

CAPTURING NEW OPPORTUNITIES IN SENIOR LIVING

BACKGROUND

Senior Living has been a bright spot in the broader healthcare segment of foodservice thanks to aging Baby Boomers. But this growth trend that brought these facilities an influx in residents is now poised to also benefit assisted living as this generation begins to reach age 70 and beyond. It also raises questions about the current foodservice landscape in these segments, warranting new exploration as viable growth vehicles outside of traditional foodservice channels.

While this market is an attractive target for suppliers, its complexity is only expected to intensify with more healthcare options becoming available, new systems being instituted, and more services being offered. To help foodservice suppliers gain a clearer perspective of this evolving marketplace, Foodservice IP (FSIP) has conducted **Capturing New Opportunities in Senior Living**, a comprehensive study that provides:

- An opportunity and outlook assessment for Senior Living.
- Enlightening trade interviews with decision makers.
- Quantitative research with a representative sample of senior living operations.

APPROACH

- **Exhaustive Market Scan**—review of available industry information providing deep contextual insights around segment dynamics.
- **In-Depth Headquarter Interviews**—one-on-one interviews with GPO, FSM and multi-unit senior living systems to glean a high-level view of the segment to inform more granular, quantitative findings.
- **Senior Living Facility Structured Research**—FSIP quantifies attitudes and practices of 300 healthcare executives in senior living, including self-op and FSM operated to help suppliers better understand operator issues and preferences for increased market penetration.
- **Analysis and Report Delivery**—Provide a detailed PowerPoint report with strategic recommendations for best leveraging opportunities within the Senior Living foodservice channel.

NEXT STEPS

To purchase **Capturing New Opportunities in Senior Living**, please complete the order form on the following page or contact:

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FSIP DELIVERS

We offer deep strategic insights at a price that beats the competition. **Capturing New Opportunities in Senior Living** includes:

Key facts and insights for suppliers wishing to better penetrate the Senior Living foodservice segment.

Expert analysis and implications to answer your most pressing questions around Senior Living.

In-depth Power Point report.

Truly strategic guidance around Senior Living foodservice initiatives.



PURCHASE AGREEMENT

Capturing New Opportunities in Senior Living

YES, I'd like to purchase the study for \$13,500.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan, and email this form to your FSIP representative:

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Thank you for your business!