



Market Intelligence for Senior Living

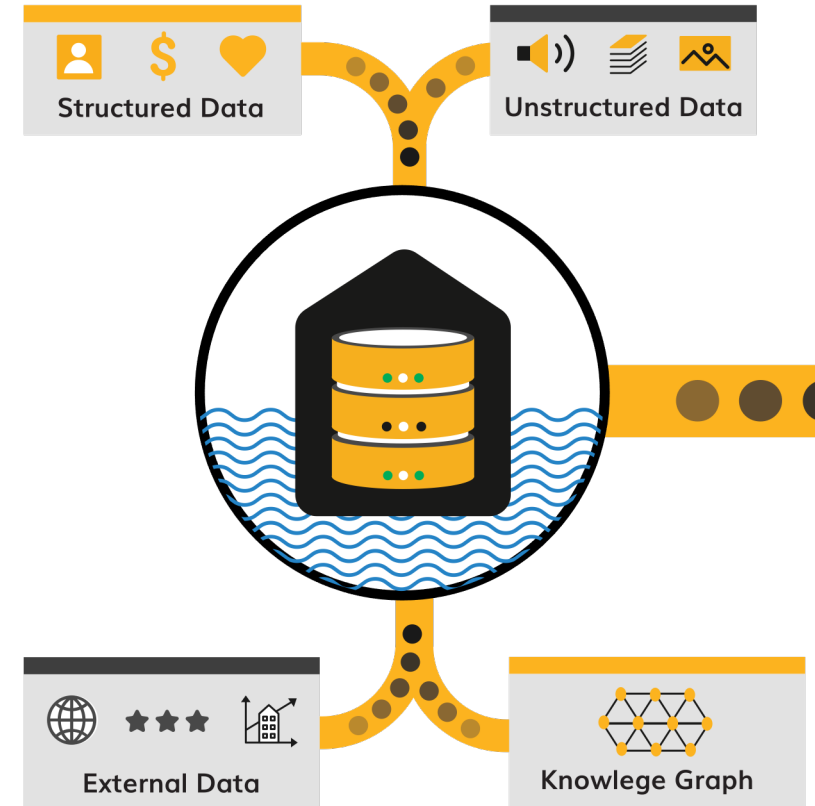


About

There will be a mass extinction of tech-illiterate organizations that have not figured out a way to leverage data.

Today's organizations must embrace a transformative approach to get the most value out of their most important asset.

- **What We Do:** Bring People and Data **Together** by seamlessly connecting the flow of information and democratizing data.
- **How We Do It:** Data Platform as a Service (AI Platform) Complemented by Professional Services
- **HQ:** Portland, OR
- **Employees:** 70+



