



2022 NIC Spring Conference

Preliminary Program



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Senior housing and care leaders are convening in Dallas to explore new models of community and care, build strategic partnerships, and stay ahead of industry disruption, as they shape a new era.

Senior-level executives represent approximately 70% of attendees—making this event one of the year's most efficient and effective opportunities to connect, make deals, and explore new opportunities and partnerships.

Don't miss the year's most important gathering of operators, investors, and healthcare provider decision-makers.

NIC takes the health and safety of all attendees seriously, which is why we are requiring every attendee to provide proof of vaccination and their photo in a simple, secure online process handled by Safe Expo.

We are working in close partnership with Safe Expo and Omni to best align with the latest guidelines for COVID-19 safety. To that end, circumstances may require us to revise our safety protocols as needed.

A person is considered fully vaccinated to be admitted to the conference if they are:

- **2 weeks after their second dose in a 2-dose series**, such as the Pfizer and Moderna vaccines
- **2 weeks after a single-dose vaccine**, such as Johnson & Johnson's Janssen vaccine

If the definition of "fully vaccinated" changes to include a booster, NIC will update its policy on the event website and inform registered attendees.

Final doses of your vaccination must be completed by Tuesday, March 8, 2022 to gain entry to the 2022 NIC Spring Conference. If an attendee or NIC staff member does not meet these requirements, they are NOT considered fully vaccinated and will not be permitted to enter.

If you submitted your vaccination record for the 2021 NIC Fall Conference, you do not need to submit it again. Check your confirmation e-mail for your vaccination card status after you register.

NIC's current plans include numerous safety protocols to ensure attendee safety.

Protocols include:

- Consulting with a Pandemic Compliance Advisor through every stage of event planning
- Commitment to monitor and align with the latest COVID-19 safety guidelines
- Providing additional cleaning measures in frequently used event spaces
- Placing additional hand-sanitizing stations throughout the event space
- Modifications to event settings that help mitigate risks, such as the educational session format, to spacing adjustments in the session room and networking areas, and food and beverage service protocols
- Compliance monitoring with Safe Expo:
 - Vaccine card uploads
 - Onsite health safety liaison and ambassadors
- Following Omni's Safe & Clean program actively monitors and updates our solutions to ensure they adhere to local government requirements. Full details on our Safe & Clean program can be found [here](#).
- Mailing badges to attendees who registered before February 18 to reduce registration line queuing



CODE OF CONDUCT AS OF FEBRUARY 10, 2022

NIC seeks to promote healthy behaviors and maintain healthy environments to reduce the risk of the spread of COVID-19 while at the 2022 NIC Spring Conference.

We are working collaboratively with Safe Expo and Omni to align with the latest guidelines for COVID-19 safety. We appreciate your cooperation in ensuring a safe and healthy environment for you, our attendees, and others.

By attending the 2022 NIC Spring Conference, you agree to all of the following:

- I agree not to travel if I, or a member of my household or a guest, feel sick.
- I will not attend the NIC Conference if I, or a member of my household or a guest, feel sick.
- I will not attend the NIC Conference if I tested positive for COVID-19 or have been exposed to someone with symptoms or someone with suspected or confirmed COVID-19 within 7 days of the start of the conference.
- I will use hand sanitization stations.
- I will follow social distancing guidelines and traffic flow signs.
- I will cover my mouth and nose with a tissue when coughing and sneezing or cough into my elbow and cover my mouth.
- I will wash my hands with soap and water for at least 20 seconds.
- I will greet everyone in a safe, professional, and friendly way.
- I agree to follow safety protocols in place at the NIC Conference, the hotel and all other local and state public health guidance and laws.
- I agree to cooperate with NIC, the hotel and public health officials regarding investigations and reporting of COVID-19 infections or suspected infections prior to, during and after the Conference.
- I will be considerate, kind, and safe (while at the conference and otherwise).





