

Disruptors roundtable discussion



NRC Health Symposium | A journey to understanding | #NRCSymp 1

Innovative Ideas to Bridge the Gap

—
Josh Crisp & Lucas McCurdy
Founders & Hosts, Bridge the Gap Podcast



BRIDGE THE GAP

THE SENIOR LIVING PODCAST



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25th Annual NRC Health Symposium – Omni Nashville Hotel
Nashville, Tennessee
August 14–16, 2019

NRC Partners with BTG

Overview

- Build the right team to execute your strategy
- Inform, educate, and influence through your digital media
- Mastermind: Use digital media to tell your story

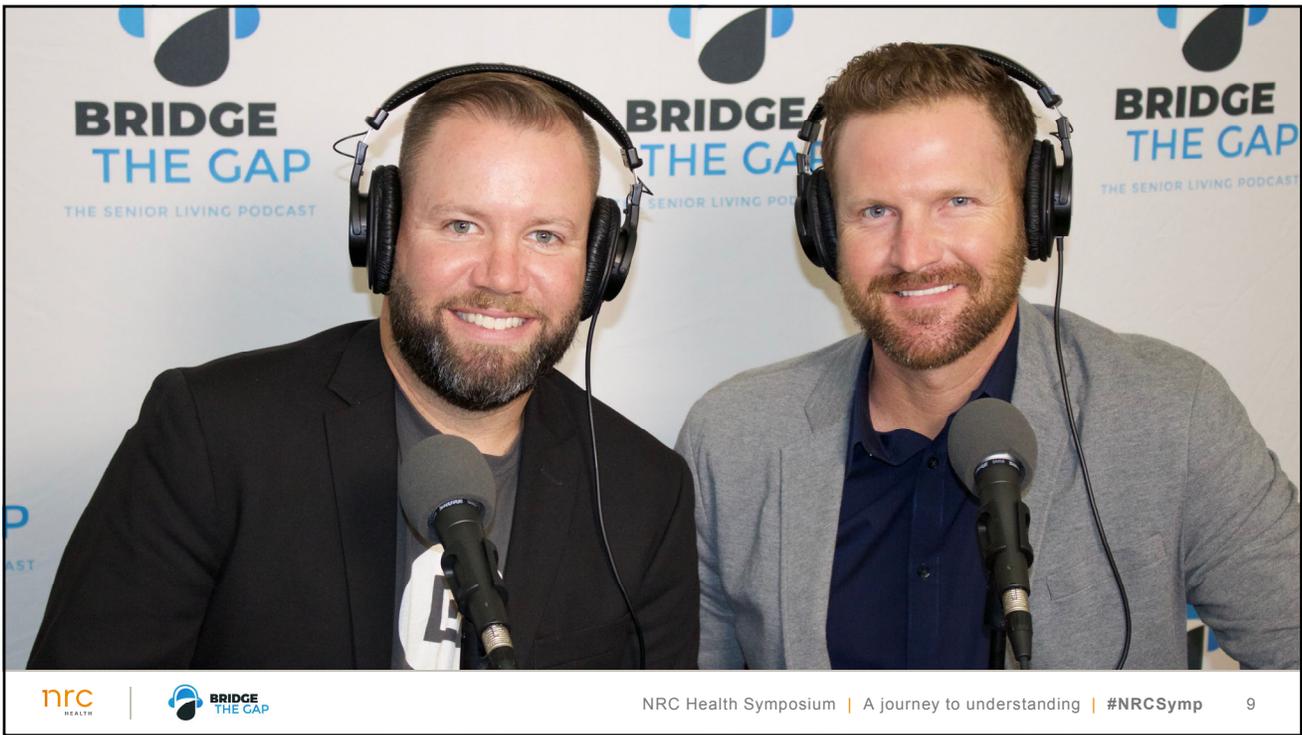


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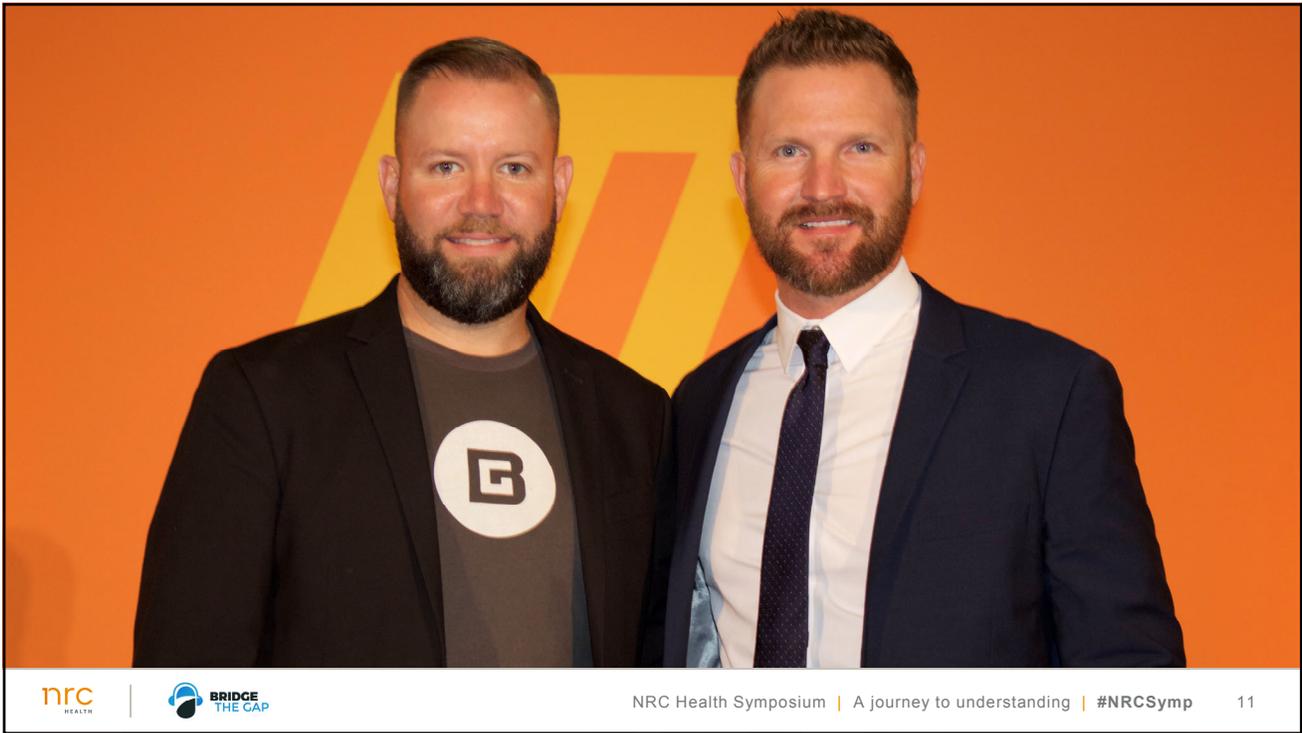


“I think in many respects, what surprised us is how successful the intergenerational aspect has worked.” JOHN COCHRANE



