



NIC 5-Year Strategic Plan September 2022



Reaffirmation of Mission

“Enable access and choice by providing data, analytics, and connections that bring together investors and providers.”

Core Capabilities

- Conferences and Events
- Research, Data, and Analytics
- Education and Training



Four Strategic Objectives to Enhance Core Capabilities

- Develop Data & Analytics Conference
- Expand Boot Camps
- Enhance Research Brand
- Elevate Volunteer Experience

Five Strategic Objectives for Focus Areas to Expand the Tent

Partnering for Health



Middle Market



Active Adult



Capital for Operations



AgeTech



Research Foundation

Organization that partners with others to fund and perform seminal studies that NIC can use to further its mission of enabling access and choice in seniors housing and care.

Organizational Design

NIC's organizational design expands from Senior Housing and Care real estate capital focus to one that creates a comprehensive leadership capability.

End Presentation