Wednesday, March 23

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|--------------------|---|
| 7:00 AM – 6:30 PM | Registration |
| 8:00 AM – 12:00 PM | NIC's Skilled Nursing Boot Camp (prior registration required) |
| 10:00 AM – 6:00 PM | Networking Lounges |
| 10:00 AM – 5:30 PM | NIC Café (all day snacks) & Braindates |
| 11:30 AM – 1:30 PM | NIC Café Lunch |
| 12:00 PM – 1:00 PM | First-time Attendee Gathering |
| 2:00 PM – 3:45 PM | Main Stage Session |
| 4:30 PM – 5:30 PM | Main Stage Session |
| 6:00 PM – 7:15 PM | Welcome Reception |

Thursday, March 24

| | |
|---------------------|--|
| 7:00 AM – 6:30 PM | Registration |
| 7:30 AM – 9:30 AM | NIC Café Breakfast |
| 8:00 AM – 5:30 PM | Networking Lounges |
| 8:00 AM – 5:00 PM | NIC Café (all day snacks) & Braindates |
| 8:00 AM – 8:30 AM | First-time Attendee Morning Meet-up |
| 8:30 AM – 9:30 AM | Main Stage Session |
| 10:00 AM – 11:00 AM | Main Stage Session |
| 11:30 AM – 1:30 PM | NIC Café Lunch |
| 11:30 AM – 12:30 PM | Main Stage Session |
| 1:30 PM – 3:15 PM | Main Stage Session |
| 3:45 PM – 5:00 PM | Main Stage Session |
| 5:30 PM – 7:00 PM | Networking Reception |

Friday, March 25

| | |
|--------------------|--|
| 7:00 AM – 11:00 AM | Registration |
| 7:30 AM – 9:30 AM | NIC Café Breakfast |
| 8:00 AM – 11:30 AM | Networking Lounges |
| 8:00 AM – 11:00 AM | NIC Café (all day snacks) & Braindates |
| 8:00 AM – 8:30 AM | First-time Attendee Morning Meet-up |
| 9:00 AM – 10:45 AM | Main Stage Session |



Convening thousands of decision-makers from C-suites and senior executives across the nation's senior housing and care landscape, the NIC Spring Conference is widely considered to be one of the most efficient and effective networking opportunity of spring. Join us to make the connections and build the relationships that will help drive your business goals well into the future.

A Variety of Efficient Networking Opportunities

The primary benefit of attending “the NIC” is efficient networking — specifically to make new connections, develop relationships, and broker deals. NIC provides conference attendees unique opportunities to foster results-oriented networking, and unlike typical conferences, there are no trade show exhibit halls with senior executive staff reactively waiting for people to stop by.

Networking Spaces

Extensive, unique, and comfortable networking areas are provided for you to conduct business with your industry peers. Enjoy abundant networking opportunities available throughout the conference space.

Networking Lounges

The Dallas Ballroom Networking Lounge on Level 3 has ample seating and tables for business meetings and contains the following Attendee Resources: Headshot Lounge, Shoe Shine Area, and LinkedIn® Corner.

Dallas Ballroom Networking Lounge, Level 3

| | |
|---------------------|------------------------|
| Wednesday, March 23 | 10:00 a.m. – 6:00 p.m. |
| Thursday, March 24 | 8:00 a.m. – 5:30 p.m. |
| Friday, March 25 | 8:00 a.m. – 11:30 a.m. |

The Pegasus Networking Lounge on the Lobby Level offers a lively smaller-scale setting.

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|---------------------|------------------------|
| Wednesday, March 23 | 10:00 a.m. – 5:00 p.m. |
| Thursday, March 24 | 8:00 a.m. – 5:00 p.m. |
| Friday, March 25 | 8:00 a.m. – 11:30 a.m. |

NIC Receptions

Two receptions held on Wednesday and Thursday nights provide additional opportunities to meet with fellow attendees. Wednesday night's Welcome Reception will be an outdoor block party and Thursday's Networking Reception will be on Level 3.

First-time Attendees

New to the NIC Conference? First-time attendees have access to activities and resources specifically geared to help you successfully navigate the conference, including an orientation webinar, a First-time Attendee Gathering, and Morning Meet-ups.



First-time Attendee Gathering

located across the street from the hotel entrance



| | |
|---------------------|------------------------|
| Wednesday, March 23 | 12:00 p.m. – 1:00 p.m. |
|---------------------|------------------------|

First-time Attendee Morning Meet-ups

Level 3, Dallas Ballroom Foyer

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|---------------------|-----------------------|
| Wednesday, March 23 | 8:00 a.m. – 8:30 a.m. |
| Thursday, March 24 | 8:00 a.m. – 8:30 a.m. |

braindate™

A braindate is a knowledge sharing conversation that attendees can have one-on-one or in a group, on a topic of their choice.

