

Andrew Carle, MHSA

With a “Boomer” turning 60 every 8 seconds, Andrew Carle has been nationally and internationally recognized for his groundbreaking work in the areas of “Nana” technology (technology for seniors), specialty senior housing communities, marketing and customer service, and achieving organizational excellence. His work has been featured in/on USA TODAY, UPI, The Washington Post, NPR radio, and Fox Morning News.

Presentation Topics Available from Andrew Carle

The Role of Leadership in Organizational Mission, Culture, Structure and Ethics

Audiences: Healthcare and Senior Housing/Long Term Care Executives and Associations, Organizational Strategic Planning Retreats, Vendors.

Through “Clarity” and “Carried-out” tests created by Mr. Carle, students studying healthcare administration at George Mason University have evaluated the mission statements of more than 200 private, non-profit, and government organizations – including Starbucks, Target, McDonald’s, United Airlines, The Ritz Carlton, The Mayo Clinic, Kaiser Permanente, Sunrise Senior Living, and others. Based on Tom Peters and Nancy Austin’s *“The Pursuit of Excellence”*, learn the difference between mission, vision, and values statements, and criteria to create a mission statement that strengthens organizational performance, rather than confusing or carrying no meaning to employees. Finally, learn the specific characteristics of leadership that make the difference between organizations that succeed in their mission, and those that fail.

Innovations and the Future of Seniors Housing:

Audiences: Senior Housing/Long Term Care Providers and Associations, Gerontology and Aging organizations, Housing and Architecture Organizations, Boomer and Retirement Industry Groups, Vendors.

Every 8 seconds a “Boomer” turns 60, with more than 1 Billion people expected to be over the age of 65 worldwide by 2030. Yet, the tendency among many is to view this generation as one collective “demographic”, instead of many different “psychographics” searching for unique options in retirement and senior housing. Through extensive travel and research, Mr. Carle has identified more than a dozen “cutting-edge” models representing the future of housing for this rapidly growing population, including niche communities for Asian, Gay, and Native Americans, RV retirement communities, “University Based” and “Naturally Occurring” retirement communities – and how to live out your days on the QE II, or even your own island. Learn how “one size fits all” fits “no one”, and what the future may hold for your organization - and yourself.

“Nana” Technology

Audiences: Healthcare and Senior Housing/Long Term Care Providers and Associations, Gerontology and Aging Associations, Technology Organizations, Consumer Groups, Vendors.

In 2003, Mr. Carle created both the definition and categories, for “Nana” technology – technologies that can improve quality of life for seniors – for which he has received national and international acclaim. Learn why Intel estimates a \$5 Billion market, just for the microchips needed to run such technologies, and how companies including Intel, HP, Philips, Toshiba, Samsung, GE, and others are developing “space age” technologies to meet the needs of a rapidly aging society. Includes a review of the most innovative current and future products related to healthcare, safety, cognition, sensory aide, lifestyle, and whole home/integrated systems. Learn how “Nana” technologies can bridge the divide between “Geeks and Grans”, improve efficiency and effectiveness of healthcare and seniors related organizations, and address the critical shortage of long term care workers today and in the years ahead.

Student “Mystery Shops” Teach Valuable Lessons

Audiences: Senior Housing/Long Term Care Providers and Associations, Gerontology and Aging Associations, Consumer Groups, Vendors.

At a private pay cost as high as \$60,000/year and sometimes several hundred thousand dollars upfront, you would assume retirement community and senior housing providers would set the standard for how to turn a phone call into a sale. Through nationally recognized “Mystery Shops” designed by Mr. Carle, and completed by students studying Senior Housing Administration at George Mason University, learn how actual senior housing providers perform in the critical success areas of “First Impression”, “Ability to Assess Need”, “Ability to Meet Need”, and “Closing”. Learn also about the critical mistakes made when Sales Rep’s resort to “IPOD marketing” techniques such as “Play”, “Pause”, “Fast Forward” and “Shuffle”. Finally, learn how you can compare your own organizational performance to those found by the students, and reach your sales and occupancy goals.

“What To Look For In An Alzheimer’s/Dementia Community”

Audiences: Senior Housing/Long Term Care Providers and Associations, Gerontology and Aging Associations, Consumer Groups.

More than 5 million Americans currently suffer from Alzheimer’s or related dementia, with the number expected to increase to nearly 20 million in the next 3 decades. Learn what separates an “Alzheimer’s Community by Default” from a community designed to address the safety, therapeutics, and happiness of its residents. Includes a review of changes that can be made to improve existing facilities, as well national “state-of-the-art” models.