

All-new study  
with custom research  
available for a limited time!



## Capturing New Opportunities in Senior Living

Senior Living has been a bright spot in the broader healthcare segment of foodservice thanks to aging Baby Boomers. But this growth trend that brought these facilities an influx in residents is now poised to also benefit hospitals as this generation begins to reach age 70 and beyond. It also raises questions about current foodservice dynamics in these segments, warranting new exploration as viable growth vehicles outside of traditional foodservice channels. While this market is an attractive target for suppliers, its complexity is only expected to intensify as more healthcare options and foodservice solutions become available.

Q1's all-new study will focus on delivering critical research-based insights and perspectives for the senior living segment. This study will be a "must have" for suppliers wishing to better penetrate the senior living segment and benchmark their success. Our proven approach is multi-faceted to deliver the depth of intelligence required to make strategic decisions.

### APPROACH

- **EVALUATION & OPPORTUNITY ASSESSMENT** of sponsor categories within senior living.
- **IN-DEPTH TRADE INTERVIEWS** with decision makers.
- **QUANTITATIVE RESEARCH** with a representative sample of senior living operations.
- **CUSTOM ASSESSMENT OF STUDY FINDINGS AND IMPLICATIONS** for each sponsor.

In addition to the questions shown in the column to the right, specific **client proprietary questions** will be addressed in our research, determined upon program initiation.

### DELIVERABLES

- **In-depth PowerPoint report** with metrics, analysis, and expert insights around critical success factors for investing in senior living.
- Easy-to-digest commentary with **key takeaways and actionable recommendations**.
- Robust appendix with **full study data from questions and responses**.

### NEXT STEPS

To sign on today and have your proprietary questions included in our survey, please complete the acceptance form on the following page or contact Tim Powell at 312.602.9899 ([tpowell@q1consultingllc.com](mailto:tpowell@q1consultingllc.com)).

### ADVANCED Q1 ANALYSIS

- What is the historical growth of senior living foodservice? Is it growing? By how much? What are 5-year projections?
- How are service systems segmented within senior living (e.g., catering, patient tray service, retail cafeteria, retail remote foodservice, retail convenience stores, room service)? What impacts each system's growth?
- Are there trends by daypart or mealpart? How does this vary by operation type?
- Which brand/supplier selection processes are trending?
- What role will health and nutrition regulations play and how will these impact menus and approaches?
- What is driving brand/supplier selection?
- What percent of the segment is controlled by foodservice management firms (FSMs) or Group Purchasing Organizations (GPOs)? Which of these organizations are leading?
- How has the influx of Baby Boomers impacted menus and food budgets?
- To what degree are special diet considerations, flexible dining hours, availability of alcohol, sustainable/green practices important? What is trending?



## Purchase Agreement

## Capturing New Opportunities in Senior Living

**YES**, I'd like to sponsor the study for \$11,500 and have my proprietary questions included.

### ACCEPTANCE

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

**Once approved, please sign, scan and email to the attention of Julie Heseman at [jheseman@q1consultingllc.com](mailto:jheseman@q1consultingllc.com). Thank you for your business!**