VARSITY® — WINNING THE MATURE MARKET™—

United Methodist Communities
Abundant Life for Seniors

LeadingAge®

GOING BEYOND AGE AND INCOME

What if

UNDERSTANDING YOUR COMMUNITY'S PSYCHOGRAPHIC PROFILE

WHO WE ARE

United Methodist Communities

Abundant Life for Seniors

WHO WE ARE

VARSITY®

— WINNING THE MATURE MARKET™—

360°APPROACH

HOW DO YOU SEGMENT YOUR PROSPECTS?

CHALLENGE

Go beyond demographics

- Age
- Marital status
- Home value
- Household income
- Homeownership
- Length of time in home
- Net worth/ income-producing assets

WHAT DOES “PSYCHOGRAPHICS” MEAN TO YOU?

PSYCHOGRAPHICS

psy·cho·graph·ics | \ ˌsī-kə-ˈgra-fiks

noun

Market research or statistics classifying population groups according to psychological variables (such as attitudes, values, or fears)

PSYCHOGRAPHICS

“Why” they buy

- What’s important
- People’s values
- Evergreen

METHODOLOGY OVERVIEW: TWO-PHASED APPROACH

Identifying the psychographic differentiation of the very loyal

COMPARING TO

Broader community/ marketplace

METHODOLOGY: RESIDENTIAL SURVEY PHASE

- **Full census of all residents (as many as possible)**

- **Paper/pencil data collection**
  - Single day of data collection facilitated by consultants/staff
  - Ongoing data collection for subsequent two weeks

METHODOLOGY: RESIDENTIAL SURVEY PHASE

PART ONE

- **Assessment of residents' loyalty**
  - Satisfaction with community
  - Recommendation of community to others
  - Willingness to move community again if given the choice (repurchase intent)

METHODOLOGY: RESIDENTIAL SURVEY PHASE

PART TWO

- **Ranking of key values statements (psychographics)**
  - Having an active **social** life and spending time with friends
  - Using **technology** like the internet and cell phones to help manage my life
  - Being adventurous and **experiencing** new things
  - Maintaining a strong sense of spirituality or religious **faith**
  - Being closely connected to my **family**
  - Taking **care** of my physical and mental health
  - Being congratulated or **recognized** for my accomplishments in life
  - Staying **informed** about current events/news
  - **Helping** and supporting others who are in need
  - Living with personal **independence** and making decisions for myself

METHODOLOGY: RESIDENTIAL SURVEY PHASE

PART THREE

- **Satisfaction with:**
  - Access to transportation services
  - Variety of activities and recreation programs
  - Quality of maintenance
  - Timeliness of maintenance
  - Effectiveness of administration
  - Staff training
  - Staff consistency with treating all people with kindness, compassion and empathy
  - Variety of dining options
  - Quality of food
  - Overall value of the services at the community

METHODOLOGY: SURVEY OF SURROUNDING MARKET/PROSPECTS PHASE

- **Conduct a survey of potential residents in the surrounding community**
  - Projectable sample (at least n=100 per community)
  - Potential prospects, screened for:
    - Age qualification
    - Income qualification
    - Willingness to consider a residential environment

- **Repeat psychographic ranking exercise**
  - Who matches the very loyal?
  - How do we reach them?
  - How do they feel?
  - What do they want to hear?

IMPLEMENTATION

Internal assessment

- Test instrument
- Conduct prep call with each ED prior to day
- Hold half-day session at each community
- Input information for review

IMPLEMENTATION

External assessment

- Craft survey instrument
- Test survey for logic and accuracy
- Field survey

KEY FINDINGS

- **We learned some specific key points that are driving strategic and tactical discussions:**
  - Top psychographic metrics
  - Profile of living arrangements
  - Bottom psychographic metrics
  - Focus on future living arrangements
  - Reasons for not considering a community
  - Ad awareness
  - Awareness of retirement communities
  - Most popular media

