



Statement of Capabilities

LodeStar Research Services, Inc.

9104 Pennsylvania Run Road ♦ Louisville, Kentucky ♦ 40228-2552
Phone (502) 231-9459 ♦ Mobile (502) 551-9253 ♦ lodestarresearch@bellsouth.net



Opportunity

The dynamic environment surrounding the senior services industry presents you and your organization with many challenges and opportunities. LodeStar specializes in one of the most valuable tools available to help you meet these challenges: market research and strategic planning.

With so many options available to senior adults today, positioning your facility or service must be continuous, integrated, and all-encompassing. The strategic planning process must include demographic market analysis, comprehensive consumer research, and quality assurance programs. It must evolve in response to marketplace changes and consumer demands.

LodeStar can help you accomplish all this and more.

At LodeStar, we specialize in providing market research services *exclusively* for the senior services industry. Our mission in this turbulent environment is to help you understand the needs and preferences of your market, providing you with the information necessary to maximize your resources. Time after time, we have proven our ability to help our clients reach their goals. Let us put that ability to work for you.

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Changes and challenges

Providing housing, health care, and other services for senior adults has never been simple. Today, for a number of reasons, that task is more complicated than ever. People are living longer. Demographic trends are swelling the ranks of senior adults. Today's consumers are more sophisticated than previous generations about their wants and needs. Add to that changes in public funding and government regulatory practices, and the result is an industry in turmoil.

This environment has stimulated the creativity of providers, who now offer a wide range of facilities and services. Options are proliferating across the entire continuum of care, from community services designed to help seniors stay in their homes, to highly skilled nursing environments. In between those extremes are dozens of variations. Some of the innovative ideas being offered are winners, but some are not.

In today's tumultuous environment, no one's future is assured. If planning or execution falters, an occupancy goal that looked like a sure thing three months ago can suddenly become a pipe dream. If your projections of future needs are incorrect, full occupancy can turn into vacancies before you know it.

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Make the most of your opportunities

As our industry evolves, market research becomes even more important. The right strategy helps ensure that your programs and services align with the needs of your market. The right plan maximizes your resources and builds a shared sense of purpose among management, staff, and residents.

Whether repositioning or expanding an existing program or facility, or embarking on new development, LodeStar will help you realize your goals and derive maximum benefits from your efforts and resources.

Our client and service mix

LodeStar specializes in market research and strategic planning for facilities and services for senior adults. Our clients are retirement, assisted living, and long-term care communities; and providers of alternative programs such as community-based services, home health care, adult day care, and others.

To those clients we provide specialized services—encompassing all aspects of market analysis:

- ✦ Strategic planning
- ✦ Market research
- ✦ Consumer and Affinity Group survey research
- ✦ Quality assurance surveys
- ✦ Competitive analysis

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Working with LodeStar

Some research companies take a “cookie cutter” approach with their clients. Not LodeStar. In other words, LodeStar is flexible. We tailor our services to support each client's unique needs.

Some clients retain LodeStar to advise them in specific areas on an “as needed” basis. Others regularly use us to perform specific tasks such as market evaluation, research, and program assessment. Still others regard us as a full-service partner, fully involved in the planning and execution of their strategic plans.

No matter how *you* choose to work with LodeStar, you will find us to be efficient, effective, responsive, personable, and accessible. With LodeStar, you can always count on our quality, sensitivity, and professionalism.

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Typical applications

Here are a few examples of the different ways clients use LodeStar to achieve their objectives:

- ✦ **Strategic Planning.** This comprehensive process leads to the creation of a three- to five-year master plan, a complete blueprint for achieving success and for measuring your progress along the way. Our analysis includes all relevant industry and marketplace demographic trends, the strengths, and weaknesses of your competition, and the opportunities and threats you face, overlaid with a clear understanding of your mission and goals. Many of the applications that follow can be part of the strategic planning process.
- ✦ **Market Feasibility Research.** We use market research studies to identify areas of unmet need, and assess demand for each aspect of the continuum of care. We develop a comprehensive demographic profile of your marketplace, with a focus toward trends and patterns occurring in your target market and the long-range impact on your success. We formulate positioning for existing services and facilities, suggest locations for new entities, and evaluate the feasibility of proposed projects. Our analysis may include the market need for services, and profiles of direct and indirect competitors.
- ✦ **Preliminary Market Assessment.** A “mini” market feasibility study to aid in new site identification, confirmation of your program’s direction, or allocation of valuable resources among multiple centers or programs. While not intended to replace a comprehensive market feasibility study, the preliminary market assessment is a cost effective tool that provides bottom line market data and information.

