

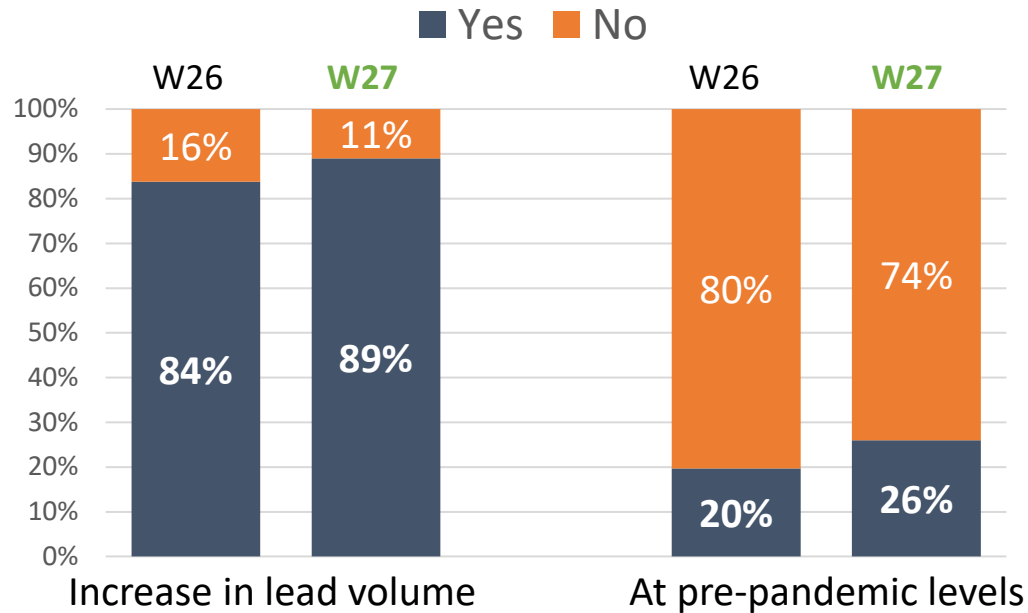
Organizations will....

Keep doing	Further develop	Bring back	Stop doing
Advertising	Caregiver training	Accountability	Advertising - paper, radio, billboard
Enhanced cleaning/hygiene	Commissary	Congregate dining	As much in-person training
Evaluating product mix	Communication platform for families/residents	Discounts	Buffets
External business development	Community involvement	Full-service dining	Cut back on COVID-related payroll
Filling beds	Companywide reporting	Fun	Delivering resident meals
Flexible work hours	Develop new recruiting programs	Furniture	Frequent testing
Health screenings	Digital marketing	Group activities/events	Hosting monthly sales events
Market the advantages of living in community	Direct marketing	Happy hour	IL resident screening
Marketing, increased safety, visibility	IL resident emergency response process	Indoor visits	Large group activities
Meal delivery and groceries	Infection control	In-person visitation	Limitations for vaccinated residents
More creative lead generation	Interaction between homes	In-room visits	Masks
More touch, less tech	Mandatory vaccination for staff	Live entertainment	Move-in incentives
PPE	Masking policy	Marketing events in-house	Outdoor visits
Recruiting vigorously	Memory care programs	Normal operations	Over-staffing clinical positions
Reviews (Yelp/Google), SEO lead generation	New dining programs	On-site gatherings for professionals	Quarantine after fully vaccinated
Screening staff and visitors	Niche services	On-site tours	Reporting
Social media	Online offerings	Organic marketing	Restricting admissions
Staff wearing masks	Outreach with hospital	Outings	Social distancing
Strong infection prevention	Partnerships with healthcare partners	Parties	Some PPE
Taking Medicaid	Protocols for unvaccinated staff	Social gatherings	Staff cohorting/zoning
Telemedicine	Remote work for some staff	Tours	Take-out only dining
Testing residents	Safety and sanitation	Vaccinated families	Taking residents who are too sick
The best care for our residents	Social media	Volunteers	Tight group meetings
Virtual activities	Supporting our staff and their trauma		Travel restrictions
Virtual marketing	Technology capabilities/use of technology		Visitation restrictions
Virtual tours	Telehealth/telemedicine		
Virtual visits	Transportation > one resident at a time		
Wearing masks in all settings	Virtual training		
Working remotely	Visitation		
Zoom calls/meetings	Volunteers		

