

Senior Living Advisory Board  
*Holiday Newsletter*

December 2020



**We asked panelists to share thoughts and prayers as we come to the end of this unprecedented and difficult year. Here are just a few of the many wonderful responses:**

*"Be positive.....test negative!"*

*"I pray for an end to COVID-19 and for healing throughout the world. May the good Lord watch over us all and guide us safely into 2021. In the year 2021, may we find the world to be healthy, happy, peaceful and loving."*

*"Holiday greetings to all! I'm sure all of us will be celebrating less than past years. Praying that 2021 will bring blessings and normalcy to all our family and friends. Happy Thanksgiving, Merry Christmas, Happy Hanukkah and a Happy and Healthy New Year!!"*

*"We must stay strong in the face of the pandemic and economic downturn. Do not think of your bottom line, think of those, who have no bottom line. Contribute to food banks, human and animal shelters, worthy Go Fund Me drives, minimum wage service personnel, a stranger on the street or in a store. Keep health workers always in your thoughts."*

*"COVID-19 will not last forever. Wear masks, keep your distance, wash your hands and remain optimistic. There is a light at the end of the tunnel."*

*"I ask that everyone please work together to help make our country less divided in the future. Let us all work together to make this UNITED States of America a reality."*

*"I think 2020 taught us to slow down, to be grateful for what we have and to realize how much we take for granted. May you have a safer, happier, healthier 2021."*

*"Hopefully our nation can have a fresh start in 2021 and present a unified front for the trials ahead of us."*

*"We visited four Erickson communities this past year. My thoughts & prayers are with the amazing front line staff of Erickson communities and their hard work and excellent care of all residents during these difficult times."*

*"I hope and pray for the best to come next year as I want everyone to get back to living their life the way it was before the pandemic."*

