CONTINUING EDUCATION PRESENTATIONS

CHARTWELL

Chartwell is a leader in the Canadian retirement living industry. As one of the largest owners and operators of seniors housing in the country, we serve approximately 25,000 residents across Alberta, British Columbia, Ontario, and Quebec. Our guiding purpose is **Making People's Lives BETTER**. We put that commitment into practice each day by providing a happier, healthier, and more rewarding experience for our residents, their families, and our employees.
We have an extensive list of available online & in-person presentations many of which include quiz components for CE credits.

To schedule an education session for your team contact us today at **partnership@chartwell.com**.

The Benefits of Retirement Living
[approximate 1 hour session]

As Canadians continue to age in greater numbers the demand for retirement living is expected to rise significantly. In a recent poll of adults aged 45-65, commissioned by Chartwell Retirement Residences, 91% of respondents said that “caring for a parent of loved one is a point of conversation amongst friends and family.”

With so many choices available the purpose of this session is to help you gain a better understanding of retirement living, who its suited to and how to know if your clients or their loved ones, may benefit from this option. We’ll explore the various care levels available as well as the differences between homecare, retirement living, and long- term care and the processes associated with each.

Retirement Living and the Health Care Sector: Partnering to Make Senior’s Lives Better [approximate 30 min session]

As population demographics continue to change, more pressure is being put on the health care system to care for seniors. Emergency department overcrowding is continuing to escalate, with the highest visit rate being seniors 75+ whom in many cases are not able to return home safely because they lack support.

To alleviate the burden on our health care system – a burden that is only growing – it’s imperative that alternative care providers like Chartwell Retirement Residences begin partnering with doctors, nurses, physiotherapists, discharge planners and all other care professionals to educate the public on their support choices as they age.

Work/Life/Caregiving Balance
[approximate 1 hour session]

Caring for parents is the most common form of caregiving reported in Canada and is particularly common among caregivers aged 45 to 64 (61%). As the population ages, balancing the responsibilities of work and looking after elderly loved ones is becoming more prevalent. Rising instances of employee absenteeism and associated stresses with providing support to an aging parent are contributing to detrimental personal and professional health.

In this informative session, learn more about the role of caregiving on the sandwich generation, the signs of caregiver burnout, coping strategies, and available resources to assist.

Sales, Stereotypes, and Seniors: Building Trust with your Mature Clients

[approximate 1 hour session]

As professionals, you interact with and sell to clients of varying ages. Join Canada's largest retirement living organization for an informative session on how to build trust and connections with your senior clients. Working through the general steps of the sales process, we'll help you become more familiar with some of the best practices we've cultivated from years of working with older adults to help you find customized solutions to their unique situations. As the population continues to age at rapid pace, the strategies outlined in this session will help prepare you and your business to accommodate the needs of your current and future customers.

Memory Living at Chartwell

[approximate 30 min session]

Shifting from dementia as a "cognitive condition" to address a person's experience of dementia allows us to create environments to encourage people to actively join in everyday life. At Chartwell, our home environment goes beyond the building itself and extends into the relationships and sense of community imbedded within the daily practice. The Chartwell Memory Living Program is designed with the needs of everyone who experiences it in mind. Learn more about our vision, principles and the key differentiators of our program specifically tailored to those with mid-stage Alzheimer's.

Retirement Living Affordability

[approximate 1 hour session]

There is a huge misconception in the Canadian public that healthcare is "free" and that as we age, the associated costs with our changing needs are covered by government programs (at least partially) and/or offset by private insurance or benefits. This, however, is not the case.

How do you help clients understand that as they age and their care requirements or wellness needs fluctuate, they need to have a plan in place that will suit their health and their finances? Are you aware of the costs associated with choosing to remain at home, downsizing or moving to a community for socialization and wellness services before more acute care in a setting such as long-term care is required?

While many people have a basic understanding of the various options available to seniors, it is not a topic that is generally heavily researched until there is an imminent need. Our goal is to help you help your clients with their planning by providing some financial insights into the various care options available as well as the associated government programs and tax benefits.

Social Impacts on the Senior Buyers Journey

[approximate 1 hour session]

There are several societal factors that influence the decisions of senior citizens in the consumer journey. This presentation explores how these interactions shape the buying behaviours, preferences, and paths of older adults as they navigate the marketplace and make purchase decisions.

We'll explore several factors relative to senior buying habits including:

- Preference for Quality and Reliability
- Value for Money
- Brand Loyalty
- Comfort and Convenience
- Health and Wellness
- Social Influence
- Emotional Factors

Overall, social norms can shape seniors' buying habits by influencing their preferences, priorities, and perceptions of value. Understanding these influences can help financial advisors tailor their messaging, products, and services to better meet the needs and preferences of older consumer.

Unlocking Opportunities: Strategic Partnerships with Senior Living for Financial Professionals [approximate 45 min session]

Are you a forward-thinking financial planner eager to elevate your practice to new heights? Unlock the untapped potential of senior living collaborations and differentiate yourself from your competitors. In this session we will unpack the benefits of collaborating with senior living organizations, review strategies for initiating and nurturing partnerships, and leverage our shared goals to create win-win scenarios.