Wave 27 responses collected April 19 to May 2, 2021
 Source: NIC Executive Survey Insights

Data edited to reduce identical responses

Organizations with increase in lead volume since beginning of the year

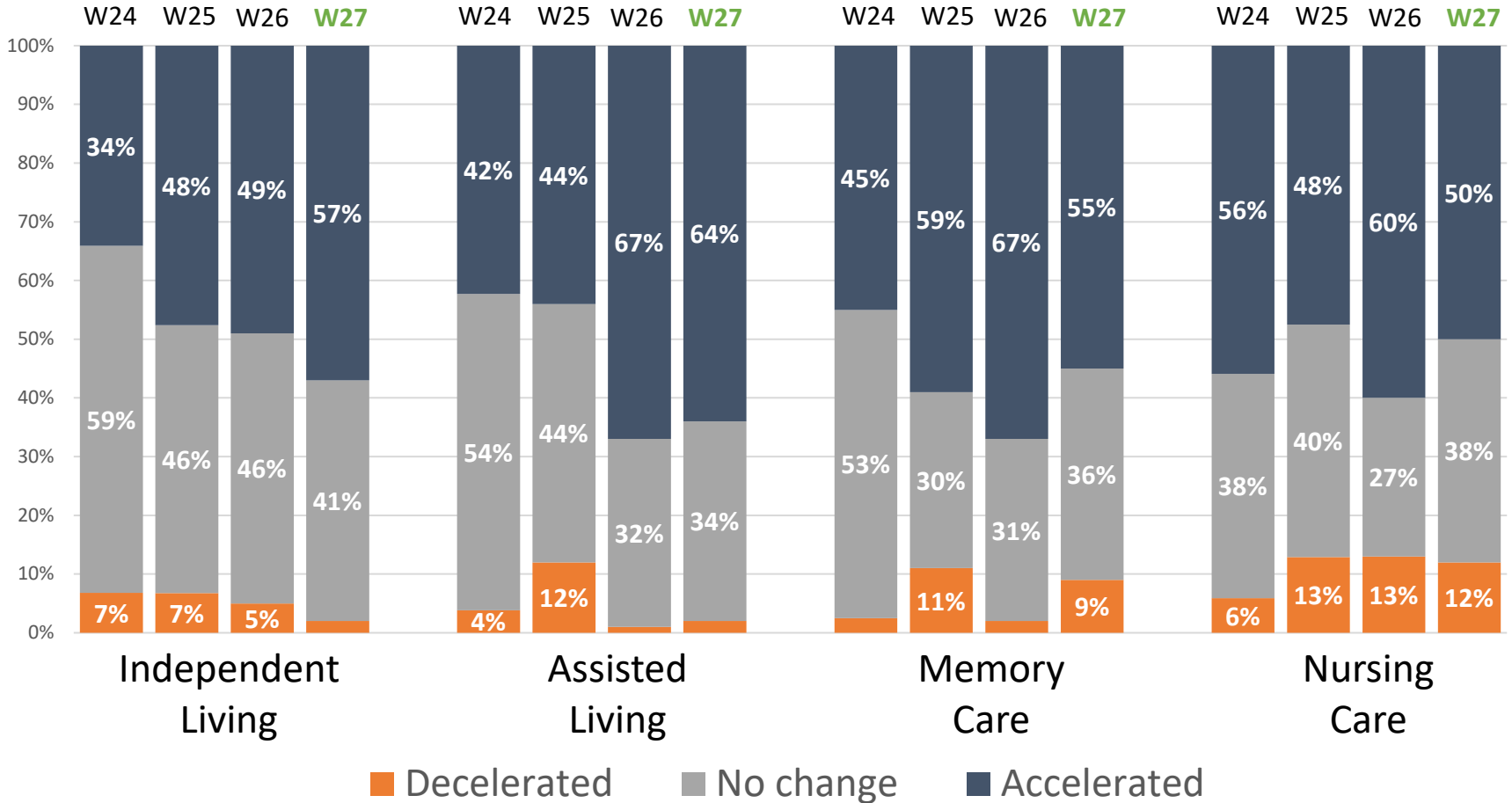


Wave 26 responses collected April 5 to April 18, 2021

