



SunSentinel
MEDIA GROUP

THE NEW NORMAL
CLAIMING MARKET SHARE
IN THE NEW ECONOMY

June 10, 2020

YOUR PRESENTING TEAM



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EXECUTIVE SUMMARY

Consumers are turning inward and have varying levels of worry tied to health, finances, or just generalized anxiety.

Today we'll discuss how to message to those various perspectives. We'll also talk about the power of local sentiment.

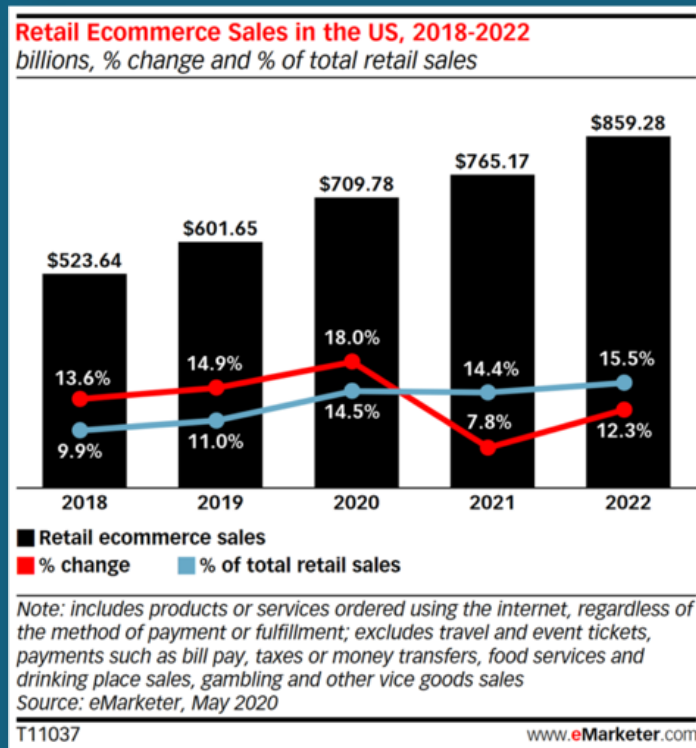
One emerging trend is that consumers are itching to spend time outdoors, whether it's 100 feet or 100 miles away.



THE EVOLVING CONSUMER



ECONOMIC IMPACTS OF THESE BEHAVIORS



Updated clicks and mortar forecast:

- Total U.S. retail spending is projected to decline by 10.5%, versus the 2.8% growth projected in February.
- Ecommerce spending by U.S. consumers is expected to increase 18% in 2020.
- Brick-and-mortar retail spending is expected to decrease 14% in 2020.
- Ecommerce is expected to reach 14.5% of total retail sales in 2020 – an all-time high and the biggest single-year share increase.
- The ecommerce forecast for food and beverage sales has raised from 23.4% to 58.5%.
- The ecommerce forecast for health, personal care and beauty sales has raised from 16.6% to 32.4%.

Source: eMarketer: US Ecommerce 2020: Coronavirus Boosts Ecommerce Forecast and Will Accelerate Channel-Shift, June 8, 2020

AMERICANS ARE TURNING INWARD

Focusing on their personal circles and well-being, not what's beyond.

CONNECTION

55% of U.S. adults say *staying in touch* with family and friends is a higher priority.

WELLBEING

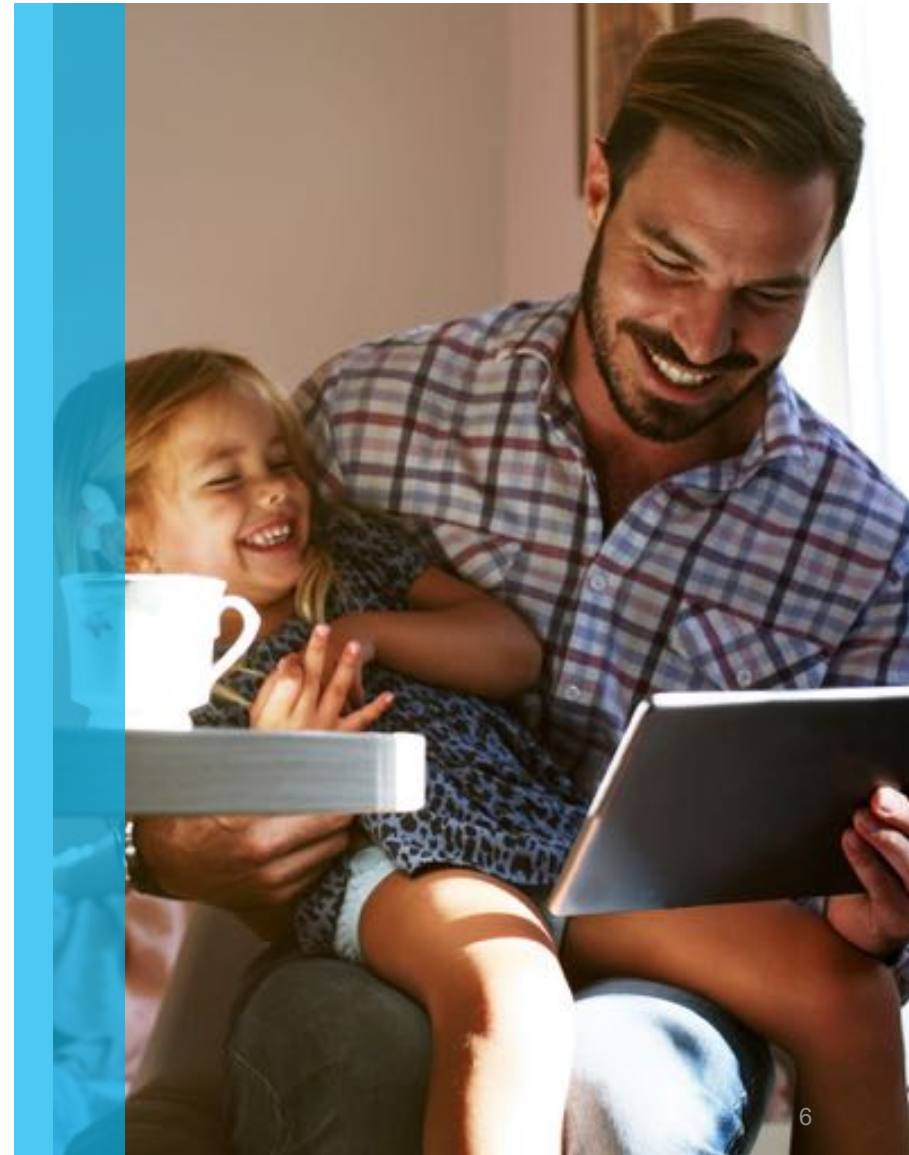
47% of U.S. adults say their *mental wellbeing* is a higher priority.

COMMUNITY

26% of U.S. adults say their *local community* is a higher priority.



Base: 2,000 internet users aged 18+, April 16-24, 2020
Source: Lightspeed/Mintel; Intel's Global COVID-19 Tracker – US



STILL CAUTIOUS

MOST CONSUMERS ARE STILL APPREHENSIVE AND CAUTIOUS

BUYING BEHAVIOR

65%

of consumers are currently postponing purchases and travel

52%

of consumers intend changes to their buying behaviors to continue

MAJOR DECISIONS

32%

are postponing major life decisions

26%

will take planning for major life decisions more seriously after the pandemic

SAVING

27%

are currently saving more than they normally do

26%

plan to save more in the future than normal

MARKET SHARE IS UP FOR GRABS

Most people are actively trying new brands: entertainment, news, communications, CPG.
More sampling is driven by younger families, creating future brand loyalists.



- How can brands proactively reduce churn in this heavy sampling environment?
- How can brands motivate consumers to encourage sampling?
- Post-COVID-19, what messaging, products or services will retain newly acquired customers?

LOCAL IMPACTS

Company Operations and Remote Working Status

- 80% are currently open for business
- 47% are operating on regular hours
- 34% reduced their hours of operation
- 19% are currently not open for business

Revenue Changes & Employee Layoffs/Furloughs

- 90% said COVID-19 negatively affected their revenues
- 62% did not lay off or furlough employees
- 50% experienced a revenue decrease of more than 75%
- 8% said their revenue has not been affected by the pandemic
- 2% increased their revenues

Source: County-wide business impact survey of 1,000 respondents between April 20 – May 20, conducted by the Greater Fort Lauderdale Alliance and Broward County Office of Economic and Small Business Development



for today...

for what's next...

for whom...

and why...

