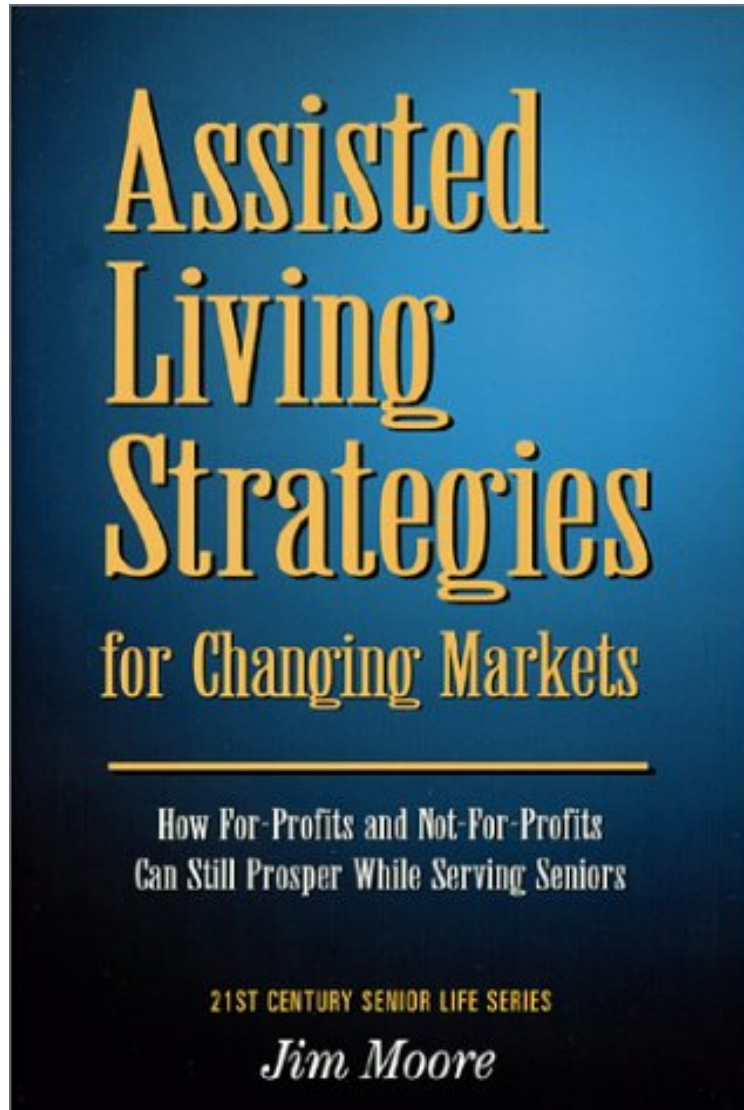


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Assisted Living Strategies for Changing Markets

Jim Moore

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Jim Moore : Assisted Living Strategies for Changing Markets before purchasing it in order to gauge whether or not it would be worth my time, and all praised Assisted Living Strategies for Changing Markets:

0 of 0 people found the following review helpful. To Learn Assisted Living Operations this is a Great Book! By Douglas Fullaway If you want to learn the assisted living business this book is a "must read". Clear, easy to read and full of very useful data. 5 of 5 people found the following review helpful. A must for current or prospective senior living operators! By Greg A. Hurst Excellent, thorough, and thoughtful analysis of past, present, and future strategies in the senior care marketplace. It is a definite must for anyone who is currently involved or planning to be involved in the

senior care/assisted living space. The book does a very good job of positioning successful senior care strategies within the environment of marketplace demands and managed care and cost management realities. I highly recommend it!

Assisted Living Strategies for Changing Markets is about getting back to basics and focusing on the senior consumer and their families while executing sound business strategies. In these 42 chapters Jim Moore addresses the most relevant issues facing the senior housing/assisted living industry in the first part of the 21st Century. This book provides leading edge information on strategies, tactics, industry benchmarks, rules of thumb, current trends and future marketplace impacts. The author presents real world problems along with cost-effective, practical solutions. The information in Assisted Living Strategies for Changing Markets is structured and sequenced as a series of relevant issues and strategies. Each chapter is written so that the reader can benefit from random access. This means the reader can scan the detailed table of contents and jump to the chapter addressing the issue of interest on any given day. Assisted Living Strategies for Changing Markets profiles a typical 80-unit assisted living community using detailed industry comparables and financial factors that are representative of existing projects in approximately 75 percent of the U.S. markets in the 2002 time frame. Financial factors are presented in 2002 dollars using the prevailing interest rates of this time period. For the experienced senior housing professional and their staff, this book can be a useful checklist of appropriate strategies and initiatives. For those who are new to the industry, it can act as a strategic planning handbook.

"Jim's advice is not only on target, but highly readable and practical. A must read." -- Paul J. Klaassen, Chairman and CEO, Sunrise Assisted Living
"The foundations discussed in Moore's book are essential for survival in the new millennium." -- James A. Stroud, Chairman, Capital Senior Living Corporation
"This realistic, insightful and well organized book provides list after list of useful tips." -- Elise Nakhnikian, Content Manager, Long Term Care Provider.com
About the Author Jim Moore is president and founder of Moore Diversified Services, Inc. For over 30 years, Jim's company has been heavily involved in market feasibility studies, detailed financial pro forma analysis, marketing consulting, strategic planning and investment advisory services. Jim has over 40 years of industry experience and has personally conducted over 1,800 major Senior housing and health care consulting engagements in over 650 markets in 47 states; experience that is unmatched in the industry today. He has also conducted major consulting engagements in 26 international markets encompassing Japan, Australia, Canada, Europe and Mexico. As part of his consulting practice, he has lived in over 40 retirement and assisted living communities. His clients include a broad spectrum of national leaders and small organizations; with a balanced mix of both for-profit and not-for-profit clients. As a recognized national expert, his courtroom testimony as an expert witness is frequently in demand across the U.S. He has provided expert witness support and testimony in over 40 cases at the local, state and national levels. He is the author of several hundred industry technical papers and trade journal articles. Jim has also authored a regular weekly business column for two major newspapers and for over 10 years has authored a monthly column entitled, "Assisted Living/Senior Housing" for Contemporary Long Term Care Magazine; a leading industry trade periodical. He is the author of numerous books on assisted living, senior housing and health care including his previous industry best seller "Assisted Living 2000"; Jim is past president of a major industry trade association. He is active in five other industry trade associations and serves on the Advisory Boards of ten senior housing and health care organizations. He is on the Executive Committee and Board of Directors of a public senior living company traded on the New York Stock Exchange. Jim holds a Bachelor of Science degree in Industrial Technology from Northeastern University in Boston and an MBA in Marketing and Finance from Texas Christian University in Fort Worth, Texas.