Wave 27 responses collected April 19 to May 2, 2021

Source: NIC Executive Survey Insights

Pace of Move-Ins in Past 30-Days



Wave 24 responses collected March 8 to March 21, 2021

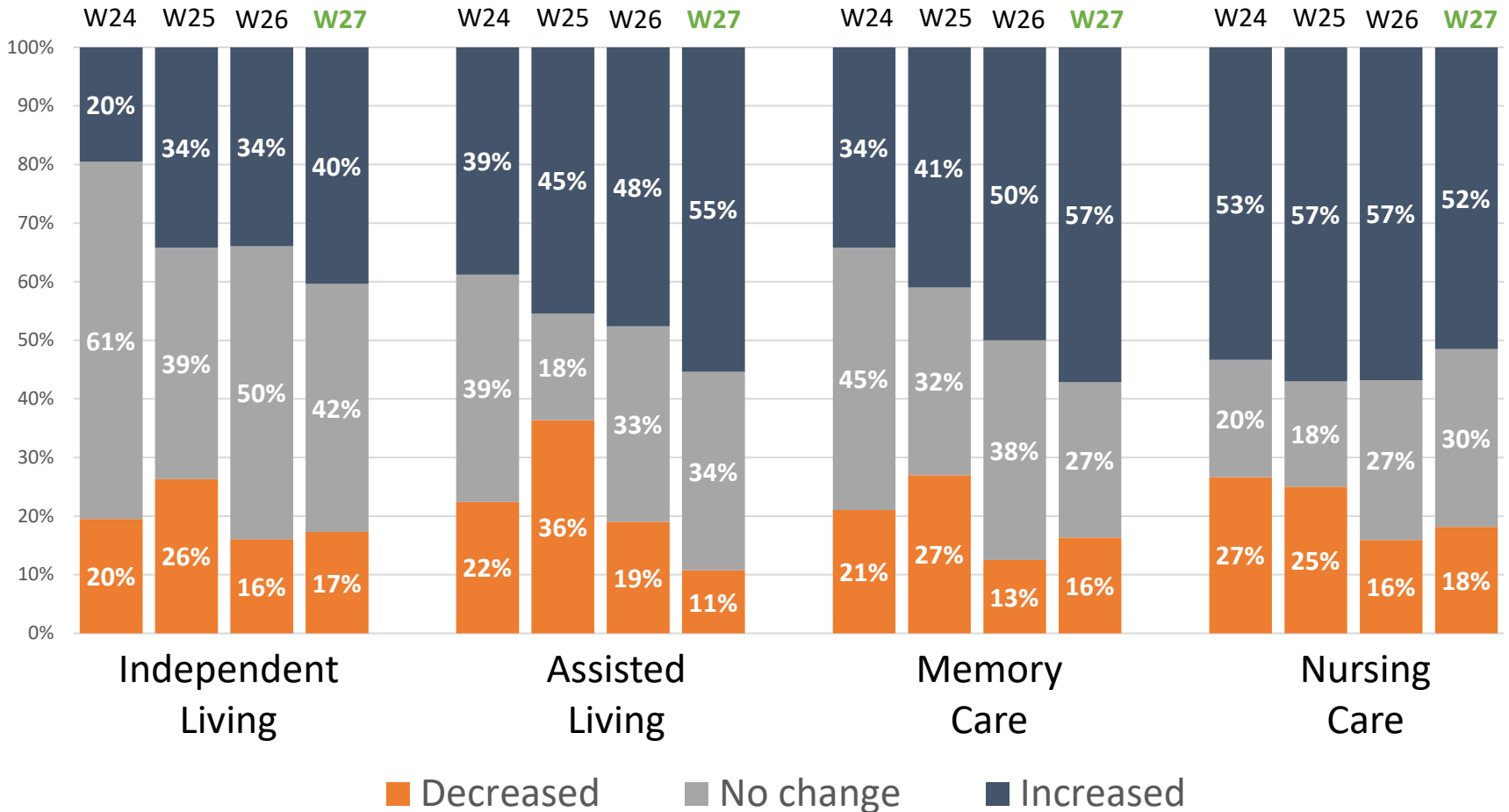
Wave 25 responses collected March 22 to April 4, 2021

