



Public Relations Marketing

Peabody Retirement Community

North Manchester, Indiana



Memory Support PR Program

The Situation Peabody Retirement Community is a 75-year-old continuing care retirement community located in North Manchester, Indiana. Love & Company began working with Peabody in 2003 on a branding program, including developing a new logo and sales materials. Our role expanded when the community's 48-residence Frank and Laura Smock Memory Enhancement Center opened in June 2004—with only four residents. We were charged with developing a plan to increase consumer awareness, generate leads and fill the new residences.

The challenges Peabody faced included a lack of pre-marketing of the memory center, thin demand in the primary market due to the rural nature of the area, significant local competition and a lack of market understanding about memory care programs.

Our Approach To promote the Memory Enhancement Center, we developed an aggressive lead-generation campaign that featured a strong public relations component. Because of the area's demographic challenges, we targeted the Ft. Wayne market, approximately 30 miles away. Our goal was to position Peabody as the regional leader in gerontology, with extensive expertise in treating and caring for Alzheimer's and other memory disorders.

Educational "advertorials" helped spread the word about treatment and care at Peabody's state-of-the-art Memory Enhancement Center.



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C A S E S T U D Y

We focused our public relations efforts on two key facets of Peabody's memory care program: its Montessori-based approach for retaining long-term memory, and the residential design of the memory center, which was based on the latest research in the field. Peabody's unique program, once introduced and explained to the public, became a tremendous selling point and differentiated Peabody from its competition.

Our public relations strategies included:

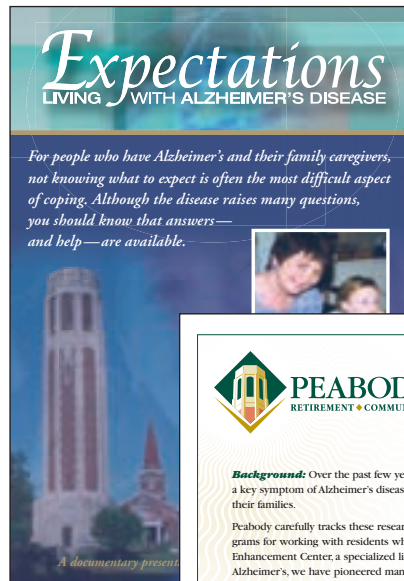
- ▶ *Developing an extensive network of broadcast and print media contacts within a 30-mile radius of the community, including contacts covering educational, business, healthcare and consumer news*
- ▶ *Pitching story ideas directly to appropriate editorial contacts and writing guest columns for local publications*
- ▶ *Creating and distributing monthly media tip sheets listing newsworthy story opportunities, research highlights and upcoming events*

This focused PR campaign—designed not only to “get the word out,” but also to act as an educational and branding tool—effectively helped Peabody educate the market about its unique memory care program.


The Results As a result of our work with Peabody, the community is now seen as the leading regional resource for memory care, as evidenced by its selection as a beta-testing site for Dakim (M) Power memory support software. Peabody was also invited to be a regular contributor to a monthly PBS program entitled *Healthline*, and was featured in a 2006 PBS documentary called *Expectations: Living with Alzheimer's*.

The campaign generated a 76% increase in leads in 2005 over 2004, with the majority of the leads coming from the Ft. Wayne area. The census numbers for the Memory Enhancement Center steadily increased from June 2004 through September 2006, when the center achieved full occupancy. Today, Peabody has a waiting list for memory care.

To learn more about Love & Company's approach to results-driven marketing, call us today!



A PBS documentary about Alzheimer's disease featured Peabody memory care experts, as well as residents and their families.



PEABODY
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*On the cutting edge:
Memory Care
at Peabody*

Background: Over the past few years, research has improved our understanding of memory loss—a key symptom of Alzheimer's disease that can be frustrating and confusing to both older adults and their families.

Peabody carefully tracks these research advances, incorporating the latest techniques into our programs for working with residents who have memory loss. At the Frank and Laura Smock Memory Enhancement Center, a specialized living environment for those who have early-to mid-stage Alzheimer's, we have pioneered many approaches that help residents reduce disorientation, improve their mental function and lead more fulfilling lives.

Things You Should Know:

The Montessori Method: We base our approach to care on a philosophy typically associated with early childhood learning: functioning that are healthy and use them as a springboard for preferences as the basis for communication—letting the resident lead.

Design and environment: The Memory Enhancement Center residents in a living environment designed to spark long-term memory. We are stocked with familiar items from their youths. Instead of talking about the current year, we've decided to follow them and their memories.

Spaced retrieval therapy: This structured therapeutic approach is even for those with Alzheimer's disease. Spaced retrieval works by giving an individual a successful recall of important details about their room numbers.


Adult day care: Available to both residents and non-residents, our adult day care program provides meaningful recreation and activities that provides caregivers the peace of mind to continue working full-time hours a day. Transportation is also available.

Studies show that people in the early stages of Alzheimer's can be taught to recall important information and improve performance of daily tasks, thereby regaining their confidence. We continually adopt the latest approaches to memory care in order to help people achieve these important goals.

For More Information: Please visit www.peabodyrc.org.

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CELEBRATING THE AGELESS SPIRIT



Peabody's media kit features informative fact sheets about memory care, while monthly tip sheets pitch newsworthy story opportunities.

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