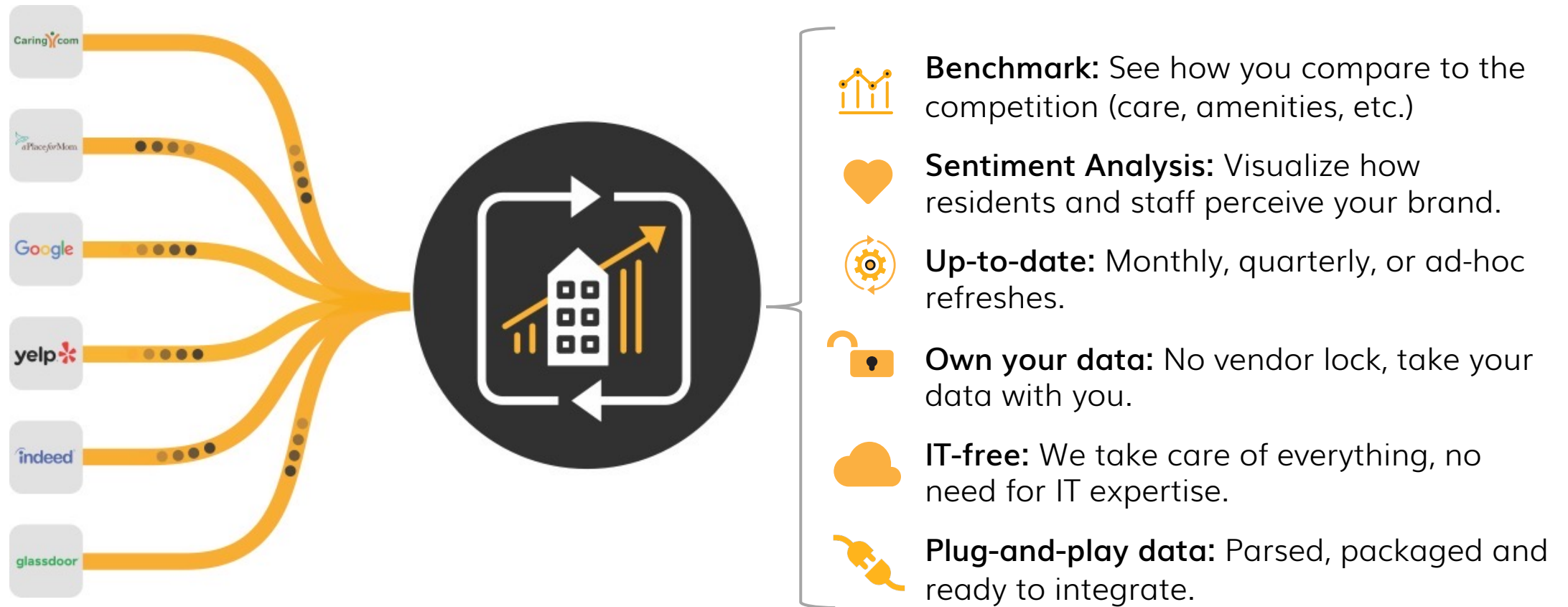
Our Partners:





Benchmark with Market Data Intelligence

We gather and consolidate review data from leading sources so you can proactively engage your communities and compete with confidence.



No IT? Supplement with SkyPoint Professional Services:

Data Architecture | Training & Mentoring | Custom Development | Data Strategy | Managed Business Intelligence | Data Warehousing



Reputation Analytics

Review Type

Operator, Community

Review Source

Review Topic

1/1/2022
12/31/2022

Promoters, Passives and Detractors by Operator

● Promoters ● Passives ● Detractors

Operator	Promoters	Passives	Detractors
Brookdale Senior Living	0.5K		0.4K
Genesis Healthcare			
Ignite Medical Resorts			
Ensign Group (ENSG)			
Oxford			
Anthem Memory Care			
ALG Senior Living			
HMG Healthcare			

Promoters
52.90%
2,127

Passive
12.31%
495

Detractors
34.69%
1,395

Reviews: 4K

CSAT Score: 18.20

Avg Stars: 3.34

Reviews by Topic

● Promoters ● Passives ● Detractors

Review Topic	Promoters	Passives	Detractors
Other	56%	12%	32%
Staff	47%	14%	39%
Facility	54%	8%	37%
Service	75%		25%
Cost	33%	33%	33%

Rating	Date	Community	Review Comment	Source	Review Type
▲ 5.0	Dec-2022	Brookdale Longmont	My time here has been pleasant, productive and friendly. I feel respected.	A Place for Mom	Customer
▲ 5.0	Dec-2022	Harbour Assisted Living of Monroeville	A nice community We as a family were very disappointed that my sister's level of care changed. Juniper Village of Monroeville was a wonderful place.	A Place for Mom	Customer
▲ 5.0	Dec-2022	Uptown Rehabilitation Center	Amazing staff! The staff ultimately the reason we picked Berkshire Community for our loved one. [name removed] and [name removed] are in the correct line of work. [name removed] who is the lady that helps the families with the setup process, goes over the cost has been nothing but friendly, helpful and accommodating. [name removed] who is her boss and oversees the whole place has	A Place for Mom	Customer

Promoters, Passives and Detractors by Community

● Promoters ● Passives ● Detractors

Community	Promoters	Passives	Detractors
(Blank)	436		381
Brookdale Fort Collins (fka...)	302		369
Uptown Rehabilitation Cen...			
Riverside Inn at Fossil Cree...			
The Springs at Anna Maria*			
Ignite Medical Resort Kans...			
Carrington Place of St. Pete			
Park Avenue Health & Reh...			
Greenbrier of Fairmont*			
Hamilton House Senior Liv...			