THEMES FOR TODAY

DEMONSTRATING
VALUE

MAKING
'ESSENTIAL'
MATTER

PROVIDING
A BREAK

EMPHASIS ON
CUSTOMER
SUPPORT

FLUID
SPENDING
PRIORITIES

EAGERNESS FOR
OPTIMISM AND
ESCAPISM



HEALTH WORRIERS
worry about others.



FINANCIAL WORRIERS
worry about the economy.



EVERYTHING WORRIERS
fear the unknowns.

HOW IS THIS
SUPPORTING MY
EMPLOYEES?

HOW IS THIS
SUPPORTING MY
COMMUNITY?

HOW IS THIS
SUPPORTING MY
CUSTOMERS?

MARKETING STRATEGIES

Retention Strategy

Retain or win back as many customers as possible to ensure brand loyalty.

Consumer Acquisition Strategy

Reaches consumers who are exhibiting initial interest, research behavior & buying signals.

Branding Strategy

Introduces and influences the largest qualified audience.

Virtual Presence Strategy

Solidifies the business's virtual doorway, allowing them to convert people who have an immediate need and nurture consumers that have already converted.

**INSIGHT
FOCUS**

The Customer Journey

THE CONSUMER JOURNEY



Aware: Consumers who are not aware of brand's presence or the value of their products, services or information.

Goal: Gain consumer awareness and start to build trust with the consumer that the brand can solve for their needs.

Messaging:

Introduces the brand, products, services, or information to the largest qualified addressable audience.

Targeting:

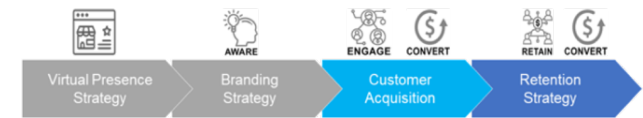
- Broad Geographic Area
- General Audience Groups (i.e. Men & Women 21 years +)

Benefits of Branding

- Creates Trust
- Improves Recognition
- Supports Marketing Efforts
- Generates Revenue
- Motivates Employees

Use creative messaging to build brand value and spark positive emotion

THE CONSUMER JOURNEY



Engage: Consumers who are aware of brand but do not yet trust the brand. (early stages of relationship).

Goal: Continue gaining consumer trust by nurturing the relationship and showing brand's capabilities to meet the need. Draw people to the brand who are interested in brand's products, services or information.

Messaging:

Messaging that builds trust and is geared toward meeting the needs at the urgency level required.

Targeting:

- More detailed and granular
- Specific Audience Groups
(i.e. Men, 35-55 with household income of \$65k+, and a credit score of 720+)

Consumer Acquisition Strategies

- Some consumer needs are urgent and require a take action NOW message. (i.e. Urgent / Emergency Care Services)
- Some needs are less urgent and require a when you're READY think of us message. (i.e. Auto or Furniture)

THE CONSUMER JOURNEY



Convert: Customers who may have either a low or high level of trust with the brand and may will be willing to invest money or time with brand to solve for a need.

Goal: Continue to gain trust and excitement from the consumer by delivering a positive conversion experience.

Messaging:

Encourages repeat business and brand loyalty so that they help promote the brand to new business.

Targeting:

- Existing Customers
- Lost Customers

Consumer Retention Strategies

- Promotion of free shipping for online purchases of \$50 or more.
- Online Only Sale promotions for purchases made online using a "Discount Code"
- Give us your contact info for a copy of "A Guide to Wealth & Success"

HEALTH WORRIERS WORRY ABOUT THE VIRUS

Health Worriers are concerned about the virus, but their worries are more focused on their loved ones than their own health.

Many talked about fearing they will pass the virus onto a loved one who is immunocompromised.

“
My top concerns are not so much for myself, but for my mother. She is 82 and has diabetes. I am her caregiver so whenever I have to go out to a store or pharmacy.

I am afraid that I will bring the virus to her no matter how hard I try to disinfect myself.

”
Male, 55 - 64

FINANCIAL WORRIERS WORRY ABOUT THE ECONOMY

Financial Worriers are more concerned about the impact on the economy than contracting the virus.

They worry about the possible recession, job security and what this means for the future of the US.

I guess the part that doesn't worry me is actually getting [COVID-19]. I feel that I can recover from it.

I'm more worried about the changes it has caused, and when will we be able to go back to work and find some sort of normalcy.

Male, 35 - 54

EVERYTHING WORRIERS WORRY ABOUT THE UNKNOWN

Everything Worriers' concerns are all-encompassing: health, finance and the future.

Their fears center around the "not knowing" – about the virus, its trajectory and the path forward.

“
It makes me **feel anxious** as I don't know if what I'm doing is enough, or when things will be normal again.
”

Female, 18 - 24

“
Everything worries me about this.
People's health, financial situations, people losing their jobs – all of it worries me.
”

Male, 55 - 64

INSIGHT FOCUS

Post-COVID-19 Messaging Attributes

WHAT'S THE NEXT STEP?

Consumers want a break from the all-consuming nature of COVID-19

Looking to brands for sense of normalcy

"I'm so COVID-19 out! I would prefer that brands carry on as normal and not discuss the outbreak so that people can escape from hearing so much about it."

- Female, 35-44

Offer a break from the overload

"I would prefer that brands don't talk about it because I get enough of that from the local news. Yes, I prefer they just carry on as normal. Otherwise, it becomes a case of information overload and you then wind up tuning everybody out."

- Male, 55-64

Some feel COVID-19 messaging is disingenuous

"Frankly, I'm starting to get tired of the TV ads which say, 'We're all in this together.' I don't care about that; it doesn't solve the problem or make me feel any better."

- Male, 55-64

SUNSENTINEL.COM

CORONAVIRUS TRAFFIC

March Pageviews **8,788,531**

April Pageviews **6,574,444**

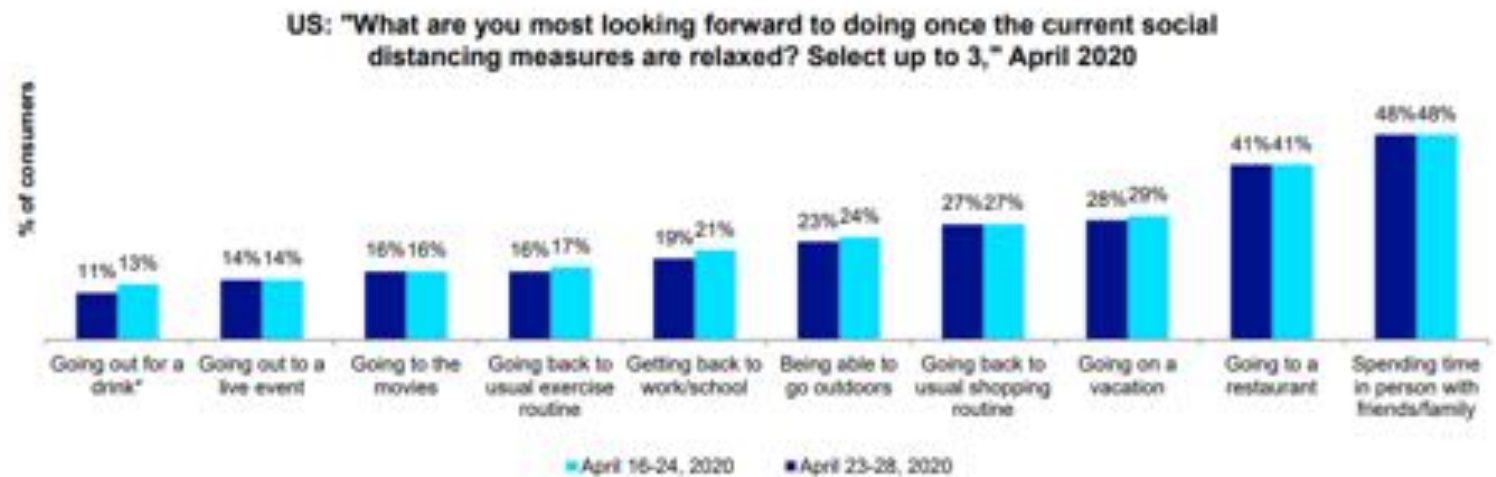
May Pageviews **3,908,294**



WHAT WE KNOW

CONSUMERS ARE PLANNING FOR—AND GETTING EXCITED ABOUT—THE FUTURE.

