

Special Edition: Overcoming Senior Living Occupancy Challenges

Lowndes Legal Talk
Lowndes
09.23.2020

Tune in to Lowndes Legal Talk: Special Edition for an extended episode on overcoming senior living occupancy challenges during the pandemic. In this podcast, Lowndes attorney **John Ruffier** talks with industry expert Kenneth Coburn of The Roche Associates about marketing strategies that are yielding successful results for senior housing facilities during the COVID-19 pandemic.

Topics covered include:

- Integrating new strategies to maintain occupancy rates and meet sales goals
- Leveraging different marketing tactics to successfully connect with new occupants
- Increasing resident and family satisfaction through effective communications and operations

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