

Emeritus on frontline

Founder:
Yoshiko Shinohara and
Tempstaff

TheCaseSolutions.com

Background
Come out Jul 30, 2013



What is the Pi issue or Problem?



~100 million sq ft of space in the US
~100 million sq ft of space in the US
~100 million sq ft of space in the US
~100 million sq ft of space in the US

TheCaseSolutions.com

What are the business organizational or reputational outcomes?



The Case Solution gave us a lot of feedback
The Case Solution gave us a lot of feedback
The Case Solution gave us a lot of feedback
The Case Solution gave us a lot of feedback

TheCaseSolutions.com

Pi Techniques, strategies and tactics



The Case Solution gave us a lot of feedback
The Case Solution gave us a lot of feedback
The Case Solution gave us a lot of feedback
The Case Solution gave us a lot of feedback

Key value of the Pi



TheCaseSolutions.com

Who are the affected stakeholders?



TheCaseSolutions.com

What were the key messages?



TheCaseSolutions.com

Who were the key spokespersons?



TheCaseSolutions.com

What might have been done differently?



TheCaseSolutions.com

Success

The Case Solution gave us a lot of feedback
The Case Solution gave us a lot of feedback
The Case Solution gave us a lot of feedback
The Case Solution gave us a lot of feedback

Emeritus on frontline

Founder:
Yoshiko Shinohara and
Tempstaff

TheCaseSolutions.com

Background
Come out Jul 30, 2013



What is the Pi issue or Problem?



TheCaseSolutions.com

What are the business organizational or reputational outcomes?



TheCaseSolutions.com

Pi Techniques, strategies and tactics



TheCaseSolutions.com

Key issue of the Pi



TheCaseSolutions.com

Who are the affected stakeholders?



TheCaseSolutions.com

What were the key messages?



TheCaseSolutions.com

Who were the key spokespersons?



TheCaseSolutions.com

What might have been done differently?



TheCaseSolutions.com

Source

TheCaseSolutions.com

TheCaseSolutions.com

Background Came out Jul 30, 2013



You Tube



You Tube

What is the Pr issue or Problem?

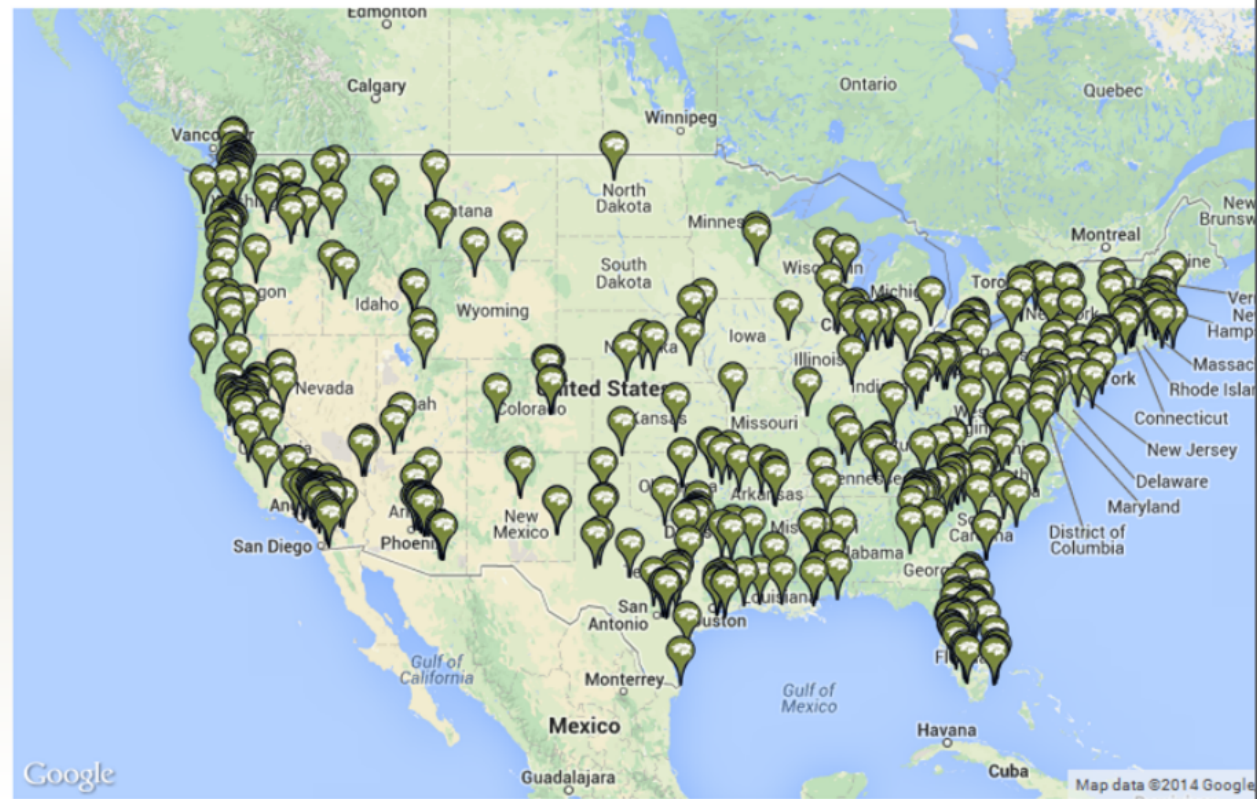
- PBS made an episode on frontline: Life and death in assistant living.
- Talks negatively about Emeritus senior living homes
- Report came from looking at 3 out of over 480 of the facilities.