Getting to know people at events can be difficult: time is limited, and traditional networking can feel overwhelming at times. Braindate gives you an efficient platform to explore and share specific knowledge and experiences so that you can have more authentic conversations with new people who share common interests. It gives you direct access to the collective genius of your fellow attendees!

Braindate helps you tap into the experiences and expertise of your fellow attendees at the 2022 NIC Spring Conference. It's an easy way to connect and learn from each other through conversations about things you care about—this is not where you conduct sales. Share your knowledge and book one-on-one or group conversations called braindates with other attendees on the Braindate platform, then meet in person for (awesome) conversations!

How does braindate work?

The Braindate platform for the 2022 NIC Spring Conference will open on March 1. Conference attendees will be notified by email when the platform is live. Post a braindate topic about something that you're interested in discussing in the Topic Market. Attendees who want to dive into your topic with you can then send you an invitation to meet! Explore topics that interest you with the Search, Sort and Filter functions, then send invitations for one-on-one braindates or join group braindates directly.

Just before your braindate is set to begin, make your way to check in at the Braindate Lounge onsite at the Omni Dallas, where you will be directed to your pod. If you add your phone number in your profile Preferences, we'll send you an SMS reminder before your braindate, confirming the location.



Why should I braindate?

- The best way to learn is to take advantage of the collective knowledge of like-minded peers.
- Connect with others based on shared interests and experiences to help you meet your goals.
- Engage in meaningful conversations about issues that are on your mind and in your heart.
- Use braindates to get granular about what you want to tackle by engaging with other event attendees directly.
- It's an immediate and straight-forward way to gather diverse perspectives from others in the form of group braindates.
- Use the opportunity to troubleshoot a problem or challenge you're facing at home and/or work with other attendees.
- You never know, a good conversation can be the start of a long-lasting relationship!
- Make it self-directed: pick and choose the meetings you will have by identifying who has the answers to questions you are looking for.
- Use your own experience for good: position yourself as a thought-leader and/or reliable source of information.

The Braindate platform will launch March 1, 2022.

Braindate Lounge Location and Hours
The Owners Box, Lobby Level

| | |
|---------------------|------------------------|
| Wednesday, March 23 | 10:00 a.m. – 5:30 p.m. |
| Thursday, March 24 | 8:00 a.m. – 5:00 p.m. |
| Friday, March 25 | 8:00 a.m. – 11:00 a.m. |

Visit the website for more information.

NIC | 2022 Skilled Nursing **BOOT CAMP**

Skilled Nursing Boot Camp: Evaluating the Investment Landscape

Wednesday, March 23 from 8:00 AM – 12:00 PM
at the Omni Dallas

New to the NIC Boot Camp series, the Skilled Nursing Boot Camp: Evaluating the Investment Landscape course will define how value is created in skilled nursing. It is designed for people new to the industry, as well as those who desire to stay current in underwriting skilled nursing properties. Through lecture, discussion, and hands-on case study review, course participants will learn the nuances of skilled nursing, be able to understand the unique risks and how they may be mitigated, and gain new connections.

Additional registration required.

Learn more:

<https://www.nic.org/nic-skilled-nursing-boot-camp-2022>



Resources

Attendee Listing

Access and export the registered attendee list. Exclusive to the Conference Mobile App.



Conference Mobile App

Download the "NIC Conference" App starting February 21



Meet-up Points

Headshot Lounge



Conference Concierges

Shoe Shine



Individual Private Workspaces



EMT & Medical Assistance

A licensed EMT is onsite



Coat & Item Check



Specialty Coffee Bar



Fresh meals & snacks available all day

LinkedIn® Corner

Boost engagement and upgrade your profile with a LinkedIn® concierge

The 2022 NIC Spring Conference educational programming spans across all three days of the conference. With all sessions presented in one centrally-located Main Stage ballroom and offered on a convenient, non-concurrent schedule, attendees needn't miss a single opportunity to gain practical, actionable insights. Attendees can also take advantage of the live streaming area during the conference.

Session Topics Include:

- A Roadmap for Building Back Occupancy
- Strategies to Increase Your NOI
- Macro and Economic Market Trends
- Leveraging Resources to Strategize Tomorrow's Partnerships
- Equity and Debt Trends in Senior Living
- Active Adult
- Solving for 'The Forgotten' Middle Market
- Staffing and Labor: Fostering Meaningful Engagement





Wednesday, March 23

2:00 PM – 3:45 PM

A Roadmap for Building Back Occupancy

Since March 2020, the senior living industry has navigated shifts in market demand, move-ins, and consumer trends moving to a needs-based model. Hear experts share ideas about positioning, key performance indicators, and customer needs.

