



MASSACHUSETTS
SENIOR CARE
ASSOCIATION

Rebuilding a Strong Census Post-COVID

Wednesday, May 26, 2021

1:00pm-2:00pm

Webinar

Webinar Description:

In this webinar, **Rebuilding a Strong Census Post-COVID**, you will explore three key strategies you can take to demonstrate your organizations value in the post-acute space, and share your abilities to keep short and long stay residents safe, while highlighting your key differentiators as your team rebuilds census.

Objectives:

- *Attendees will understand the impact of COVID-19 on National senior housing occupancy*
- *Attendees will state three strategies for rebuilding a strong census in a post pandemic environment. Take stock in your local market, build trust with referral streams and share metrics which matter most.*

Target Audiences: Administrators, Corporate Regional Staff, Admissions Staff

Presenters:

Cheryl Field, Group Product Leader, **PointClickCare**

PointClickCare, is a cloud-based healthcare software provider, and is an Associate Member of Mass Senior Care Association.

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Massachusetts Senior Care Association

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Waltham, MA 02453

Telephone: 617-558-0202 Fax: 617-558-3546

***Registration Fee must be paid prior to attending.**

Contact Hours/Continuing Education Credit:

1 CEU will be awarded for nurses and nursing home administrators. The Massachusetts Senior Care Association has qualified for “deemed status #NH-09015-007” from the Board of Registration of Nursing Home Administrators. This program also meets continuing education requirements for Nurses in Massachusetts.

Program Fees: (Must be paid in full prior to attending webinar)

Mass Senior Care Members: \$25.00 per person

Non Members: \$50.00 per person

Virtual Meeting information:

Meeting log in information will be sent once program payment has been received.

Cancellation Policy:

Mass Senior Care must be notified in writing no later than 48 hours prior to the start of the webinar for a credit of equal amount to be issued to your Mass Senior Care account. No refunds will be given.

Cancellations should be emailed to info@maseniorcare.org.