

Illinois Council on Long Term Care
The 2008 Seminar Series for Nursing Home Professionals

Marketing Effectively to Baby Boomers



Wednesday, September 24 at the Skokie Holiday Inn, 8:30 to 11:30 AM
Wednesday, September 24 at the Oak Lawn Hilton, 1:30 to 4:30 PM

Facility _____

Address _____ Telephone _____

City _____ Zip _____

PLEASE PRINT OR TYPE; CHECK BOX FOR ONE SESSION ONLY PER PERSON

Name	Council Member	IHCA Member	Non-member	Administrator License #	CHECK ONE BOX ONLY	
					Sept. 24 Skokie AM	Sept 24 Oak Lawn PM

Seminar Fees: Non-members: \$190 each; Council / IHCA members: \$95 each

THE CLOSING DATE FOR REGISTRATION is September 17, 2008. No registrations will be accepted at the door. Registrations received after the closing date are \$285 for non-members and \$145 for Council/IHCA members. Cancellations will be accepted and refunds will be issued ONLY when the Council receives a phone call or fax by 9:00 a.m. the DAY BEFORE the seminar.

REGISTRATIONS WILL NOT BE PROCESSED WITHOUT PAYMENT. Photocopy the completed Registration form for your records and then mail or fax the original Registration form, with check or credit card information (VISA, Master Card, or Discover only) to:

Illinois Council on Long Term Care - Suite 304
 3550 West Peterson Avenue, Chicago, Illinois 60659
 Phone: 773/478-6613 Fax: 773/478-0843

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Illinois Council on Long Term Care Marketing Effectively to Baby Boomers

Seminar Purpose

The Baby Boomer generation, born between 1946 and 1962, is already making a profound impact on the future of the long term care community. Not content to accept the image of the current "nursing home" model, this generation is fixated on all things youthful, is computer savvy, views retirement as only a "mid-life event," and is more demanding than any generation before it.

To be successful in the future, nursing facilities will have to figure out how to satisfy the expectations of these sophisticated and knowledgeable consumers. They will have to focus more on wellness programs, offer full Internet and e-mail access, create a more home-like environment, provide more lifelong learning opportunities, emphasize fitness and rehabilitation, promote community integration, provide spa-like services and alternative therapies, and find ways to greatly increase autonomy, individuality, and personal control.

External marketing is changing rapidly too. Baby Boomers rely on the Internet and technology to research health care facilities. Opportunities are opening up through "social marketing" Web sites such as MySpace and Facebook. Blogs are emerging as a key source of health care and consumer information. Public relations and "branding" strategies are becoming more crucial than ever before in establishing a facility's community image. Facilities can no longer rely just on the basics of marketing to doctors and hospital discharge planners to remain relevant in a changing healthcare marketplace.

The seminar will concentrate on the current and future expectations of the Baby Boomer generation, both in finding services for elderly family members and eventually for themselves. The session will begin with an overview of the core values of this generation so that participants will know how to develop messaging and communications that strike a resonant chord. The presenters will then address both internal and external marketing strategies, including state-of-the-art programs for the growing market of short-stay and rehabilitation clients. This seminar will open participants' eyes to the changing world of long term care that is rapidly reinventing itself to remain competitive.

This timely seminar will be relevant for administrators, admissions directors, marketing directors, activity directors, corporate managers and anyone interested in understanding the unique marketing needs of the powerful and influential Baby Boomer generation.

Seminar Times and Locations

Wednesday, September 24, 2008
8:30 to 11:30 AM; Check-in at 8:00 AM
Skokie Holiday Inn
5300 West Touhy Avenue, Skokie 60007

Wednesday, September 24, 2008
1:30 to 4:30 PM; Check-in at 1:00 PM
Oak Lawn Hilton Hotel
9333 South Cicero Avenue, Oak Lawn 60453

Seminar Schedule and Speakers

AM times for Skokie; PM times for Oak Lawn

8:00/1:00	Registration and Refreshments
8:30/1:30	The Current and Future Needs of Baby Boomers, Susan Quattrochi-Tubin
9:00/2:00	Innovative Marketing Strategies for Reaching Out to Baby Boomers, Kathryn L. Schaeffer
10:00/3:00	Break
10:10/3:10	Developing New Programs and Services to Meet Changing Needs, Susan Quattrochi-Tubin
11:15/4:15	Questions and Answers
11:30/4:30	Closing

Susan Quattrochi-Tubin, Ph.D., CTRS, CPRP, CDP, ACC, CAC, LNHA is the president of Quality Care Consulting Services. Dr. Tubin has been a driving force in the recreation therapy field for more than 30 years.

Kathryn L. Schaeffer is the president of Kathy Schaeffer and Associates, Inc., an issue-oriented public relations and public affairs firm.

Continuing Education Credits

The Illinois Department of Professional Regulation has approved these presentations for **THREE HOURS** of Continuing Education credit for Licensed Administrators and Social Workers. All other attendees may use their Illinois Council Annual Attendance Report as proof of participation.

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