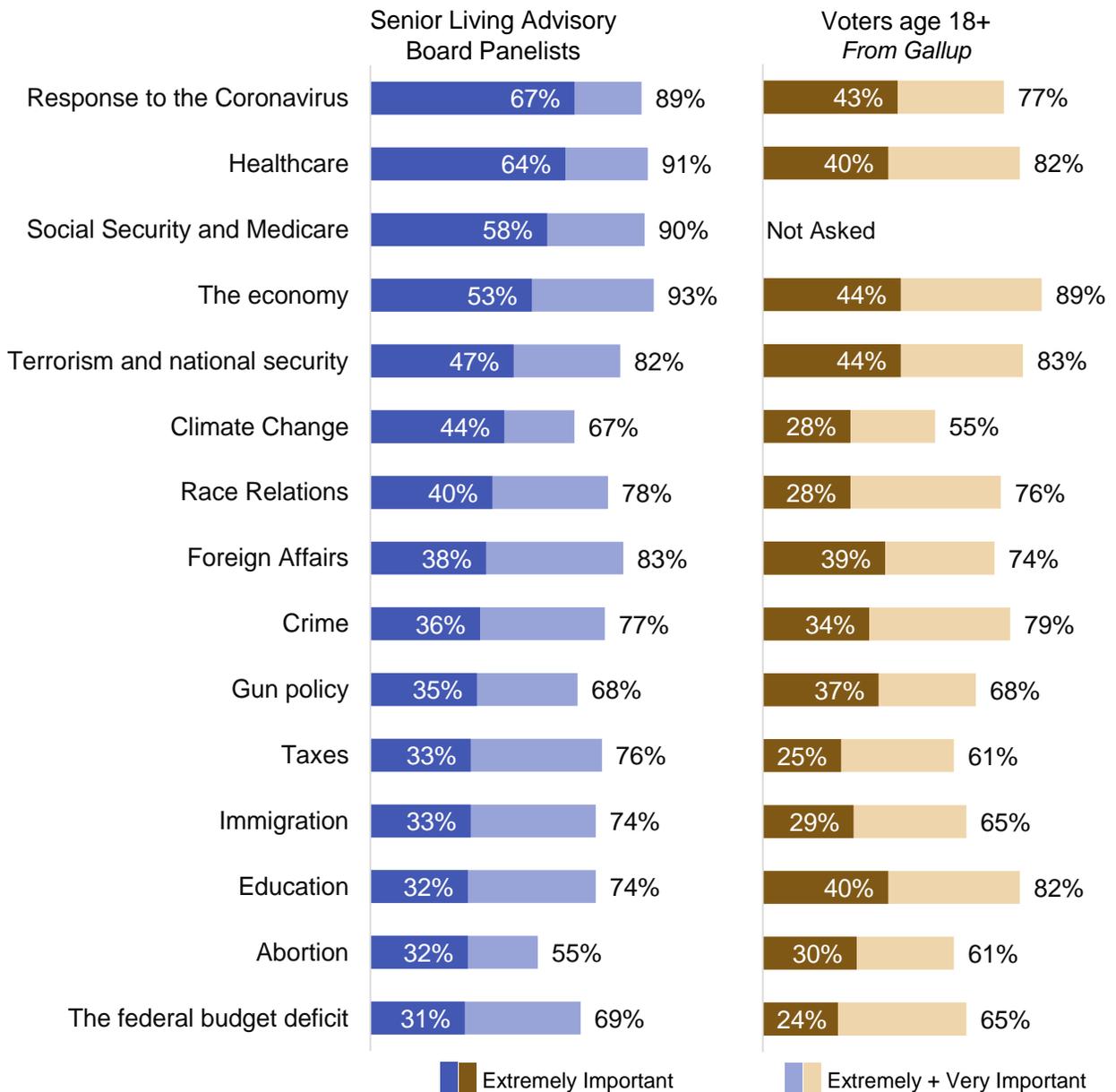
# The 2020 Election

Ninety eight percent of Senior Living Advisory Board panelists voted. Most voted by mail-in ballot (69%). The rest voted in-person either early (22%) or on Election Day (11%).

When asked what issues they considered when casting their vote, panelists say the response to the Coronavirus, healthcare, the economy, and Social Security and Medicare were most important. Panelists were generally concerned about the same issues as voters overall. However, panelists were more likely to consider these issues *extremely* important, as is typical of older adults.

## Issues Influencing Presidential Vote

Ranked by Extremely Important



This survey was conducted November 5 to 20, before the FDA authorized emergency use of the Pfizer and Moderna vaccines. We will ask these questions again early in 2021 to determine whether and how opinions have shifted.

## COVID-19 and Senior Living

As of November 20, seven in ten panelists believed when it comes to the coronavirus, the worst was still to come; the same percentage as among the population overall according to a Pew Research Center poll conducted during the same period.

Most Senior Living Advisory Board panelists report they are still likely to move to senior living in the future; some are *more* likely to do so. They say Erickson Living-managed communities and other CCRCs have kept residents “cared for and connected” during the pandemic. They cite the value of onsite medical care, social opportunities, and other services and amenities. A few say they will delay their move until the pandemic has passed.

*“Isolation from family and friends during COVID-19 has made me appreciate the importance of living in community.”*

*“We plan to move at some point and Erickson is at the top of our list. We know Erickson has been doing an excellent job to protect the residents and meet their needs during this challenging time.”*

*“Senior living is no more contributory to the spread of the virus (given precautions) than other situations.”*

*“Advantages of congregate setting (food, support, activities) outweighs COVID exposure risk.”*

*“Needed medical and social services support immediately if get virus and continued long term support as needed.”*

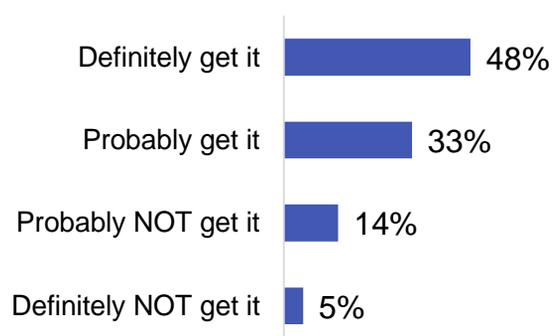
*“I believe in the community support benefits of CCRCs. And the close-at-hand medical care. Although COVID-19 is causing us to delay the timeframe for selling our house and moving to a CCRC, we still feel it is the right thing for us.”*

*“We are making no plans until after an effective vaccine is widely available. But are still planning to move to Wind Crest in the future.”*

## COVID-19 Vaccine

When this survey was conducted, prior to FDA authorization of the Pfizer and Moderna vaccines, most panelists (81%) said they would be likely to get the vaccine; half said they would definitely do so. Those who are reluctant to get vaccinated cite concerns about efficacy and side effects.

