

Special Edition: Overcoming Senior Living Occupancy Challenges [Lowndes Legal Talk]

John Ruffier and Kenneth Coburn

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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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