Wave 26 responses collected April 5 to April 18, 2021

Wave 27 responses collected April 19 to May 2, 2021

Source: NIC Executive Survey Insights

Change in Occupancy by Care Segment: Current vs. One Month Prior



Wave 24 responses collected March 8 to March 21, 2021

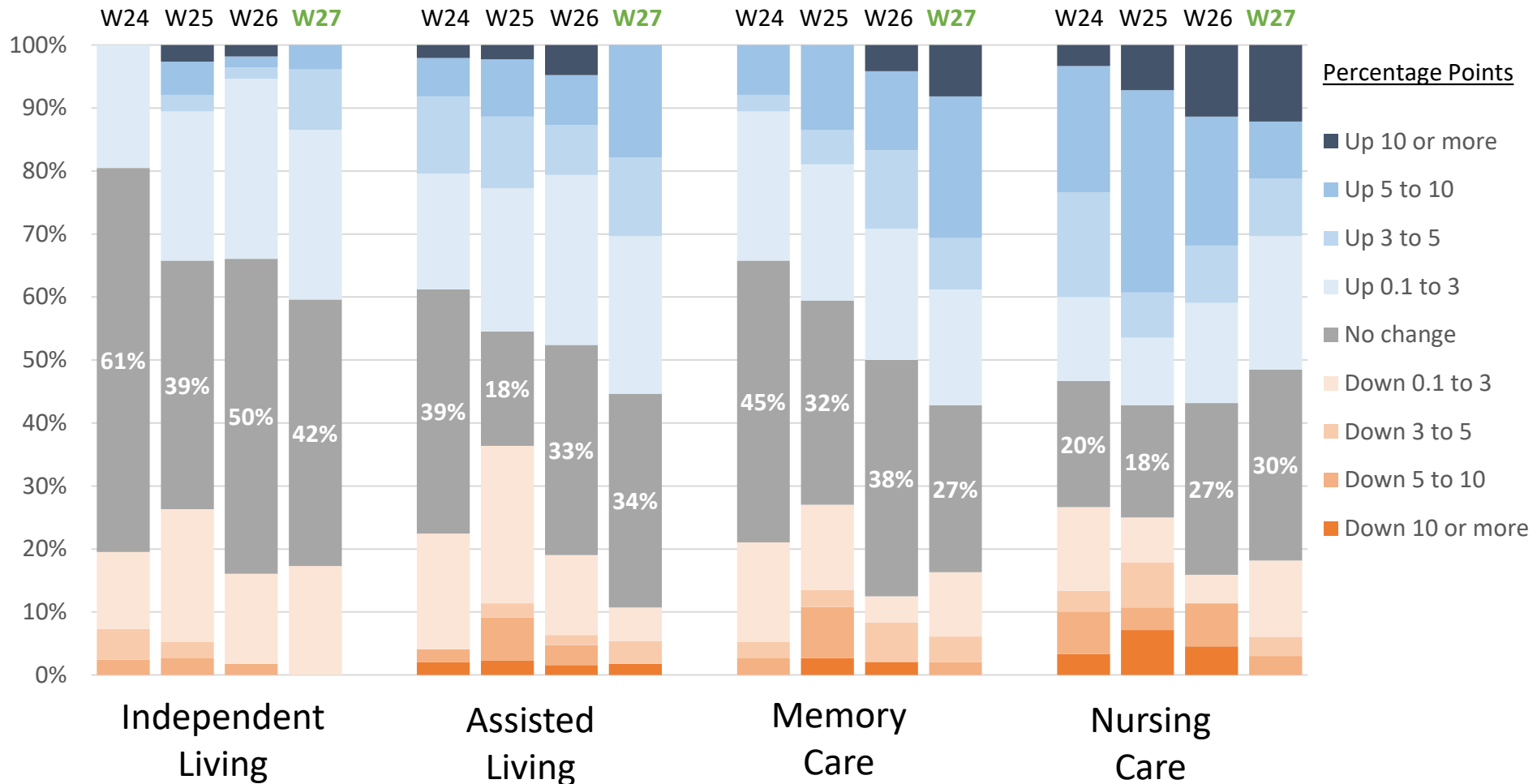
Wave 25 responses collected March 22 to April 4, 2021