KEY FINDINGS

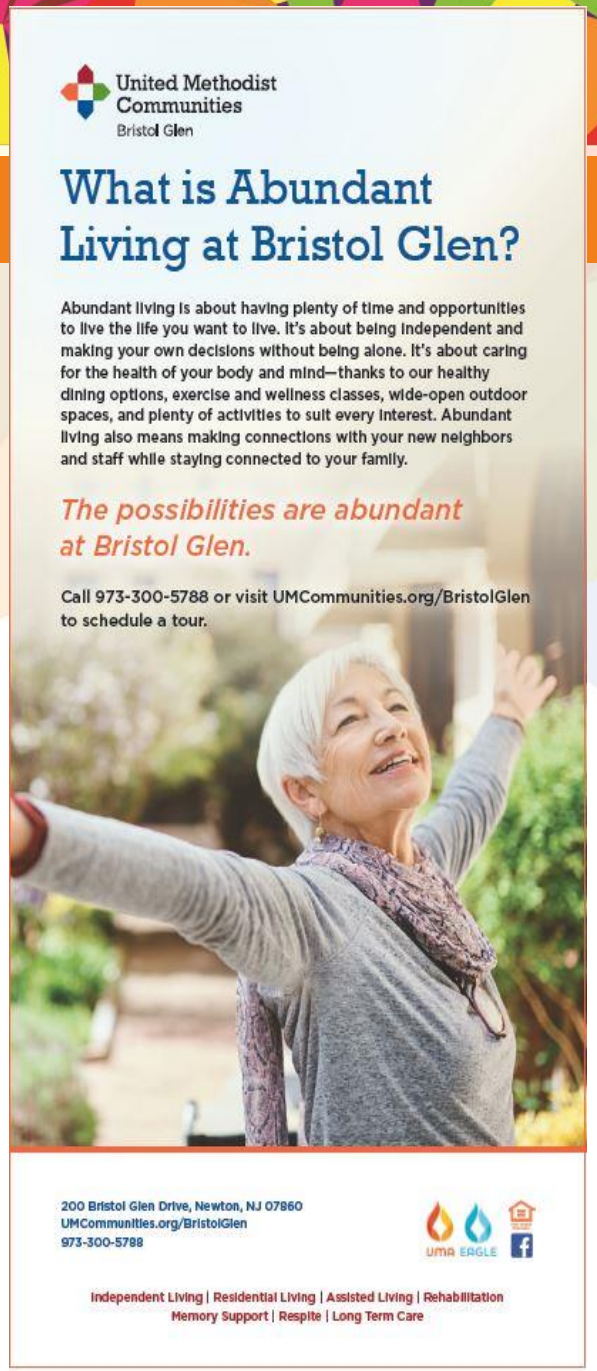
- **By identifying those who psychographically match loyal residents, we can maximize understanding of the following:**
  - Market size
  - Optimal messaging and channels
  - Future intent
  - Differences across multiple communities
  - How communities need to change
  - Competitive positioning
  - Demographic profile

HOW DO YOU DEVELOP YOUR AD MESSAGING?

What if

APPLYING RESULTS

- What we're doing with it
  - Targeting messaging
    - Taking top three and crafting copy for ads



Maybe you've heard of United Methodist Communities at Pitman, but did you know about our philosophy of Abundant Living?

