

Do you know how to grow your census?

Positioning your senior-living organization to prosper in an environment characterized by changing payment models and declining census is tough. You can't afford to waste time and resources, but you do need to act. Because even if you're in good shape now, being caught unprepared in the future is a sure path to competitive obsolescence.

You must adapt to prosper in a value-based purchasing world.

Symbria Advisory Services can provide the proven positioning services that you need to chart a new course – and accelerate your organization's growth:

- **Strategic planning.** We help you understand your organizational environment, monetize your greatest strengths, develop executable plans, and facilitate organizational change.
- **Market analysis and assessment.** We develop strategies to manage risk by analyzing your market, evaluating potential services/amenities, and identifying opportunities to improve your market share.
- **M&A advisory.** Whether your local area is over-populated with providers or you're looking to expand or add services, we'll work with you to assess the viability of a potential merger or acquisition.
- **Regulatory assessment and compliance.** We offer proven services to help you comprehend – and comply with – the regulations and standards that are reshaping our industry.
- **Land planning and development.** We can supply the services of a traditional third-party developer during construction so you can stay focused on your mission.

Let's talk about your plans to be positioned for a successful future.

Call **630-413-5800**
or visit www.symbria.com

Strategic positioning services



Trust our decades of experience.

Symbria Advisory Services' consultants have been helping senior-living organizations interpret a myriad of market opportunities for more than three decades. With Symbria Advisory Services as your partner, you'll receive the hands-on expertise, sophisticated situational analyses, and actionable insights that are required to address the pressing needs you face.

- **Hands-on expertise.** We are a group of creative individuals with a talent for helping teams get to the core of their issues and identify hidden opportunities. Our consultants specialize in senior living – and have hands-on experience in CCRC and LTC management – so we have the expertise required to tailor effective solutions to your requirements.
- **Sophisticated situational analyses.** Part science, part art, we excel at strategically positioning new and existing services to help you create and sustain competitive advantage.
- **Actionable insights.** We offer proven, proprietary pathways to help you develop innovative housing, services, and healthcare solutions. Our consultants also provide the timely, cost-effective, and actionable ideas your leadership team needs to achieve transformative change for your community.

Advisory services that deliver measurable results.

At Symbria, we are committed to outstanding execution and rigorously ethical practice because we're passionate about helping senior-living providers succeed. Whether the scope is a single service or a comprehensive solution, we'll work with you to ensure the advisory services we provide deliver measurable results for your community.

About Symbria Advisory Services

Symbria Advisory Services is the management consulting division of Symbria, a leading national developer and provider of innovative, outcome-driven programs, products, and services.

We work with senior-living providers nationwide with one goal in mind: helping these organizations strengthen their market positioning to thrive in a future of value-based purchasing and integrated-care delivery.

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