Wave 26 responses collected April 5 to April 18, 2021

Wave 27 responses collected April 19 to May 2, 2021

Source: NIC Executive Survey Insights

Change in Occupancy By Care Segment: Current vs. One Month Prior



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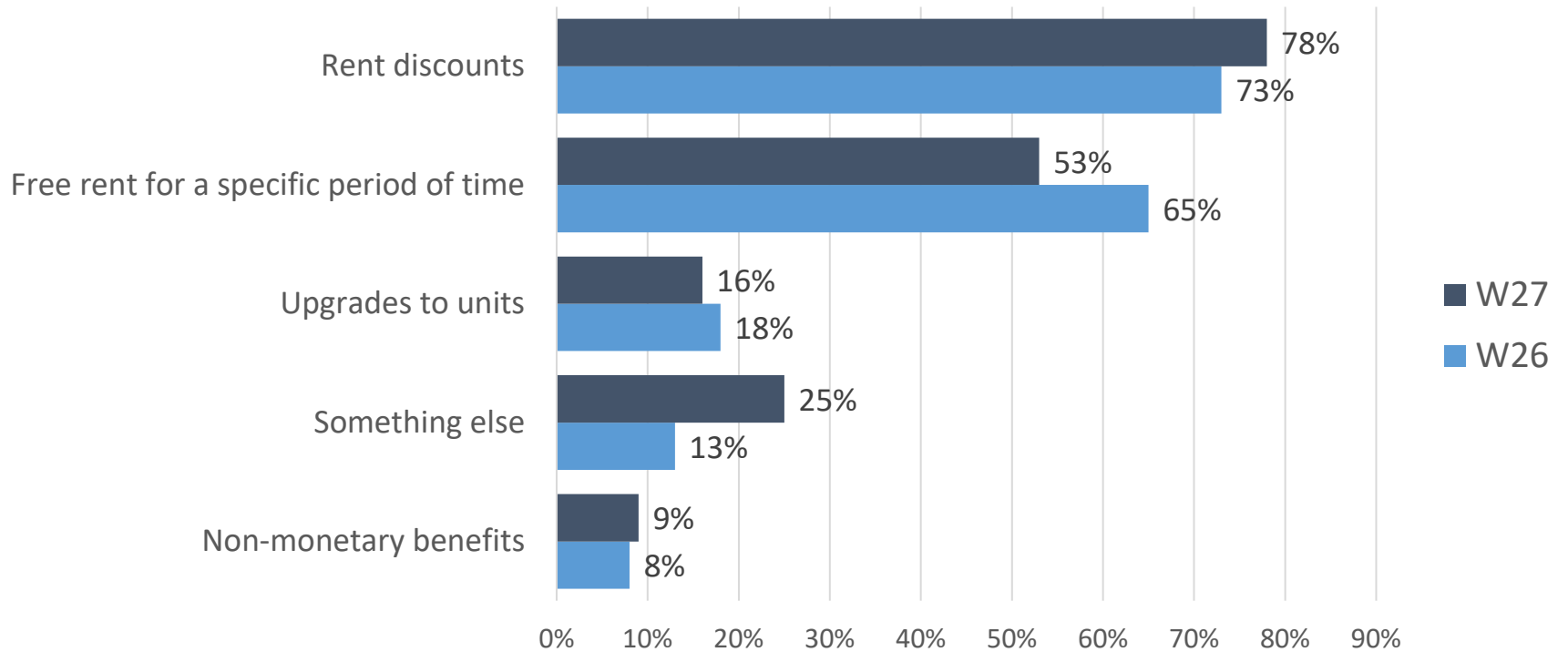
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Source: NIC Executive Survey Insights

