



Denny Civic Solutions

# The Senior Care Industry is Changing. Communicate Strength

*In key moments of challenge and change, the choices you make are hard.  
How you communicate doesn't have to be.*

Many long term care organizations find themselves at an inflection point. Compounding challenges – from ongoing Covid fallout to a declining census to lagging Medicaid reimbursement rates – mean executive leadership and boards are examining their options and making extremely difficult decisions.

**Whether it's an affiliation, strategic partnership, merger, sale, or even closure – every organization serving seniors has to consider how it will evolve and adapt in the coming years.** Telling your organization's story from a position of resilience and strength is essential.

Residents and their families need reassurance. Staff members look for stability. And board members need help navigating unprecedented community interest in times of major transition.

Our team at Denny Civic Solutions works with senior care organizations across the country to help navigate this uncharted territory. Some of the ways we can help:

- **Internal Communications**
- **External Communications**
- **Crisis Response**
- **Messaging**
- **Media Relations**
- **Board Relations**

*"Deciding to work with Denny Civic Solutions on managing the major changes in our senior living community was an excellent strategic move. Besides having prior experience in dealing with crisis communications, the team at DCS was warm, caring, flexible, organized and so pleasant to work with. I would highly recommend engaging with Denny Civic Solutions if your organization needs professional support during a challenging time."*

Susan E. Lanza, MHA, LNHA,  
Executive Director, The House of the  
Good Shepherd – Hackettstown, NJ

*Want to talk? Schedule a 20-minute call with us at  
[DennyCivicSolutions.com/Contact](https://DennyCivicSolutions.com/Contact) to see if we might be a good fit.*