Because many Americans are still staying home or limiting social interactions, they're looking forward to seeing people in real life.



WHAT WE KNOW

CONSUMERS ARE PLANNING FOR—AND GETTING EXCITED ABOUT—THE FUTURE.

COVID-19's immediate effects are driving more conservative spending habits, which are positively influencing financial health.



ABC: ALWAYS BE CONNECTING

Keep two sets of consumers in mind:
The ones who are shopping now, and
the ones who will shop later.

For the ones who are shopping now,
be clear about your value proposition.

For the ones who will shop later,
leverage promotions, content and
digital channels (email, social media)
to keep them engaged.



BUT WE KNOW ABOUT THE AREAS OF CONCERN

SAFETY

Is it safe to return to a store?

FINANCES

How stable do I feel financially?

DECISIONS

Should I defer major changes?

PRICE

Is this brand the best option?

WHAT WE'VE SEEN

EMPHASIS ON
CUSTOMER
SUPPORT

FLUID
SPENDING
PRIORITIES

EAGERNESS FOR
OPTIMISM AND
ESCAPISM

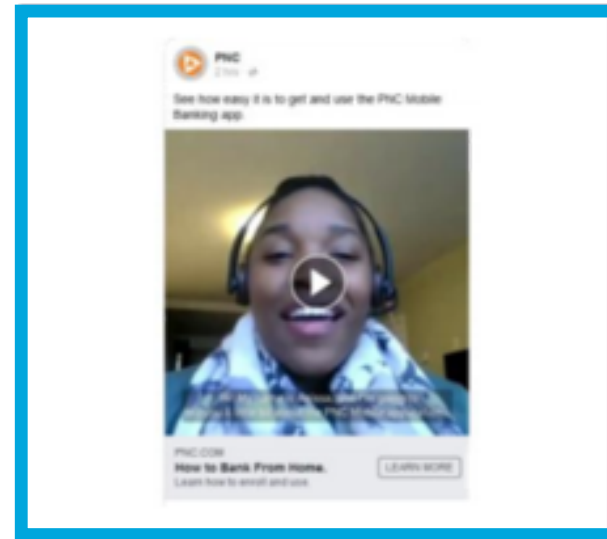
Brands are getting more proactive in their customer interactions and making sure consumers know which digital tools exist and how to use them.

EMPHASIS ON CUSTOMER SUPPORT

As transactions shift online, banks are helping customers navigate their mobile apps.



*Download a pre-filled direct deposit form right from the **Chase** mobile app.*



*A **PNC** representative shows customers how to bank from home in a video tutorial.*

WHAT WE'VE SEEN

EMPHASIS ON CUSTOMER SUPPORT

Brands are getting more proactive in their customer interactions and making sure consumers know which digital tools exist and how to use them.

- **Fintechs helped get customers their stimulus money—while also driving awareness of their products.**
 - Chime
 - CashApp (Square)
 - Venmo
- **Brands are teaming up to better meet the needs of their communities.**
 - Cash App x Spotify: Supporting artists
 - Walmart x Nextdoor: "Neighbors Helping Neighbors"
- **Facebook introduced Messenger Rooms, a new way to stay in touch virtually (and to compete with Zoom).**

WHAT WE'VE SEEN

EMPHASIS ON
CUSTOMER
SUPPORT

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SPENDING
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EAGERNESS FOR
OPTIMISM AND
ESCAPISM

COVID-19 has upended consumer spending habits. Credit card rewards points for travel, for instance, feel meaningless.

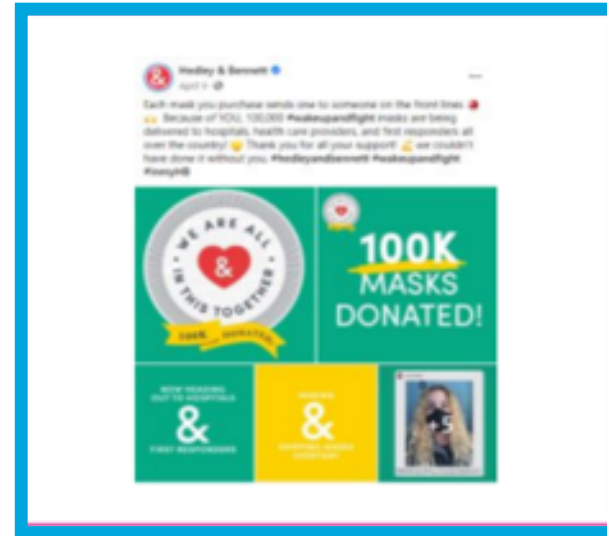
So companies are moving their attention to the areas consumers care most about now.

FLUID SPENDING PRIORITIES

Clothing companies shifted production to focus on face masks.



Clothing retailer **Madewell** introduced face masks, which quickly sold out.



Workwear company **Hedley & Bennett** shifted from aprons to face masks.

WHAT WE'VE SEEN

FLUID SPENDING PRIORITIES

COVID-19 has upended consumer spending habits. Credit card rewards points for travel, for instance, feel meaningless.

So companies are moving their attention to the areas consumers care most about now.

- **American Express cardholders will receive limited-time credits for streaming and wireless services and increased earn on U.S. grocery purchases.**
 - In March 2020*, Amex premium cardmembers spent 20% more on streaming and 54% more on groceries, according to Amex.
- **Chase announced that nearly all fee-based travel cards are now receiving up to 5x returns on grocery-shopping during May and June.**
- **For eight days, Burger King tempted students with free Whoppers.**

WHAT WE'VE SEEN

EMPHASIS ON
CUSTOMER
SUPPORT

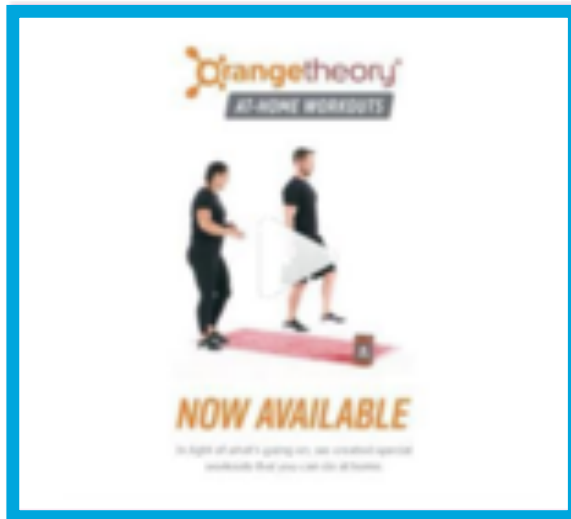
FLUID
SPENDING
PRIORITIES

EAGERNESS FOR
OPTIMISM AND
ESCAPISM

In more lighthearted communications, brands aren't ignoring COVID-19, but they are trying to help make consumers make the most of it.

EAGERNESS FOR OPTIMISM AND ESCAPISM

No app? No problem. Virtual workouts span video platforms.



#OrangetheoryAtHome workouts



Equinox goes Instagram Live



CrossFit embodies community values

WHAT WE'VE SEEN

EAGERNESS FOR OPTIMISM AND ESCAPISM

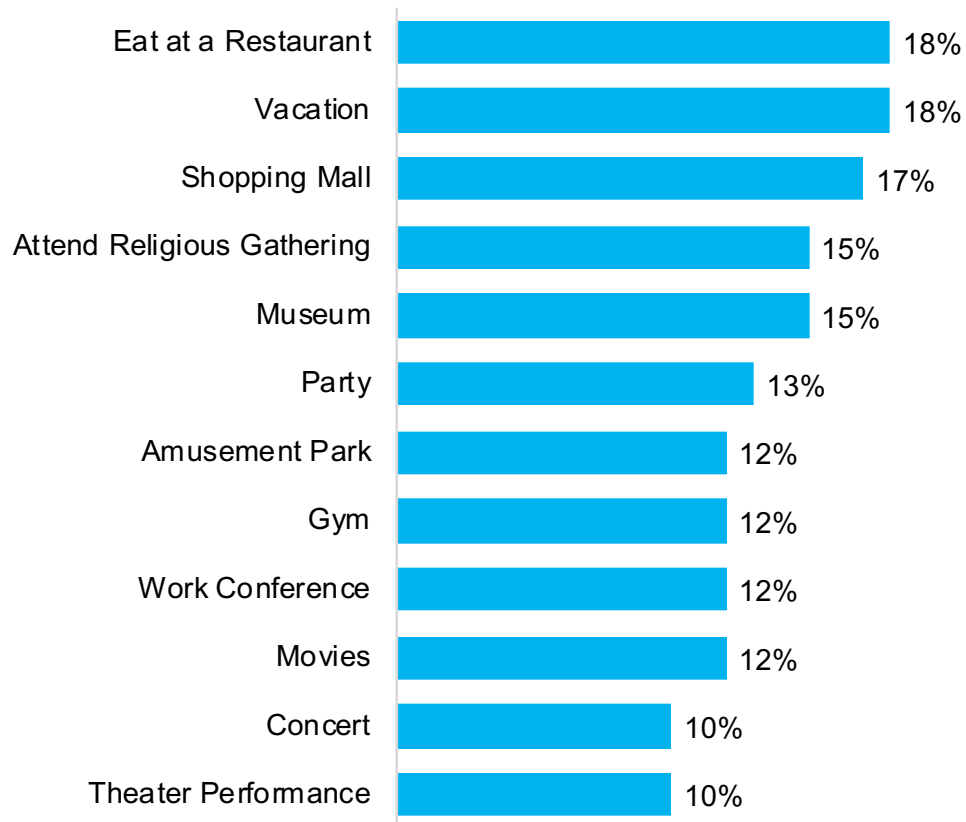
In more lighthearted communications, brands aren't ignoring COVID-19, but they are trying to help make consumers make the most of it.