As the senior population grows, so do the opportunities to provide tailored financial solutions that address their unique needs and preferences. This presentation will explore changing demographics, customer personas, and mechanisms for financial planners to lean into learnings about the senior living industry to increase customer confidence and loyalty. Benefiting from real world case studies, we'll also share how financial professionals are building their businesses with this approach.

Proactive Planning for Changing Care Needs: A Practical Approach for Senior Clients

[approximate 1 hour session]

Throughout our working lives, we plan for our dream retirement. We plan for a lifestyle of leisure and travel, and finally pursuing our passions and interests. We also plan for end-of-life with wills, estate plans, and funerals. But what about that gap of time in between active retirement and end-of-life? How do you help your clients prepare for the eventuality of personal care services? Whether your client desires to live at home with support, downsize, or move to congregate living at some point, there are numerous elements to consider and plan for. This informative session will enable you to elevate your service offering by engaging your clients in conversations around their changing care needs and understand the financial, health, and social, implications of various scenarios.

Enhancing Communication and Building Trust with Senior Clients
[approximate 1 hour session]

In this insightful presentation, professionals working with senior clients will discover invaluable strategies to enhance communication and cultivate trusting relationships. Recognizing the unique needs and challenges faced by seniors, the session explores the art of clear and empathetic communication. Attendees will gain practical insights into adapting language, leveraging non-verbal cues, and patiently addressing cognitive and physical barriers. Cultural sensitivity and the importance of tailoring communication to individual preferences will be emphasized, empowering professionals to create inclusive and personalized interactions. From handling difficult conversations with empathy to incorporating technology judiciously, this presentation equips participants with a holistic toolkit for effective engagement. Through real-life case studies and interactive discussions, professionals will leave with the skills to navigate the complexities of working with senior clients, fostering meaningful connections and providing enhanced, person- centered care.

From Clinical to Cruising: The Evolution of Senior Living Lifestyle Options
[approximate 45 min session]

Leveraging our preconceived notions of antiquated care homes as the springboard into a conversation about the evolution of senior living lifestyle options and their associated health benefits, this lively session is guaranteed to get you excited about what the future has in store. From clinical institutions to vibrant, active, cruise-style living, the senior care sector has undergone a massive evolution in recent decades.

Senior clients now have a plethora of options to consider based on their individual health requirements and preferences. Learn more about the various options available and their associated health and wellness benefits as well as what the future has in store for the sector. Participants will glean important information about how to help their clients rethink senior living and understand their options.

Think You Know Retirement Living? Think Again [approximate 45 min session]

The term ‘retirement home’ often conjures images of clinical institutions for those with advanced care needs however, this is not really an accurate representation. Retirement living spans multiple levels of care and offers a wide range of accommodation types. From independent living in condos, townhomes, or apartments to fully supportive care in private suites, retirement living serves to enhance the quality of life for seniors.

Living in one’s home has often been touted as the ultimate goal for seniors, but at what cost? For those seeking an alternative to the detrimental effects of social isolation, retirement living promotes a vibrant and active lifestyle.

The purpose of this informative session is to provide an overview of what life in a residence is really like and how it may benefit your clients. Attendees will gain an understanding of the true nature of retirement living in Canada as well as how it differs from long-term care and how to navigate the options.

Retirement Living and the Real Estate Industry: Partnering to Make Senior's Lives Better [approximate 1 hour session]

By 2031, approximately 25% of Canada's population will be over the age of 65. For those seniors choosing to downsize, it's usually from a home to a condo, and we've seen the price of condos skyrocket as a result, making is even more difficult for millennials to get into the market. Add to that the Canadian Mortgage and Housing Corporation recently released data showing seniors are holding onto properties longer than they have in the past, compounding the already precarious supply issue. The longer people remain in their homes at an older age – and likely without the supports they need to live well – the more stagnant the real estate market will become.

Learning about the various retirement living options available to senior clients can assist agents free up inventory for sale and add value to their client relationships as trusted and knowledgeable partners. With so many choices available the purpose of this session is to help you gain a better understanding of retirement living, who its suited to and how to know if your clients or their loved ones, may benefit from this option. We'll explore the various care levels available as well as the differences between homecare, retirement living, and long-term care and the processes associated with each.

Navigating Care and Support Options
[approximate 30 min session]

So often we hear from seniors and their families about the common challenges affecting seniors' health and wellness. From poor nutrition and eating habits to declining personal hygiene and inactivity to medication mix-ups, we know there are many concerns keeping people up at night. And more and more often we know there are people struggling with caring for themselves or a loved with dementia or Alzheimer's.

If you or a loved one are experiencing some or all of these challenges, we understand why you are trying to figure out what support options are available to help maintain or improve your or a loved one's quality of life. In this session, we'll review which options are available in the province, explain how the system works, and also explore why you shouldn't be delaying finding more support.

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