### If a vaccine to prevent COVID-19 were available today, would you...



## Feedback on Marketing Materials

Occasionally we ask panelists to act as “creative consultants” and provide feedback on marketing materials. Typically, we divide the panel into four groups and show each different advertisements. This allows us to get feedback on the ads, without asking every panelists to look at all of them.

In August, we asked the panel to assess direct mail pieces inviting people to tour their local Erickson Living community, either virtually or in-person (where available and with all the safety precautions in place).

Here is some of what we learned from you about sales and marketing during COVID-19:

- **Panelists appreciated having both virtual and safe, 1-on-1 on campus touring options.** As one said, *“Based on the safety and health steps that Erickson has taken I would feel very comfortable accepting the invitation for an on-site tour. I also like the idea of the online tours especially if they are customized for me so I can see what I want or remind myself of what it is like.”*
- **Advertising during the pandemic is a “Goldilocks” scenario. You have to address COVID, but not too much or too little.** We’d noticed that some advertising (in the senior living industry and in similar industries) did not address COVID at all. We questioned the wisdom of such ads and were proven correct. Panelists who saw the mock advertisement that did not reference COVID were quite critical. Likewise, panelists gave poor ratings to the mock ad that focused too much on safety precautions. As one said, *“You aren’t showing all the great parts about living at a [senior living] community.”*
- **Photographs are important.** This finding was not a surprise; our marketing department knows a picture is worth a thousand words.
  - A photo of the grounds at Ann’s Choice, the Erickson Living community in Bucks County, Pennsylvania, showing its walking paths and landscaping got the most positive feedback of any tested.
  - Panelists appreciated pictures of employees working to keep residents and each other safe. A photo of a resident getting his hair cut by a masked stylist in one of our campus salons was a big hit. As one panelist said, *“Shows you can still have services such as a hair cut, and that staff and residents are following CDC guidelines. I feel a sense of relief and it makes me feel comfortable and confident that Erickson is committed to the safety of the residents and staff.”*
  - Panelists had mixed reactions to a photo of several un-masked residents having tea in an apartment. They liked the picture itself, but felt it was not appropriate while the pandemic is still ongoing. As one panelist put it, *“In today’s world, this is a fantasy for entertaining.”*

# *Sweepstakes Winner*

## **Janet Jones**

Janet Jones grew up in the Fullerton area of Baltimore County Maryland. She spent many summers at her grandparents' home in Fleeton, a small village in the Northern Neck of Virginia on the Chesapeake Bay. She enjoyed her time in Virginia, so when it was time for college she chose to attend Westhampton College (then the Women's College of the University of Richmond.)

That's where she met her husband Morris, who attended the University of Richmond on the GI bill after serving for four years in the Air Force. Morris saw her picture in the college yearbook and asked a mutual friend to set them up. They married soon after college and had two boys, Stephen and Gary. Morris worked in management with VEPCO (now Dominion Energy) and Janet taught first grade for 32 years.



Janet retired in 1992 and Morris in 1994. He gave her a two-year head start to “figure out what she was going to do in retirement,” never imagining how busy she would be!

Upon retirement, Janet took up golf. Morris was an avid golfer and was eager to include Janet. They took golf trips with friends and played at many great courses, including the Robert Trent Jones Golf trail in Alabama. They also made several trips to the Masters at Augusta National. Janet played golf several times a week until stopping three years ago at age 83.

These days, Janet goes to the YMCA every morning for water aerobics. She plays bridge, canasta, and mahjong—during COVID-19, her mahjong group and bridge group have been playing online. She also loves her church and church friends, volunteers at a food bank, serves as a senior mentor to medical students, and is active with Alpha Delta Kappa, a sorority for women educators. She takes great pride in her two grandchildren, Dylan and Cassi.

Janet travels extensively. She went on many trips with Morris until he passed away in 2001. Since then, she has gone on numerous tours with friends and traveled with her granddaughter, Cassi. Southeast Asia, South Africa, and Iceland are among her most memorable destinations.

Janet's parents lived at Oak Crest, an Erickson Living community north of Baltimore. She was excited when she learned about Avery Point, the Erickson community in the Short Pump area of Richmond scheduled to open in 2022. She immediately joined the priority list, and has even driven by the site a few times to see how construction is progressing.