4:30 PM – 5:30 PM

Getting Back to Business: Strategies to Enhance Your NOI

Hear industry leaders discuss strategies to help senior housing and skilled nursing operators maximize their operating income and enhance their business model.





Thursday, March 24

8:30 AM – 9:30 AM

Macro Market Trends and Policy Impact

Hear expert analysis on economic and policy trends to better align your business strategies to market conditions.

10:00 AM – 11:00 AM

Leaning In and Leveraging Resources for Successful Partnerships

Partnerships between senior living operators and ancillary service providers across the care continuum, benefits residents, consumers, and partners alike. Discover forward- thinking strategies that innovative operators implemented to create additional revenue streams and better resident outcomes.

11:30 AM – 12:30 PM

Equity and Debt Trends in Senior Living

This session will explore the current state of the financing market. As debt and equity in senior housing continues to change and grow, understanding the current stage of the market and competition is essential. Operators will ask questions directly as panelists share lessons learned and best practices as we tackle pressing questions on the future of debt and equity. Speakers will share their perspective on new investment trends and provide an analysis on emerging debt strategies.

1:30 PM – 3:15 PM

'The Forgotten' Middle Market: Vision to Execution

Neither able to afford current private-pay senior living options, nor qualify for Medicaid, millions of Americans will be left without options unless new and innovative models arise. Learn what strides have been made and ways to incorporate innovative solutions into your business model.

3:45 PM – 5:00 PM

The Time is Now: Developing The Active Adult Playbook

The hot investment in senior living is active adult—providing a wide range of opportunities for older adults with lower acuity needs. What are its prospects? Who are the investors? And how are their investment strategies different?



Friday, March 25

9:00 AM – 10:45 AM

Fostering Meaningful Engagement: Industry Staffing and Labor Needs

The senior care industry has been greatly impacted by labor shortages and staffing needs—front line and executive positions. As an industry, how can we retain staff and help them feel a sense of purpose? Industry experts will share ideas on alternative solutions to meet the demand of growing industry needs.



2022 NIC SPRING CONFERENCE SPONSORS AS OF 2/10/22

The support of our sponsors helps NIC deliver its mission through research, analytics, data, education, and connections that increase transparency in the senior housing and care sector.



Questions?

NIC Sponsorship

Phone: 301-956-4291

Email: sponsorships@nic.org

Conference Website

Visit the 2022 NIC Spring Conference website for more information.

[Learn More](#)

Sponsorship Prospectus

Download the 2022 NIC Spring Conference Sponsorship Prospectus.

[Download Here](#)



The National Investment Center for Seniors Housing & Care (NIC), a 501(c)(3) organization, works to enable access and choice by providing data, analytics, and connections that bring together investors and providers.

The organization delivers the most trusted, objective, and timely insights and implications derived from its analytics, which benefit from NIC's affiliation with NIC MAP Vision, the leading provider of comprehensive market data for senior housing and skilled nursing properties.

NIC Events, which include the industry's premier conferences, provide sector stakeholders with opportunities to convene, network, and drive thought leadership through high-quality educational programming.

Data

NIC promotes transparency in the sector for the more efficient flow of capital through its cultivation of comprehensive, accurate, and timely data on America's senior housing and skilled nursing property markets.

Analytics

The NIC Research & Analytics team assesses data and garners input from leading industry practitioners to produce and publish thought-leadership, analyses, and insights on market trends in senior housing and skilled nursing.

Connections

NIC convenes senior industry decision-makers to build relationships, explore new partnerships, and share insights, through a full schedule of events, including the industry's marquee annual conferences.

PREMIER PARTNERS



GREYSTONE



OFFICIAL PARTNERS



Seeing *results* never gets old

All it takes is the right team



Sarah
Duggan



Jennifer
Lawley



Johnny
Tyson



Kittie
Buchanan



Tony
Carter



Jessica
Bishop



Richard
Malloy



Donna
Phillips

| **100+ relationships**

| **\$3+ billion portfolio**

| **\$1+ billion loan production in 2021**

Our senior housing and healthcare lending (SHHL) team has 30+ years of experience building customized financial solutions that help senior housing owners and operators grow their businesses. Let's talk.

Sarah Duggan

Synovus Senior Housing and Healthcare Lending

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