- **Beer brands stepped in to lift consumers' spirits.**
 - Coors Light wants to know who #CouldUseABeer.
 - Natty Light threw a worldwide commencement ceremony.
- **As content consumption increased, streaming services found timely opportunities to promote relevant content.**
- **Consumers are making the most of their time at home—and alleviating some stress—by baking bread.**
 - Red Star Yeast
 - Discover
 - Bon Appetit

**INSIGHT
FOCUS**

**What Consumers
Need to Hear**

ACTIVITIES PEOPLE CURRENTLY FEEL COMFORTABLE DOING % SHARE



STILL CAUTIOUS AND ON HOLD

< 1 in 5

people feel comfortable
participating in what used to be
everyday activities

ADDRESS COVID-19 ONLY IF THERE'S A BUSINESS REASON

What Do US Adults Think of Brands Incorporating Coronavirus Messaging Into Their Advertising?

% of respondents, April 2020

Gives me positive feelings towards the brand

12%

Gives me positive feelings toward the brand, but only if it's tasteful

29%

Doesn't change my feelings toward the brand

34%

Gives me negative feelings toward the brand

15%

Don't know

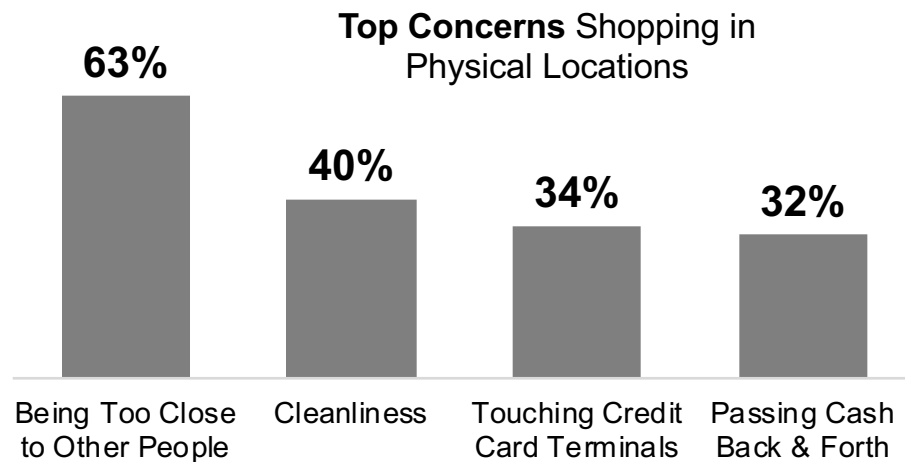
10%

Although the majority of consumers respond positively if it's done right, one-third state that specifically referencing COVID-19 in messaging has no effect on brand sentiment.

SAFETY CONCERNS

89%

of shoppers have concerns about shopping in physical stores (only 11% are not)



TRIBUNE
PUBLISHING

STUDIO
1847

Source: Harris Poll U.S. online study of adults 18+ between April 28 and April 30, 2020 & Prosper Insights & Analytics.



95%

of consumers want companies to implement physical protection & distancing measures for their health

Messaging can help
address CONSUMERS concerns

MESSAGING: WHAT TO HIGHLIGHT IF REOPENING

Which COVID-19 Safety Policies Will Comfort Consumers?

- Regularly sanitizing high-touch surfaces
- Installing more hand sanitizer dispensers
- Spacing seating arrangements 6 feet apart to ensure social distancing
- Allowing a smaller share of customers or attendees into certain spaces
- Operating specific hours for the elderly, immunocompromised or vulnerable groups
- Requiring all employees to wear masks
- Posting signage encouraging social distancing among customers or attendees
- Requiring all customers or attendees to wear masks
- Offering prepackaged food or takeout in place of dine-in or served food options
- Requiring temperature screenings for all customers or attendees

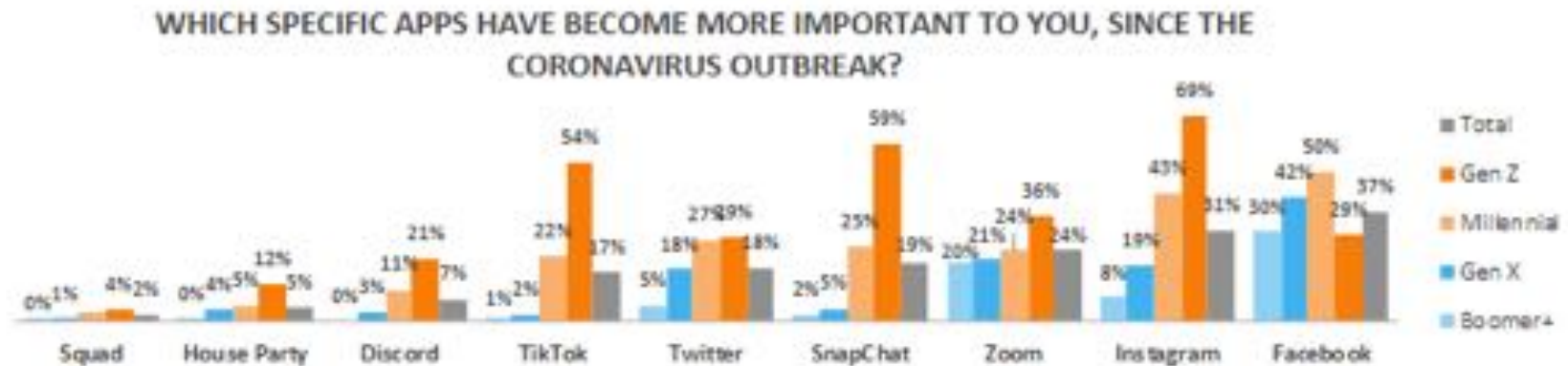


WHICH COVID-19 SAFETY POLICIES WILL COMFORT CONSUMERS?

Action	"Much More Comfortable"	Largest "MMC" Age Segment	
Regularly sanitizing high-touch surfaces	55%	Gen X	Must-Have <i>object-to-person vs. person-to-person</i>
Installing more hand sanitizer dispensers	48%	Boomers	
Requiring all employees to wear masks	42%	Gen X	
Operating specific hours for the elderly, immunocompromised or vulnerable groups	41%	Gen X	Nice-to-Have
Spacing seating arrangements 6 feet apart to ensure social distancing	40%	Gen X/Boomers	
Requiring all customers or attendees to wear masks	38%	Gen X	
Allowing a smaller share of customers or attendees into certain spaces	36%	Gen X	Good-to-Know
Posting signage encouraging social distancing among customers or attendees	34%	Gen X	
Offering prepackaged food or takeout in place of dine-in or served food options	31%	Gen X	
Requiring temperature screenings for all customers or attendees	31%	Gen X	

GEN Z AND COVID-19: SOCIAL ON STEROIDS

Social media has become even more important. Nowhere is this more pronounced than among Gen Z. Gen Z is acting as king-maker in the space as Snapchat, Instagram, TikTok grow in importance.



- How does mainstream media harness the creativity and energy in social platforms (particularly UGC)? In the current time, there is no alternative to experimentation. What is learned will affect the future of entertainment.
- How do advertisers meaningfully connect with consumers on these platforms that are being sought out for their organic and authentic nature? What are the next level marketing strategies for brands after influencers and sponsored content? Will more brands become content creators?