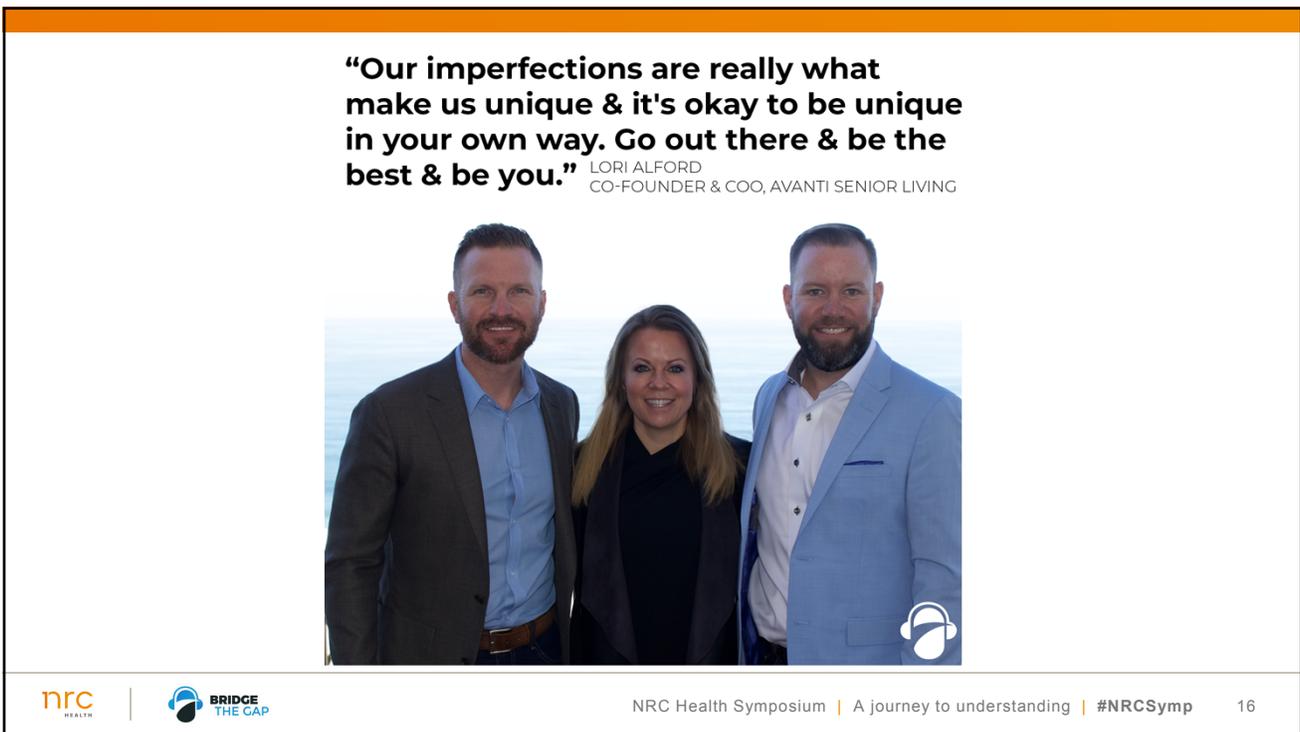
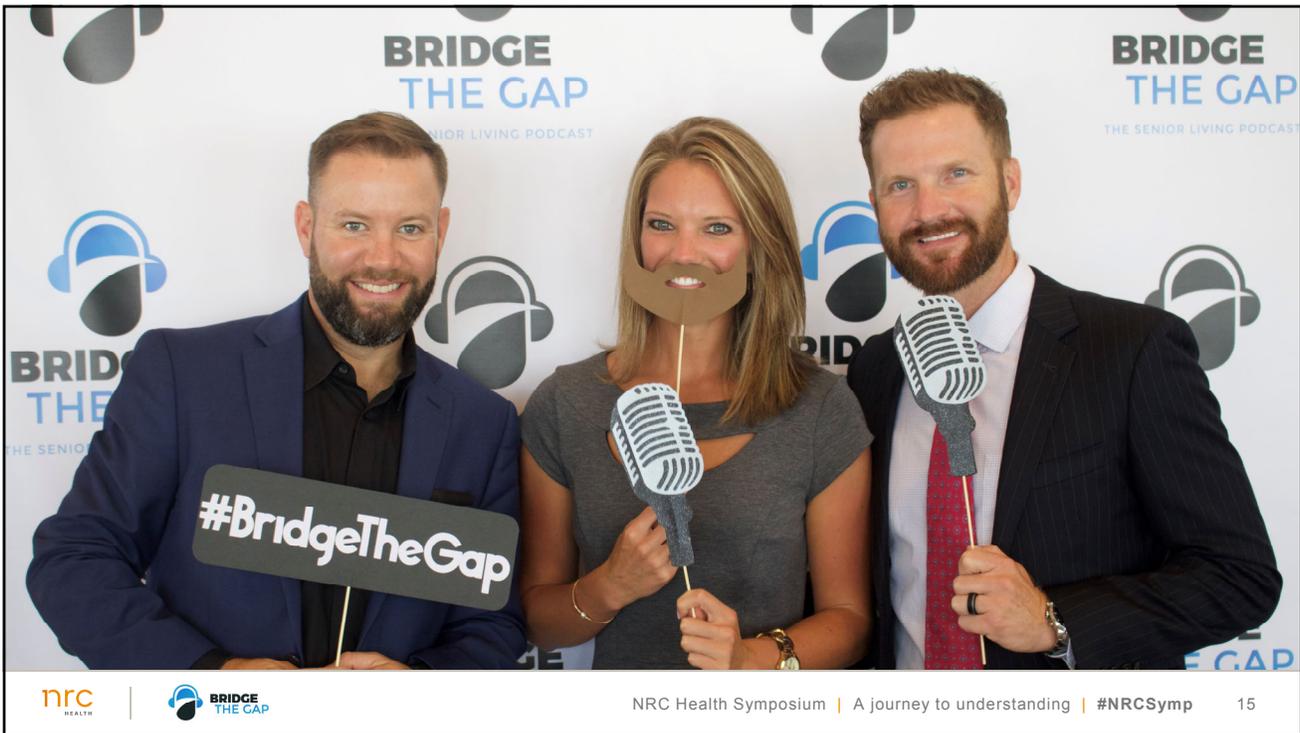


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“We need to make sure that we start educating people on the services that we provide (skilled nursing, IL, AL) and the different levels of care that we have.” STEPHANIE KOLBO, NRC HEALTH







Break

Inform Educate Influence

SPEED OF CHANGE BOB KRAMER



Now,

What products will the senior living consumer demand in the next 15-20 years?

How will technology and data impact the decisions operators make in the future?

HEALTHCARE CONSUMER

BRIAN WYNNE & STEPHANIE KOLBO



We're the healthcare consumer.

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How can we improve transparency in educating the consumer on the services we provide?

SENIORS HOUSING IS SHIFTING JOHN COCHRANE



The market is so huge that we couldn't

What is your organization doing to position itself to provide more choices?

MOM GUILT

LORI ALFORD, CO-FOUNDER & COO



I think sometimes in the workforce,

How can our industry progress to help females move into leadership roles?

Break



Mastermind

→ If we meet one year from now over a bottle of champagne, what would we be celebrating?

CONNECT

Josh Crisp
Lucas McCurdy
Sara Mitchell

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