Rent concessions being offered by organizations



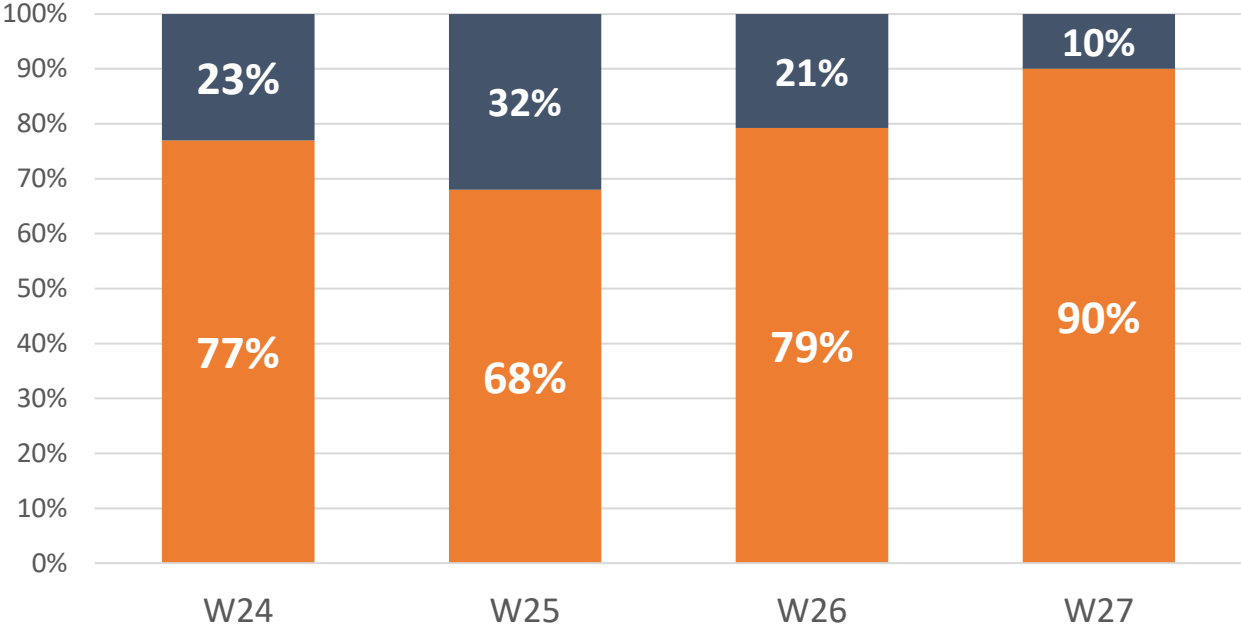
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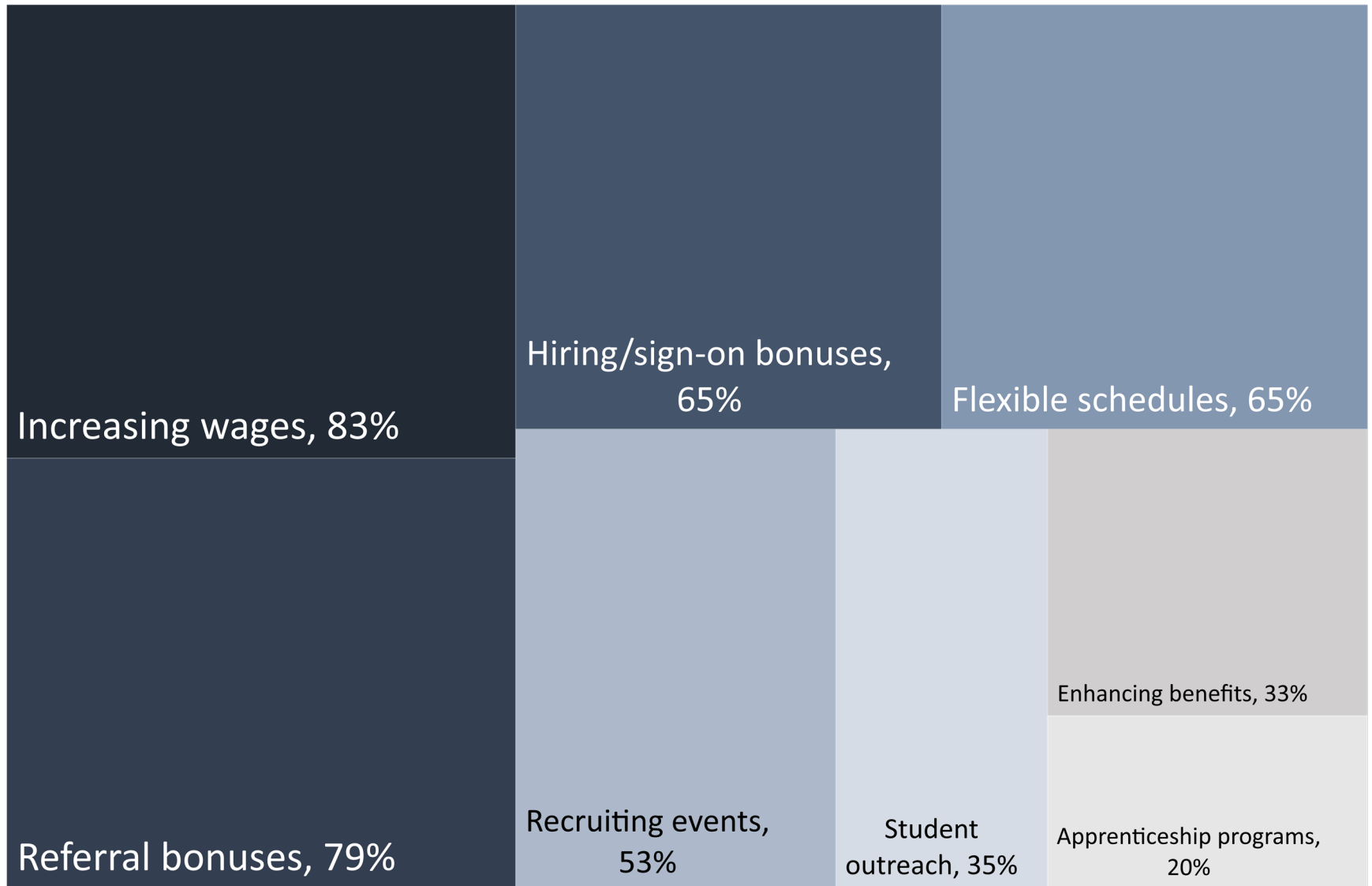
Organizations experiencing staffing shortages