MARKETING TO GENERATION Z

Be honest, genuine and authentic. Display and uphold your company values.

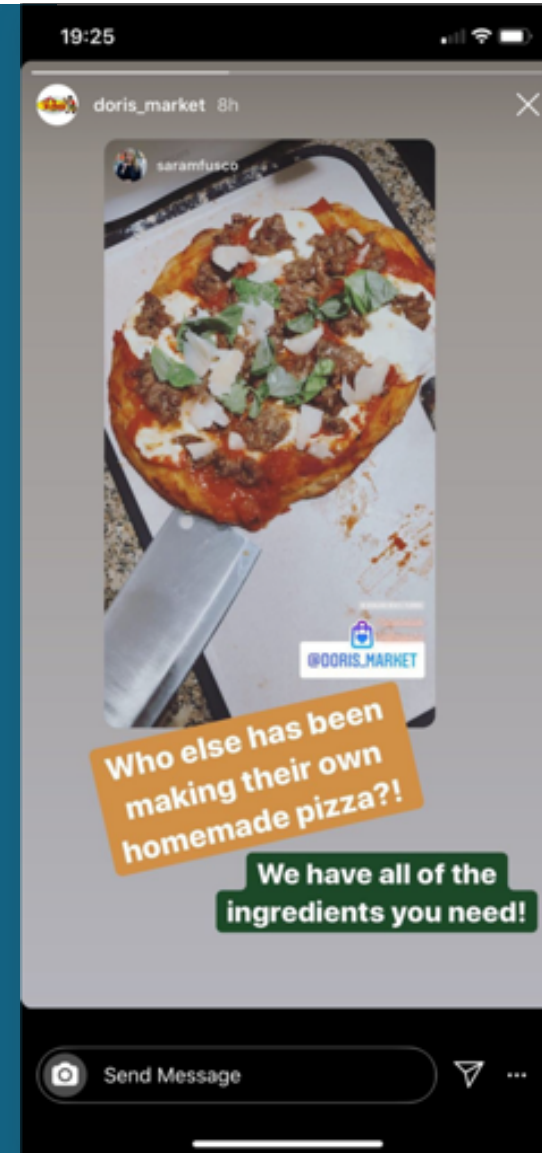
Be omnichannel, including on social media: Instagram, TikTok, Snapchat.

Embrace (micro)influencer marketing and genuine engagement with / participation from your audience.

Sources:

<https://www.forbes.com/sites/forbescommunicationscouncil/2020/05/08/15-effective-ways-marketers-can-connect-with-generation-z/#64989c563333>

<https://www.voguebusiness.com/consumers/marketing-to-gen-z-during-covid-19>



INSIGHT FOCUS

The Importance of Local

THE IMPORTANCE OF LOCAL

5.1M
#StayHome

During the pandemic, some of the most popular hashtags are about staying home and supporting local businesses.

*US and CA mentions on Instagram and Twitter
May 1 through May 19, 2020*

3.4M
#ShopLocal
#EatLocal
#local

SOCIAL CHANNELS

provide the perfect audience for local-focused messaging

Canada's national "Takeout Day" was created to help struggling restaurants and Amex was quick to jump in on the celebration.

Amex is staying consistent with its support of small businesses and is providing local spotlights on their Twitter feed.



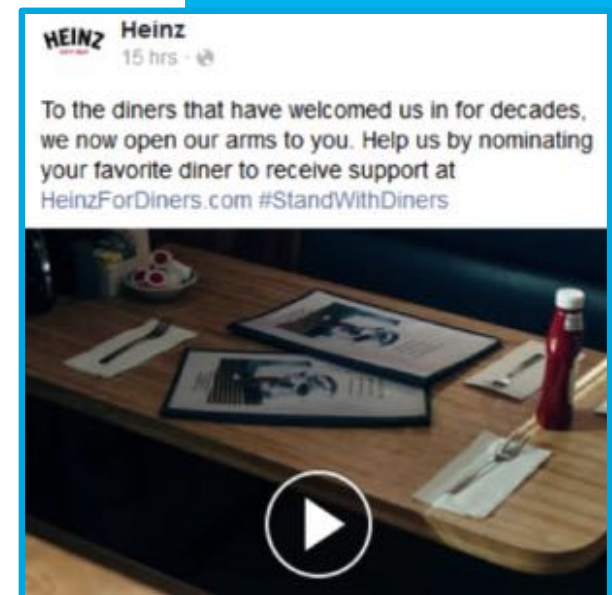
OWNED CHANNELS

LOCAL CONNECTION, NATIONAL CAMPAIGN

Small diners are most certainly suffering financially during the shutdown and Heinz has found a creative way to give back.

The nomination process is a great way to engage with a wide audience while still keeping it local.

PAID CHANNELS

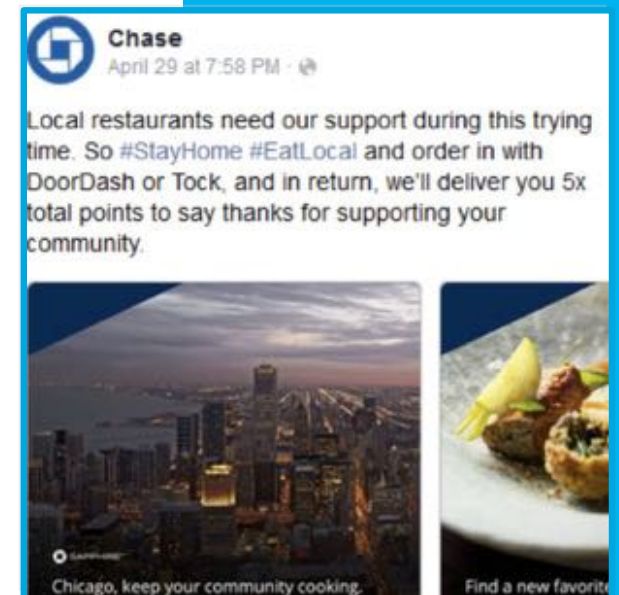
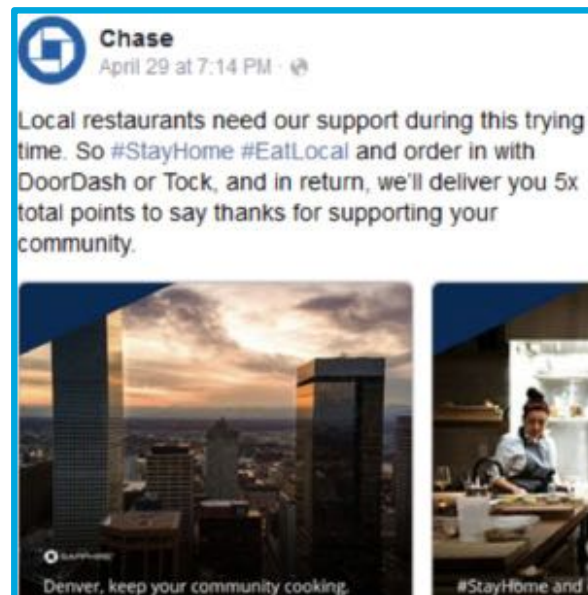


LOCAL CONNECTION, NATIONAL CAMPAIGN

PAID CHANNELS

Chase spotlighted local restaurants in a campaign created for major metro areas across the country.

The message remained the same but the city images and restaurants changed with the location. Unique restaurants, many with critical acclaim, were featured.