TheCaseSolutions.com

Number of facilities

Directory of Retirement, Senior Living and Assisted Living Communities



TheCaseSolutions.com

Who are the affected stakeholders?

- The companies last year profit was 1.6 Billion dollars
- With lots of investor this bad image hurt the companies profits.



What are the business organizational or reputational outcomes?

- This made the company look extremely bad
- Residents families filed lots of law suits on anything they saw wrong with the facility
- Families worried more about the care that they were providing
- Emeritus went into dept and was bought out by Brookdale senior living (2014)

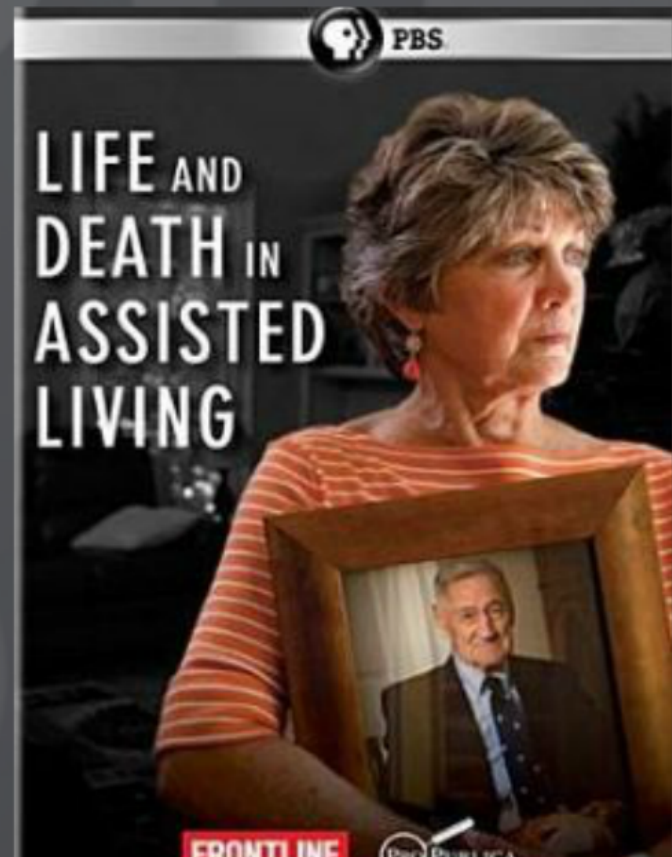


TheCaseSolutions.com

What were the key messages?

- That assistant living was profiting from the lack of rules that states were providing.
- Frontline was trying to uncover this as a huge story to make people aware of the profit that companies were making off of senior citizens.

TheCaseSolutions.com



Who were the key spokespeople?

- Company of Frontline and Propublica
- Granger Cobb- President & CEO -Emeritus Senior Living

TheCaseSolutions.com

