

Harrison Senior Living President and CEO Shares Views with the Nation's Leading Senior Living Executives

Harrison Saunders offers insights at the Interface Housing for Seniors Northeast Conference.



Harrison Saunders, president and CEO of Harrison Senior Living (HSL), a family-owned and operated network of independent living, assisted living, and skilled nursing communities, recently participated at the inaugural Interface Housing for Seniors Northeast conference in Philadelphia. The conference gathered professionals in the long-term care industry to share perspectives and educate on a variety of topics important in this constantly evolving practice.

Saunders participated in the panel, *What's Trending in Management, Marketing & Occupancy Levels: An Operations Update*. Joined by several other chief executives from the country's leading senior living communities, Saunders discussed the operational methodologies HSL employs, paying close attention to marketing. He shared the company's practice of involving multidisciplinary participants from each community to create strategies that best serve the company's thriving communities.

"Involving more people in the process allows for greater creativity and a culture of attention toward marketing," explained Saunders. "Because Harrison Senior Living does not have a proper marketing department, it requires participation from many employees to help our company as a whole develop a better understanding of the needs of current and prospective residents."

Saunders added that this current practice also allows each of Harrison Senior Living's facilities to be closely involved in regular community events in all regions of operation that are spread across Pennsylvania, Delaware, and Maryland. "Having family ties to each of the towns where our facilities operate allows us a unique degree of investment and pride in the satisfaction of those communities' needs," said Saunders.

The Interface Housing for Seniors Northeast is an information and networking conference created for senior housing professionals. The event is an opportunity for leaders in the industry to gather and focus on the state of seniors housing investment, development, financing, and operations across markets in the northeastern United States.

About Harrison Senior Living: Harrison Senior Living is a network of five healthcare communities offering independent living, personal care, skilled nursing, rehabilitation, and memory care programs throughout southeastern Pennsylvania, Delaware, and the Eastern Shore of Maryland. Family-owned and operated, the Harrison Senior Living communities have developed a reputation for top-notch healthcare provided by a warm and caring professional staff for more than 40 years.

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