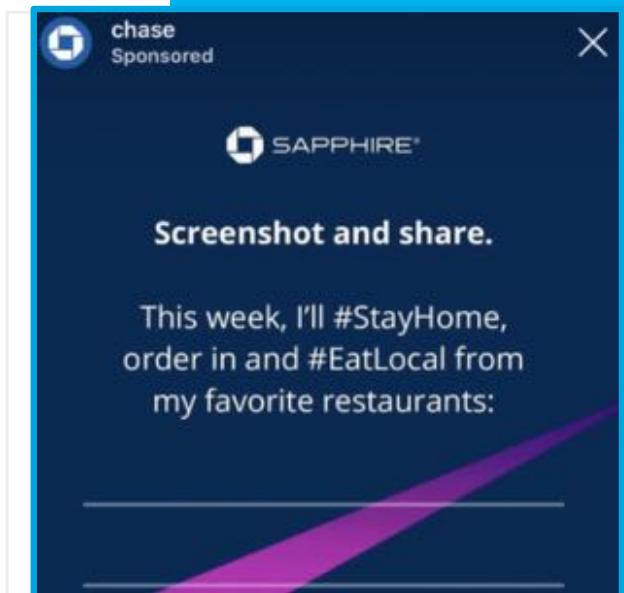
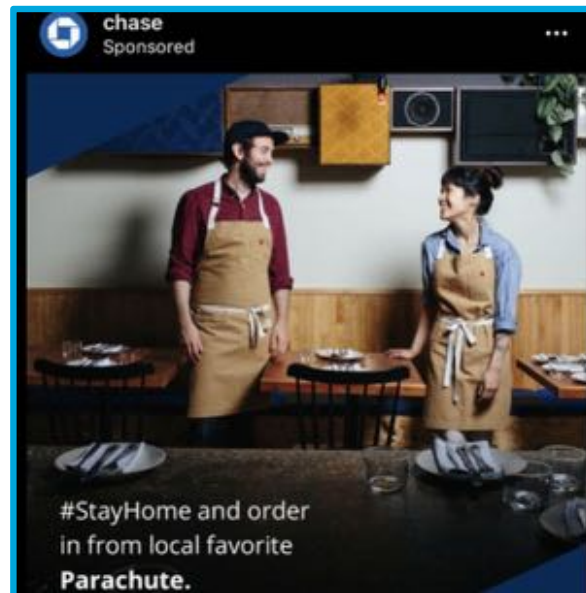


CREATING SHAREABLE EXPERIENCES

PAID CHANNELS

In an Instagram Stories ad, Chase ported over the Facebook campaign but added an attribution element.

A pledge to stay home and order in from your favorite local restaurant was meant to be shared.



FOR OUR PART, WE'VE BEEN BUSY...

Joining forces with the Greater Fort Lauderdale Alliance, United Way and Feeding South Florida

Building a restaurant guide and honoring our Heroes & Helpers

Honoring our 2020 graduates, the Vals & Sals, and student athletes

Creating recovery packages for local businesses



TODAY'S BIG NUMBER

26%

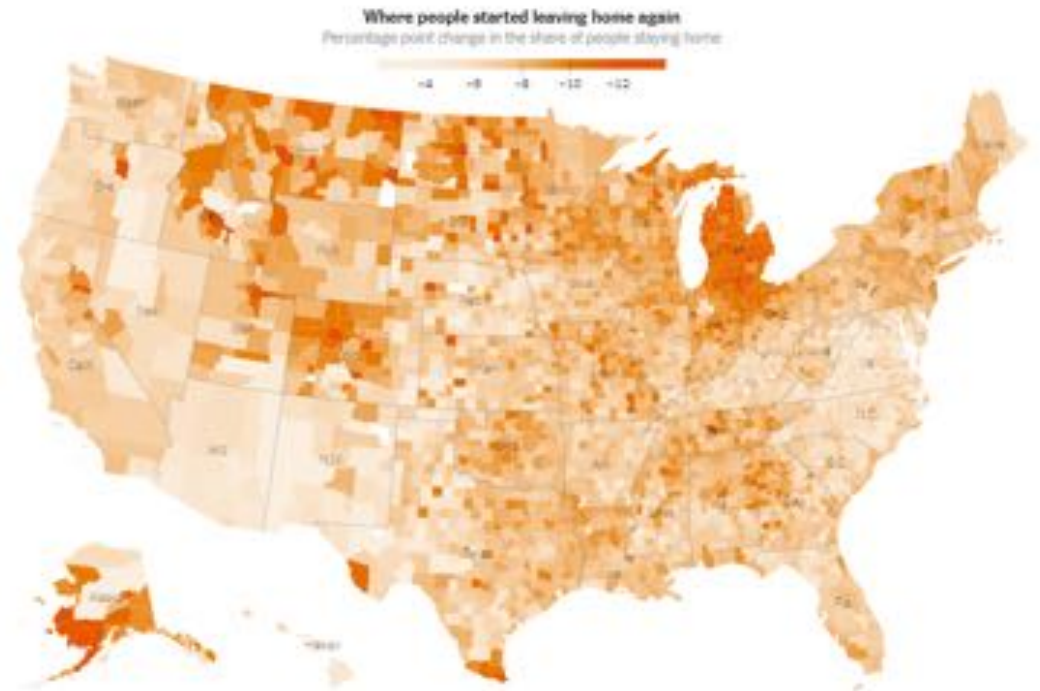
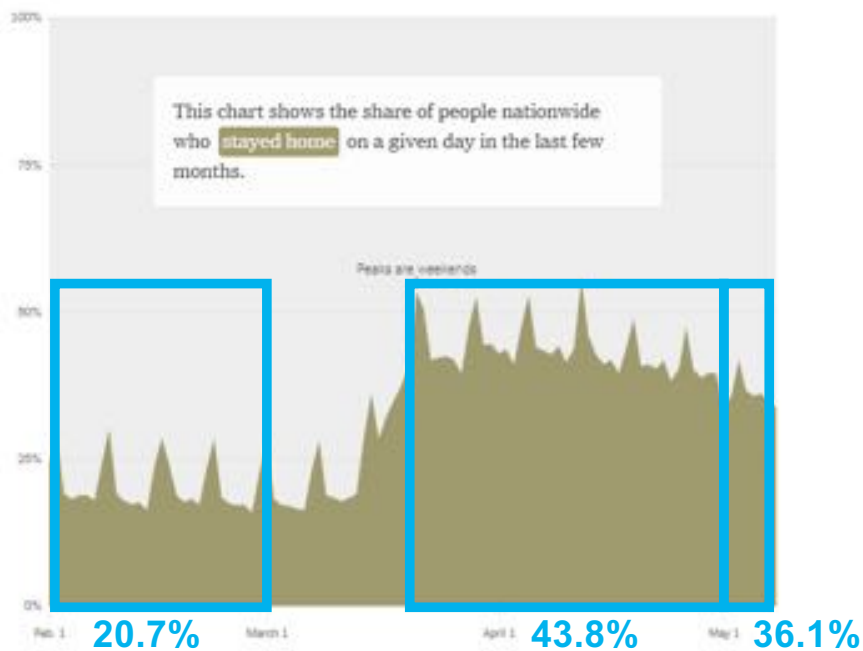
26% of adults say
that their local
community is
more important
than ever before.

INSIGHT FOCUS

**Top Trend:
Outdoor-Focused Travel**

CONSUMERS STARTING TO VENTURE OUT

A recent analysis of cellphone data by The New York Times shows that more Americans are venturing out, and the number of us staying home has dropped nationally, in some places by 11%.



WANTING TO GET OUT, JUST NOT TRAVEL FAR YET

Would you fly on a
commercial plane?

14%
YES

70% NO
16% I DON'T KNOW

Would you rent
a vacation house?

28%
YES

58% NO
14% I DON'T KNOW

Would you go to the
beach or a national park?

58%
YES

28% NO
15% I DON'T KNOW

AMERICANS ARE GOING OUTDOORS

In an effort to fight cabin fever.

43% of Americans say they plan to do more outdoor activities due to 'social distancing' mandates

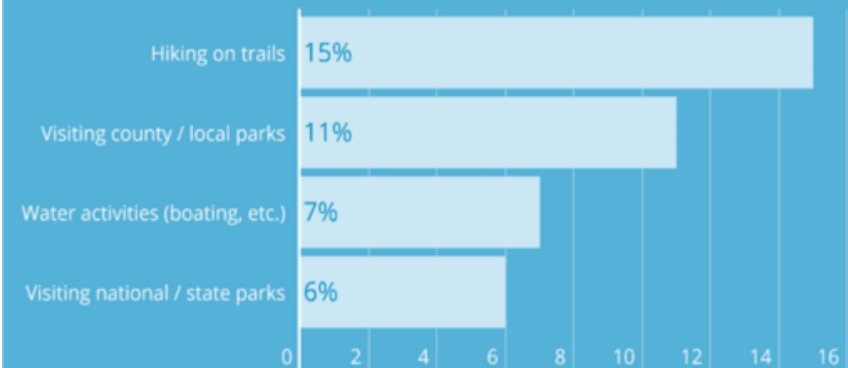
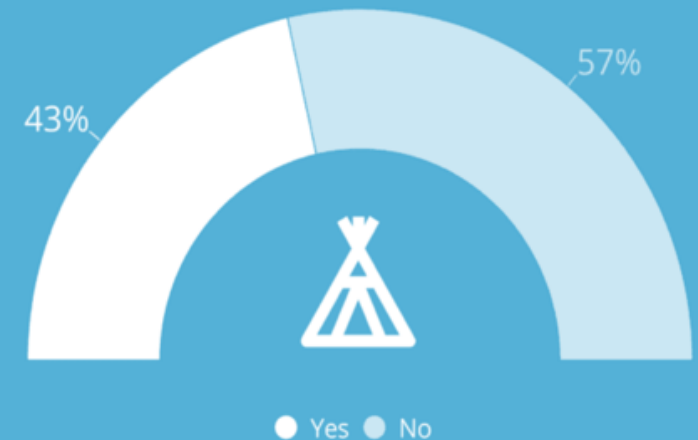
Hiking, visiting parks and boating/fishing were the pursuits most likely to see a coronavirus-related boost

