IntegraCare shares the benefits and ROI of participating in U.S. News Best Senior Living

IntegraCare is a trusted leader in senior living with 18 communities offering Independent Living, Assisted Living, Alzheimer's care, and Dementia care in Pennsylvania, Maryland and Virginia.

18 Locations

Benefits of participating in U.S. News Best Senior Living according to IntegraCare



More Prospects through an Expanded Radius

IntegraCare sees a **5x increase** in the area of their prospects pool.

"Someone who would have driven 10 minutes to a place will now drive 10–15 minutes more to us because of our U.S. News rating."



Greater Differentiation vs. Competitors

IntegraCare loves having U.S. News Best Recognition as a powerful tool in the toolbox for the sales team.

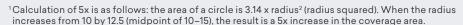
8-9 out of 10 people 'perk up' and listen to what you have to say when you say you were recognized by U.S. News.



Increasing Goodwill With Current Families

Knowing that you care enough to ask about experiences and their satisfaction to share with others, expected increase in NPS scores.

Plus, ~5% efficiency gains from teams NOT arguing what should be priority—as now we have data.²



²IntegraCare chose to purchase the optional resident survey data insights for internal use from Activated Insights. These packages do NOT in any way influence the data or U.S. News ratings process.



Larry Rouvelas Chief Executive Officer



Brandon SmeltzerVice President of
Sales and Marketing









Sign up now to participate in this year's U.S. News Best Senior Living.

Learn more: hello@activatedinsights.com

How did IntegraCare share their recognition?

IntegraCare decided to license the U.S. News badge to use in print and digital assets.

Media Partners Email Signatures

Posters

Sales Pitch

Brochures

Press Release



Social Media Photos Website

Community Photos

Thank you poster in staff lounge

Return on Investment

"If you can get 1 move-in then it's worth it"

-Larry Rouvelas, CEO, IntegraCare



Contribution margin of a move-in is \$4.400°



Cost of registration for U.S. News is **\$995**, or **\$1,495** across your portfolio of communities⁴



Just one move-in = 3x ROI

What is U.S. News Best Senior Living?

To support older adults and their families making decisions, residents and families from over 3,000 independent, assisted and memory care communities were surveyed. They were asked to rate their experience with the things that matter most—the kindness of staff; variety of activities; quality of the food and dining experience; whether local transportation is provided to doctor's appointments, grocery stores or other daily needs; the quality of on-site caregiving and more. The top-rated communities for each level of care have been rated Best Senior Living in their categories by U.S. News. Read more.



Sign up now to participate in this year's U.S. News Best Senior Living. Learn more: hello@activatedinsights.com



³\$5,500 average monthly rent minus \$1,100 of marginal cost of serving one more resident.

⁴Does not assume badge use—though IntegraCare did license the badge for communities that won a "Best" rating to increase the number of move-ins.