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- ✦ **Consumer and Affinity Group Survey Research.** Market feasibility studies are excellent tools to determine what your market needs and what they can afford to pay for housing and services. However, demographic data cannot tell you what your market wants, or how much they are willing to pay for it. LodeStar answers these vital, yet often overlooked questions through direct communication with your prospective customers. Using telephone or mail surveys, or focus groups where appropriate, our analysis may include qualified households in your market area, affinity group members, or your community's "lost prospects." The resulting database provides a psychographic profile of your target market with clear and concise design, development, financial, and marketing applications.

- ✦ **Geo Mapping.** Customized statistical maps from LodeStar make it easy to visualize and understand key marketplace data. Each map is created to reflect the market and target audience as you define them, to provide a clear, accurate, and uncluttered snapshot of the market conditions relevant to your project.

- ✦ **Quality Assurance.** Client perception influences your success. How satisfied are they with your current performance? LodeStar's experience and sophisticated methods of statistical analysis assure that this delicate form of research is conducted with sensitivity, yet provides you with an accurate reading of prevailing opinions and attitudes among the people you serve. We know what questions to ask, how to ask them, and how to accurately evaluate responses. In addition to residents and/or customers, a quality assurance survey may also solicit feedback from referral sources (families, friends, and health care providers). The survey will typically cover a wide range of care and service issues.

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Service Menu

Strategic Planning and Program Development

- ✦ Site identification and selection
- ✦ Community needs assessment
- ✦ Master plan development
- ✦ Positioning

Market Research Services

- ✦ Preliminary Market Assessments
 - Assisted living/personal care
 - Alzheimer's assisted living/personal care
 - Long-term care (total and private-pay)
 - Alzheimer's nursing care (total and private-pay)

- ✦ Market Feasibility Studies for:
 - Active Adult Communities
 - Retirement Housing
 - Assisted living/personal care
 - Alzheimer's assisted living/personal care
 - Long-term care (total and private-pay)
 - Alzheimer's nursing care (total and private-pay)

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✦ Psychographic studies, including:

- Affinity group surveys
- Consumer telephone surveys
- Mail surveys
- Focus groups

✦ Competitive evaluation

- Phone assessment
- Site assessment
- Mystery shopper

✦ Marketplace mapping (geo mapping)

- Site identification
- Marketing programming and planning

Quality Assurance Studies

- ✦ Resident satisfaction surveys
- ✦ Client and Staff opinion surveys
- ✦ Questionnaire development

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The LodeStar Philosophy

LodeStar's sole focus is the senior adult market; we pride ourselves on our knowledge of the industry and those we serve.

We are always mindful of LodeStar's ultimate customer: the resident. We realize that our work and actions directly influence the quality of resident life.

A particular strength is the qualification of LodeStar's staff. Research is a formal discipline and cornerstone expertise of our business, not a sidebar practice to leverage lucrative design or marketing accounts. The LodeStar staff are highly trained and experienced in all components of market research and analysis. This is the key to our success - and to the success of our clients.

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Personnel

Cathy Walker, President and Owner

As president of LodeStar, Ms. Walker is principle in charge of all client relations and LodeStar projects.

Ms. Walker has more than 25 years experience in feasibility and market analysis, survey research, and data analysis. She has worked with hundreds of providers when developing new communities or service programs, expanding current offerings, repositioning mature products, or diversifying their services.

Ms. Walker holds a Master of Science degree in Sociology from the University of Louisville; her course work focused on demography, research methods, and statistical analysis. She is a frequent speaker at national and state conferences.

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