Camping, however, only saw a 3% boost—possibly due to weather, or a desire not to share facilities with other campers



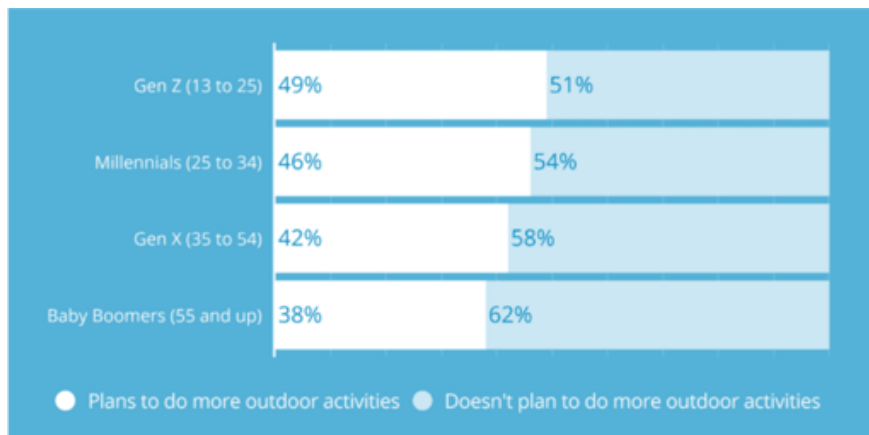
Source: Civic Science, March 24 - 27.
2,382 respondents, weighted by US Census 13+.

Do you plan to do outdoor activities (like visiting parks, hiking, camping, water activities, etc.) more than usual due to the COVID-19 / coronavirus outbreak?

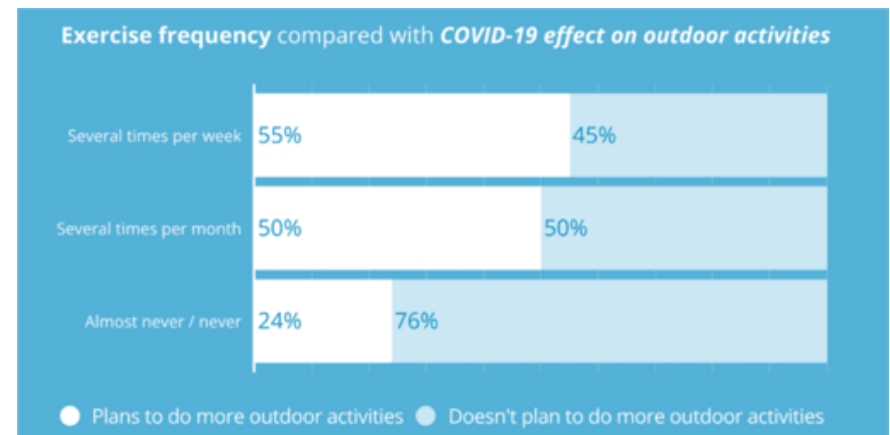


YOUNGER, MORE ACTIVE ARE KEY TARGETS

The younger the respondent, the more likely that they plan to go outdoors more
49% of Gen Z and 46% of Millennials plan to go outside more

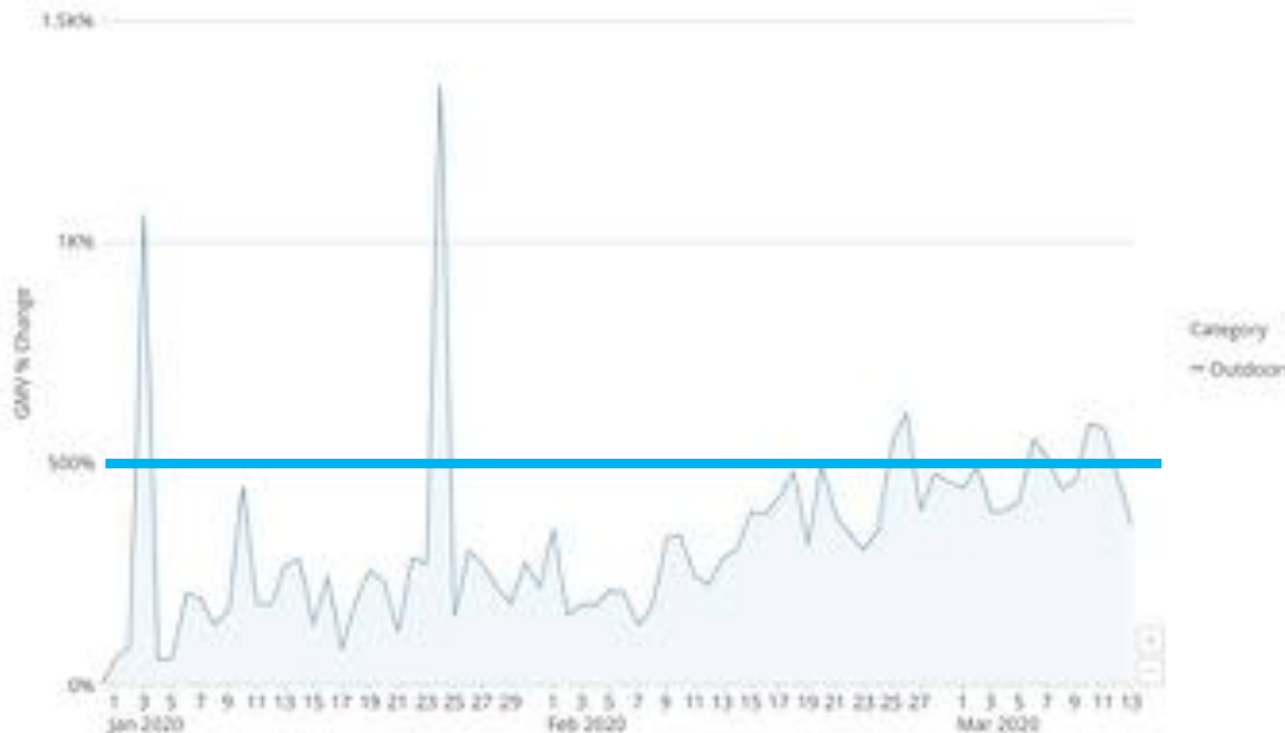


Key target group may be those already exercising or with high activity frequency
55% of those who exercise multiple times per week plan to do more outdoor activities



There is also a correlation between the use of mindfulness/meditation apps/content and a higher frequency of heading outdoors

OUTDOOR SALES ARE BOOMING



Since the turn of the New Year when the COVID-19 Coronavirus started gaining traction in the US, the outdoors category had seen a spike of **500%**.

What the data reflects is how people are looking to outdoor activities as a “loophole solution” to social distancing and isolation mandates.

There is also a 200% to 300% increase specifically in batteries, camping and gun/hunting accessories.