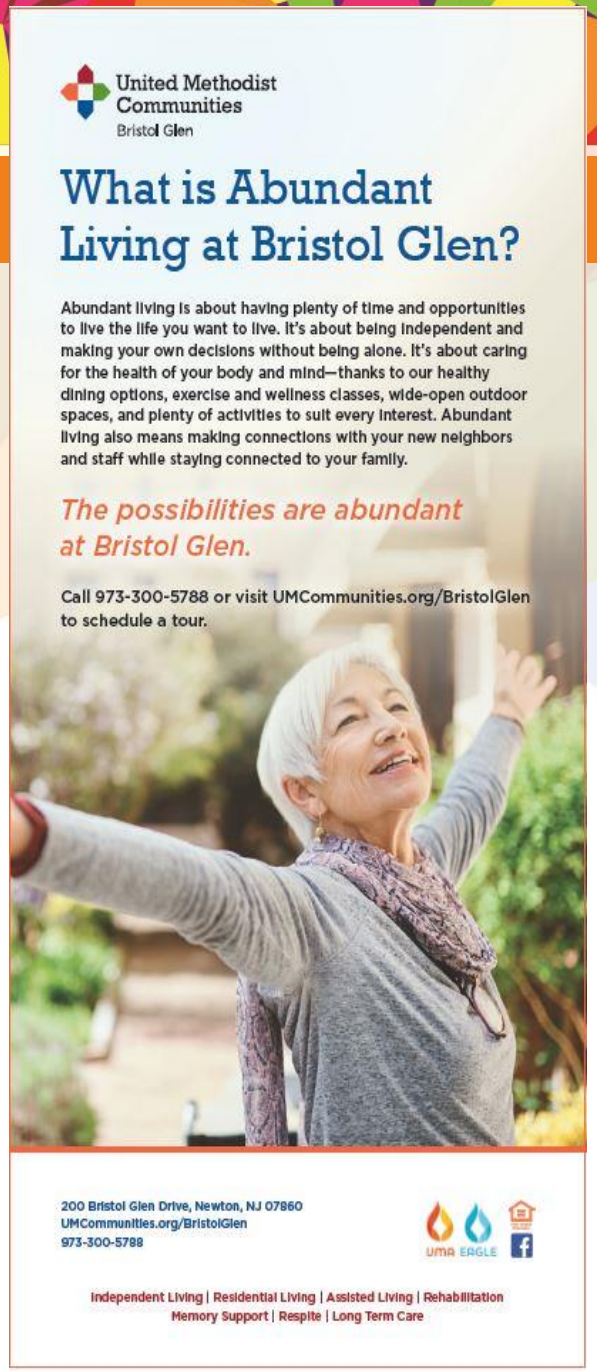
Abundant living is about having plenty of time and opportunities to live the life you want to live. It's about being independent and making your own decisions without being alone. It's about caring for the health of your body and mind and making connections with your new neighbors and staff while staying connected to your family.

Our living options include:

- Residential Living
- Assisted Living
- Rehabilitation
- Respite Care
- Long Term Care
- Tapestries® Memory Care
- Bridges℠ Hospice and Palliative Care
- Transitions

APPLYING RESULTS

- What we're doing with it
  - Targeting messaging
    - Taking top three and crafting copy for ads
  - Targeting media
    - Selecting media that aligns with interest
    - Cross-referencing with Nielsen data to ensure precision in selections



WHAT DO YOU THINK IS IMPORTANT TO YOUR RESIDENTS?

COMMUNICATION OF RESULTS

Develop plans to communicate results

- Senior leadership team
- Community leaders
- Residents
- Marketing partners
- Board of directors

LOOKING FORWARD

Where we go from here?

- Holding strategic conversations on what we want each community to be projecting
- Developing programming for residents
- Planning for regular updates/benchmarking (biannually)

CAUTIONS

- Buy in from key leaders at each community
- Educate stakeholders on the purpose and opportunity
- Test methodology
- Don’t project personal feelings on the results (trust the findings)

KEY TAKEAWAYS

- Understand what your residents value
- Ensure alignment of community life with resident values
- Focus messaging on points that are true of the community

WHAT OTHER IDEAS DO YOU WANT TO SHARE WITH YOUR COLLEAGUES?

Robbie Voloshin
Corporate Director of Marketing and Communications
United Methodist Communities
RVoloshin@UMcommunities.org
LinkedIn: @robertavoloshin

Derek Dunham
Vice President Client Services
Varsity
DDunham@VarsityBranding.com
LinkedIn: @derekdunham