

Consulting Case Study of GE

Overview:

Improved low occupancy levels in a highly competitive market.

Challenge:

As a sophisticated investor in senior living assets, GE Capital was concerned about its declining asset value relative to its non-performing loan. The assisted living facility in question was antiquated and unsightly. As a result, its population was in decline.

Solution:

Long Hill solved the problem by bolstering the facility's on-site leadership, reducing turnover and implementing a targeted census development plan.

Results:

- Occupancy improved to over 90%.
- The facility encountered no regulatory complications.
- Staff turnover was reduced.
- A successful third-party sale resulted in a full recovery for the mortgage holder.

Sample Long Hill consultancy projects

- Operational Assessments
- COVID Preparedness and Infection Prevention Control
- Plan of Correction Drafting and/or Review
- Mock Survey, Annual Inspection
- Quality Assurance Performance Improvement (QAPI) Coaching
- SNF Marketing/Outreach Review
- SNF Hospital Readmission Evaluation
- SNF Service Program Review
- AL CRM/Systems and Processes Review
- AL Sales Coaching
- Marketing/Sales Budget Reviews
- Debt Covenant Violation Reporting ("Consultant's Report")