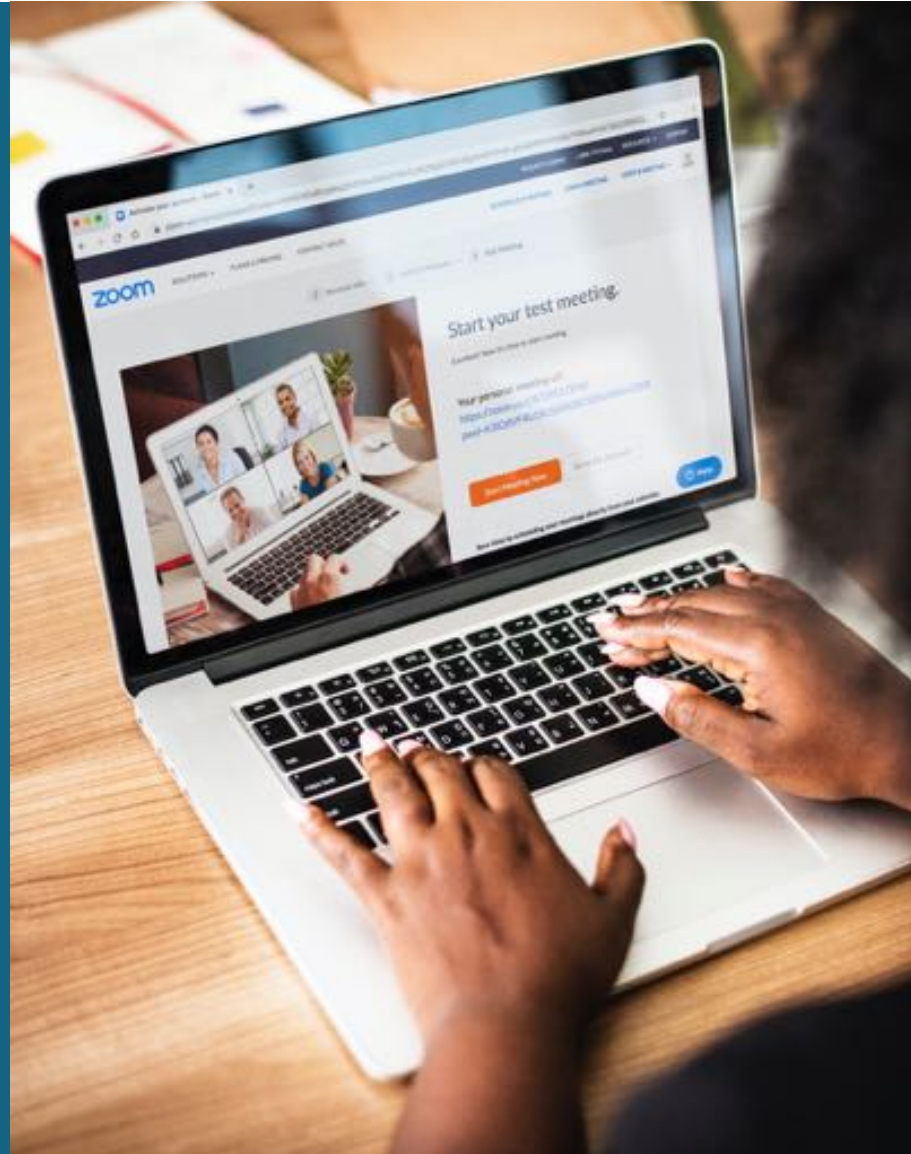
Hunting and fishing license sales are seeing a similar boom.

3 THINGS YOU CAN DO RIGHT NOW

Be as digital-first as you can possibly be, whether it's optimizing customer experience, e-commerce, or BOPIS.

Time is money. Consumers who may not be actively buying will still spend time with you, which is an opportunity to engage, activate, and earn their loyalty.

Be brutally honest with us about what's going on in your business. We're here to help.



THANK YOU

If you have any questions, please contact:

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SunSentinel
MEDIA GROUP

APPENDIX

Advertising Examples: South Florida

THE NEW NORMAL

Little Moments MAKE BIG MEMORIES



When you're ready, we'll be here like we have been for more than a century. To help make the most of your stay, enjoy **complimentary daily benefits** now through September 30*. **Plus, sixth night free** when you stay six consecutive nights and there is never a resort fee. Take comfort in knowing that the highest standards of comprehensive health and safety precautions are in place to protect our team, guests and community. For information, visit thebreakers.com/updates.

THEBREAKERS.COM | 1-855-286-1391 OR CONTACT YOUR TRAVEL ADVISOR

*Offer valid through September 30, 2020, including holidays, with prevailing rack rates. Not applicable to groups. Restrictions may apply.



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IT'S TIME TO START EXPLORING THE
Lifestyle You Deserve!

OPENING JUNE 2020 | NOW LEASING





As we continue to turn the corner on the fight against COVID-19, now is the time to start exploring the active lifestyle you deserve. Tuscan Gardens® was founded by family for family. Our luxurious communities are the result of everything we wanted to create when we imagined Tuscan Gardens for our own loved ones — a vibrant lifestyle complete with chef-prepared meals, engaging activities, programs and rewarding social events celebrating family, culture and heritage.

SCHEDULE A TOUR & SECURE YOUR CLUB PRIMO STATUS!
CALL 561.286.8607 | TEXT "TUSCAN" TO "31996"
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TUSCAN GARDENS OF DELRAY BEACH
Tuscan Gardens of Delray Beach
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IT'S TIME TO START EXPLORING THE
Lifestyle You Deserve!

OPENING JUNE 2020 | NOW LEASING



As we turn the corner on the fight against COVID-19, now is the time to start exploring the active lifestyle you deserve.



Tuscan Gardens® is defining Luxury Senior Living in Delray Beach. Let us show you the Tuscan Gardens® difference! Club Primo packages are now available. Be among our first 50 founding residents and save thousands!

SCHEDULE A TOUR & SECURE YOUR CLUB PRIMO STATUS!
CALL 561.286.8607
TEXT "TUSCAN" TO "31996"
VIRTUAL TOURS ALSO AVAILABLE

Preconditions to membership, age and payment of COVID-19 have not yet been met. See sales.

Tuscan Gardens of Delray Beach
14032 Sarno Road
Delray Beach, FL 33484
TuscanGardens.com/DelrayBeach

THE NEW ABNORMAL

COMMITTED TO PREVENTING COVID-19

At Conviva, we think the most important part of aging well is staying well.



HERE IS HOW WE ARE PROVIDING A SAFE ENVIRONMENT FOR OUR PATIENTS.

- All Conviva Team Members and Patients will complete COVID-19 screenings, including temperature checks.
- Our Care Centers will focus on prevention by wearing masks, utilizing personal protective equipment, using hand sanitizer, cleaning and disinfecting regularly.
- Our Care Centers will create appropriate space for social distancing and limit exposure to patients with respiratory illness symptoms.
- Our Clinical Team will monitor patients by telephone between visits.

We want to thank all our dedicated Conviva Team Members for going above and beyond to help our patients through these difficult times. Our personal connection with our patients has never mattered more!

CONVIVA
Primary Care for Seniors
Committed to Aging Well.

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AMONG OUR LARGE EXPERIENCED STAFF
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C.D.C. GUIDELINES AND EQUIPMENT

- No Touch Forehead Thermometers
- Disposable Gowns
- N 95 Masks, KN 95 Masks
- Face Shields and Goggles
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- 7 Medical Grade HEPA 13 Air Filters
- Vitashield UV Ceiling Filters
- 6 Statim Computer Monitored Sterilizers
- 7 State of the Art Aerosol Evacuators
- All Dentists Have Over 30 Years Experience
- All Hygienists Highly Trained
- 6 protective Hover Shields
- One Story Building, No Elevators Needed
- RN on Staff

About To Lose Your Teeth? Or Hate Wearing Dentures?

With dental implant technology, you may soon be eating what you desire, smiling with confidence, and living the lifestyle you want to live.

Which would you prefer?

Conventional Upper Denture Covered Closed Palate Removable

Permanent Uncovered Open Palate Non-Removable

Fixed Non-Removable Porcelain Bridge
(Not a Screwed-In Denture)

8 Implants + 12 Units Bridge Work Upper Arch - \$13,999
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(Over 50,000 Implants Placed & Restored)

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CONTENT MARKETING CAN PLAY AN IMPORTANT ROLE



We Are The Right Place To Be Right Now

As a company that's served the best interests of seniors for nearly 30 years, we are no stranger to emergency management. Our commitment to the health and safety of our residents has long been paramount, and although COVID-19 is a new threat, it is by no means the first one we've faced head on.

In any emergency situation, it's imperative to know where trusted resources can be found. For seniors and families specifically, the importance of safeguards required for COVID-19 in many ways highlight the numerous benefits of living in a supportive community setting like the many we offer.

By leveraging extensive prior experience, financial strength, innovative technology and national buying power, we can provide the resources and forward thinking necessary to implement Enhanced Protocols and Operational Procedures immediately at our communities nationwide. We believe you or your loved one can be as confident as we are in our strategies to combat the spread of this virus.

- All Services and Amenities are Provided Onsite. This Includes Chef-Prepared Dining, Activities, Social Events, and More
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How seniors can avoid coronavirus if they're staying safe and healthy

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