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August 15, 2018

## Big News!

The advertisement for the Senior Care Sales &amp; Marketing Summit features a blue background. On the left, there is a portrait of Clint Maun, an older man with white hair wearing a suit and tie. To the right of the portrait, the text "ENGAGE REFERRAL PARTNERS WITH HIGH OCTANE DATA, STRATEGY &amp; EXECUTION" is written in orange and white. Below this, "CLINT MAUN" is written in white. At the bottom left, "SENIOR CARE SALES &amp; MARKETING SUMMIT" is written in white. At the bottom right, the "SMASH" logo is displayed in orange and white, with a box below it containing "OCT 1-3 CHICAGO" in white.

I'm excited to be speaking at one of the best National Sales and Marketing Conferences for post acute leaders... **SMASH 2018.**

The **Senior Care Sales & Marketing Summit** is a great opportunity for your senior executives and sales and marketing leaders to learn and be exposed to new ideas focusing on the *post-acute census challenge*.

If you register with the *discount code* **Maun600** below *prior to August 25*, you will **save \$600 on your registration.**

I am recommending my clients attend. I am presenting with a panel of post-acute providers on **Monday, October 1 at 1pm**. Please feel free to call our office 800-356-2233 if you have any questions.

*I hope to see you in Chicago!*

Details are below.



October 1-3 | 2018  
LOEWS CHICAGO O'HARE



The Leading Sales & Marketing Summit in Senior Care

As a post acute leader, you're aware a recent NIC report said census/occupancy in skilled nursing falling had fallen to its lowest point in 5 years. Post Acute are receiving less patients and fewer referrals.

**The remedy...** Get your executive marketing and sales people to hear and learn the latest information about gaining in market share and census.

**It's simple** - going into it's 5th year, **The Senior Care Marketing Summit (SMASH) is the only conference that focuses on solving the post acute census challenge. Period.**

This year SMASH has **over 50 sessions** for key sales and marketing executives from multi-site providers with **8 targeted sessions for Post Acute and Home Health Providers:**

- [Successful Data, Execution, Strategy: The Triple Play that will Engage Partners for Long-term Growth](#)
- [The Secret Sauce of On The Ground Post-Discharge Referrals](#)
- [Beyond the Five-Star Rating in Post Acute](#)
- [How to be a Power Post Acute Player - Without Network Partnerships](#)
- [Post-Acute Partnerships \(revealed\)](#)
- [Partnering with Managed Care Organizations](#)
- [How to Increase Census, Occupancy and Referral Partnerships through Deep Understanding of Key Market Data and Drivers](#)
- [Market Performance Factors and How They Impact in Seniors Housing and Care](#)

If your organization is challenged by occupancy and admissions, SMASH gives you up to the minute sales and marketing information that you can use to remain competitive in every market. [See the full program here.](#)

There's a great rate thru *August 25th*.

- Regular rate: \$1695.00
- **Your Rate. \$1095**
- *Use Discount Code: MAUN600*

**Over 250 multi-site provider and operator organizations will be in attendance.** Will your company be represented or *will you be left behind?*

**SMASH. There's nothing like it in Senior Care. Anywhere.**

Check us out at [www.seniorcaremarketingsummit.com](http://www.seniorcaremarketingsummit.com). [Register now](#) and grab your savings.



## Quick Links

[MaunLemke.com](http://MaunLemke.com)  
[ClintMaun.com](http://ClintMaun.com)

[ClintCast.com](http://ClintCast.com)  
[CareCrowdVT.org](http://CareCrowdVT.org)



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