Review Comment

CSAT Score and Star Rating Over Time

● Promoters ● Passives ● Detractors ● CSAT Score

Yr-Month	Promoters	Passives	Detractors	CSAT Score
Jan-2022	200	100	100	2.0
Feb-2022	150	100	100	27.8
Mar-2022	150	100	100	28.4
Apr-2022	150	100	100	38.8
May-2022	150	100	100	61.6
Jun-2022	150	100	100	44.4
Jul-2022	150	100	100	36.6
Aug-2022	150	100	100	41.4
Sep-2022	150	100	100	22.2
Oct-2022	150	100	100	39.9
Nov-2022	150	100	100	40.2
Dec-2022	150	100	100	56.8

CSAT Score by State

Bring People and Data Together



Community Sentiment Analysis

Challenge

Poor Resident/Staff Sentiment

- Both Location Reviews & Staff Reviews are siloed (Google, Yelp, A Place For Mom, Caring.com, Indeed, Glassdoor etc.)
- Lack of automated market intelligence - competitors' community reviews, reputation, ad strategy etc.
- "Star" ratings are inconclusive and lack actionable intelligence - they don't know what to do with that information



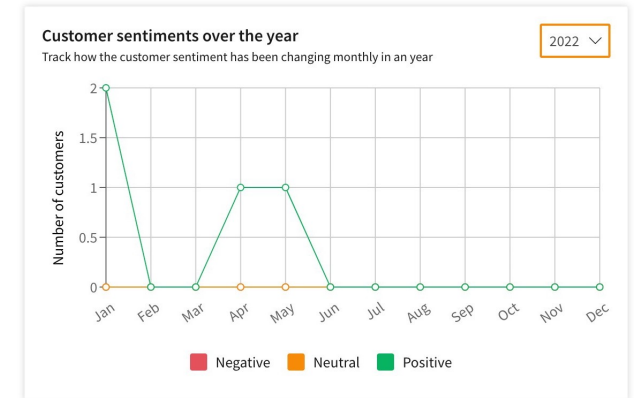
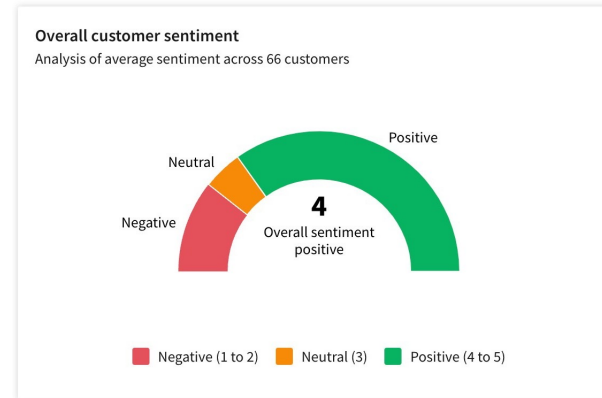
SkyPoint Features / Solutions

- ✓ **Dataflow** Data pipeline to bring in data source
- ✓ **Automate** (Map, match, merge)
- ✓ **Activate** data activation to create segments & visualize results

Reputation Analytics

Unifies, consolidates & visualizes Reputation Data using Machine Learning (ML) & Artificial Intelligence (AI) from over 100M unique content inputs including:

- Text, images, audio, video
- Review sources
- Social Listening (Facebook, Blogs, News articles)



Customer feedback	Sentiment
Awesome place and very friendly staff members!	Positive
Community has a welcoming feel with amazing staff!	Positive
This place is supposed to be top notch, I know the rent is!!! The fo...	Negative
My mother in law has recently made the move into this communit...	Positive
My mom was looking for an apartment with a door that leads outsi...	Positive
I'd like to say deavonbrook nursing home is a blessing a dream co...	Positive



Thank You - Stay in Touch!



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