Yes No



Wave 24 responses collected March 8 to March 21, 2021
Wave 25 responses collected March 22 to April 4, 2021
Wave 26 respondents collected April 5 to April 18, 2021
Wave 27 responses collected April 19 to May 2, 2021
Source: NIC Executive Survey Insights

Organizations are doing the following to attract community staff:



Residents and staff received the vaccine (average)



Wave 23 responses collected February 22 to March 7, 2021

Wave 24 responses collected March 8 to March 21, 2021

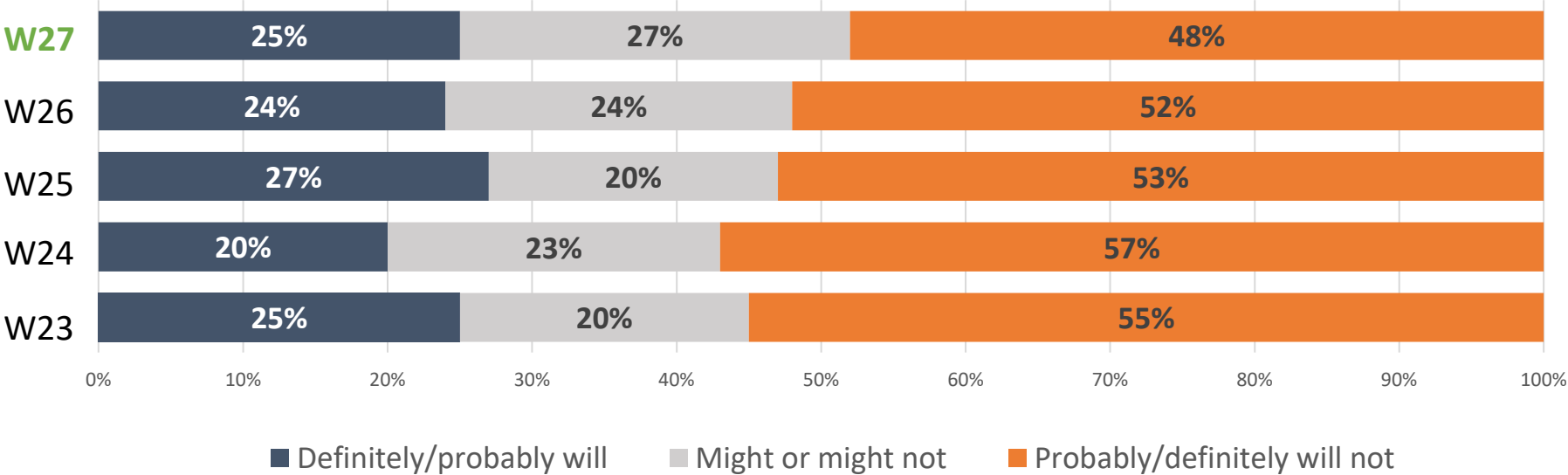
Wave 25 responses collected March 22 to April 4, 2021

Wave 26 responses collected April 5 to April 18, 2021

Wave 27 responses collected April 19 to May 2, 2021

Source: NIC Executive Survey Insights

Organizations considering making the COVID-19 vaccine mandatory for staff members



Wave 23 responses collected February 22 to March 7, 2021

Wave 24 responses collected March 8 to March 21, 2021

Wave 25 responses collected March 22 to April 4, 2021

Wave 26 responses collected April 5 to April 18, 2021

Wave 27 responses collected April 19 to May 2, 2021

Source: NIC Executive Survey Insights