

Fall Housing Forum



Join us for a day of important education and valuable networking to enhance your skills in senior housing.

Fair Housing and Senior Living

Review of the Fair Housing Act as it applies in the long term care context and discuss the implications of the Fair Housing Act on marketing, admissions and transfers, and specific operational issues, and how they affect Fair Housing.

Filled to Capacity?

Tough times and tougher competition are making it harder to keep units occupied. Fortunately, this session, "Referral Marketing and Other Creative Solutions to Maintain and Build Occupancy" will provide helpful information to assist you in today's market.

www.okahsa.org



OKAHSA
PO Box 1383
El Reno, OK 73036

Fall Housing Forum

November 12, 2010

Metro Technology Center

1900 Springlake Drive

Oklahoma City, OK 73111

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Fair Housing and Senior Living

- Do you put any restrictions on Residents' use of electric scooters?
- Do you limit the number of hours a private duty aide can provide care to residents in your independent living facility?
- Does your independent living admissions agreement require a resident transfer to a higher level of care if the resident cannot perform ADLs?
- Do you not distinguish between pets and comfort/service animals?

The Fair Housing Act prohibits discrimination in housing on the basis of race, color, religion, sex, national origin, family status or disability by housing providers. Senior living and senior care facilities must understand how it applies to their operations.

This presentation will review the requirements of the Fair Housing Act and discuss the implications of the Fair Housing Act on marketing, admissions and transfers, and specific operational issues.

Referral Marketing and Other Creative Solutions to Maintain and Build Occupancy

Tough times and tougher competition are making it harder to keep beds and units occupied. Fortunately, this helpful webcast is available.

This is a unique chance to learn more about:

- The importance of community outreach
- Strategies for engaging referral sources
- Innovative methods for supporting potential prospects through the real estate sales process
- Ways to boost occupancy in the current market environment.

Target Audience

This program will include information that will be of interest to all senior housing providers, including private pay and subsidized housing.

Agenda November 12, 2010

9:00 a.m. – 9:30 a.m.	Registration
9:30 a.m. – 12:00 p.m.	Fair Housing and Senior Living
12:00 p.m. – 1:00 p.m.	Lunch - provided
1:00 p.m. – 2:00 p.m.	Referral Marketing and Other Creative Solutions to Maintain and Build Occupancy
2:00 p.m. – 3:00 p.m.	Roundtable Discussion on Senior Housing Issues

Location:

Metro-Tech Conference Center
Meeting Room: F/G
1900 Springlake Drive
Oklahoma City, OK 73111

Registration Fee

OKAHSa Members	Pre-Registered \$35 (Register by November 3)	Late Registration \$50
Non-Members	Pre-Registered \$50 (Register by November 3)	Late Registration \$65

Return with your payment to: OKAHSa, P.O. Box 1383, El Reno, OK 73036. Registration Questions: Call 405-640-8040

Name: _____

Facility: _____

Address: _____ Telephone: _____