland Board of Social Worker Examiners for Category I continuing education for social workers in Maryland. This program is approved by the Office of Health Care Quality (OHCQ) for continuing education credits for assisted living managers.

## Registration Policies

1. Please mail or fax your registration early. Space is filled on a first served basis. Policy and deadlines for registration are the same by fax as by mail.
2. Please enclose a check or complete the credit card registration below. Faxed registrations must include credit card or purchase order information.
3. Registrations and payment must be received no later than five days prior to the workshop.
4. We reserve the right to cancel this program due to insufficient registration.

## Cancellation Policy

Refunds, minus a \$25 processing fee per registrant, will be honored if requested in writing five (5) business days prior to the date of the seminar. In the event of emergency, attendees may send substitutions in their places without prior notification.

## Inclement Weather Policy

If Howard County Public Schools are closed or opening late due to inclement weather, all seminars are **CANCELLED**. Registrants will be contacted regarding rescheduling arrangements.

## DIRECTIONS

**Handelman Conference Center 7090 Samuel Morse Drive, Suite 400  
Columbia, MD (Located at rear of Building)**

### FROM INTERSTATE 95

Take the MD-175 W EXIT 41, toward Columbia. Merge onto MD-175 W/Rouse Pkwy. Turn slight right onto ramp to merge onto Columbia Gateway Dr. Follow approximately 1.5 miles to a left onto Samuel Morse Dr. (If you reach Robert Fulton Dr. you've gone too far). 7090 is on the right and at the end of Samuel Morse Drive. Turn towards the office building. Follow the signs to go left around the building to the Handelman Conference Center. **The Conference Center is at the rear of the building.**

### FROM ROUTE 32

Take Exit 14 for Broken Land Pkwy. Merge onto Broken Land Pkwy. Turn right onto Snowden River Parkway. Immediately after the light at Oakland Mills Rd. use the right lane to take the ramp onto Robert Fulton Drive. Follow to the end and turn right onto Columbia Gateway Dr. Take the 1st right onto Samuel Morse Dr. (If you reach Albert Einstein Dr you've gone too far). 7090 is on the right and at the end of Samuel Morse Drive. Turn towards the office building. Follow the signs to go left around the building to the Handelman Conference Center. **The Conference Center is at the rear of the building.**

### FROM FREDERICK and points West

Take I-70 E toward Baltimore. Continue on I-70 to merge onto US-29 S/Columbia Pike S via EXIT 87A toward Columbia/Washington. Keep left to take MD-100 E via EXIT 22 toward Glen Burnie. From MD-100 take Exit 3 for Snowden River Parkway. Immediately after the light at Oakland Mills Rd. use the right lane take the ramp to merge onto Robert Fulton Dr. Follow to the end and turn right onto Columbia Gateway Dr. Take the 1st right onto Samuel Morse Dr. (If you reach Albert Einstein Dr. you've gone too far). 7090 is on the right and at the end of Samuel Morse Drive. Turn towards the office building. Follow the signs to go left around the building to the Handelman Conference Center. **The Conference Center is at the rear.**

## Registration Form

### Marketing Department vs. Resident Department in AL

February 7, 2019

**PLEASE PRINT.** Copy this form for multiple registrants. Please register and return by **February 4, 2019.**

Name \_\_\_\_\_ Title \_\_\_\_\_

Email (Work) **Required** \_\_\_\_\_

NH License # \_\_\_\_\_ NAB CE Registry ID# \_\_\_\_\_

Facility Name \_\_\_\_\_

Facility Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone \_\_\_\_\_ Fax \_\_\_\_\_

Fees: LifeSpan Members: **\$85** Non-members **\$185** Total Amount Due \$ \_\_\_\_\_

Please mail with check payable to: **The Beacon Institute**, 7090 Samuel Morse Drive, STE 400, Columbia, MD 21046

Or fax with credit card information to **410.381.6061**

**VISA**



**AMERICAN EXPRESS**

Name on Card \_\_\_\_\_ Account No. \_\_\_\_\_

CVV2 Security Code \_\_\_\_\_ Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_

**Credit Card Billing Address** \_\_\_\_\_

**Card Holder Email Address** \_\_\_\_\_