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| | by Denise Brassé in Argentum 2021 Call for Content | id. 18742970 |
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Original submission 01/08/2021

Select the event or publication for which you would like to submit this content to:

Senior Living Executive Conference

Select the session track/topic for which you would like to submit content:

Workforce Development

Submission title **How COVID-19 Accelerated Cross-Industry Staffing Solutions**

Primary speaker or author name **Tom Grape, Chairman and CEO, Benchmark**

Primary speaker or author bio **Tom Grape is founder, chairman and CEO of Benchmark. Established in 1997, Benchmark operates 62 communities and is the leading provider of senior living in the Northeast. Tom has led Benchmark and its 6,500 associates to achieve \$2.5 billion in company value and \$500 million in annual revenue. The organization in 2019 was selected by Fortune magazine for its Best Workplaces for Aging Services list and is one of only four companies to be named to The Boston Globe Top Places to Work list every year of the 12 years the list has been published. Active in a number of industry and professional organizations, Tom is a founder and past chairman of the national assisted living association, Argentum.**

Additional speakers or article contributors **John M. Bremen, Managing Director, Willis Towers Watson
Zeta Smith, CEO, North America Seniors, Sodexo**

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| Session description or brief article abstract | <p>Rarely in history have we seen an event wreak such havoc on the global economy. And in response – just as rarely – competitive workforce sectors came together to help 30 million displaced workers find employment. How much pressure did the pandemic place on our industry in terms of retention, training, and employee engagement? What can be learned from the collaborations that are now taking place across sector trade associations and corporations? Looking ahead, will the pandemic’s aftermath negatively impact perceptions of senior living as a career of choice? Our panel of senior living, hospitality, and restaurant CEOs will discuss their lessons learned as the service sector pulled together to meet the workforce challenge brought on by COVID-19.</p> |
| Learning objectives | <ul style="list-style-type: none"> - Understand the impact of the pandemic on the overall senior living workforce - Be able to apply the cross-industry collaborative best practices shared in their own operations - Learn how to counteract any COVID-driven erosion of workforce perceptions related to senior living as a career destination |
| General content outline | <p>Senior living and health care executives will discuss how the COVID-19 pandemic has impacted the overall workforce:</p> <ul style="list-style-type: none"> • Overview of the current situation related to COVID-19 and senior living recruitment, retention, and employee engagement • Examples of how industries such as food service and hospitality worked together with senior living to employ displaced workers during the crisis • Shifts, if any, in consumers' perceptions of working in senior living brought on by the pandemic and how to respond to those shifts |
| Upload additional materials here which may assist Argentum in selecting your submission | n/a |
| Speaker or author photo | n/a |