

# 5 Things You Need to Know

**1 THE LAUNCH:** EverSafe 360° has now launched and you should begin talking to employees, residents, families, prospective residents and referral sources about our latest Signature Experience. We recommend you consider these immediate actions to promote the value of EverSafe 360° to the various audiences.

### WEEK 1 - Employee Launch

- ▶ Schedule meetings with employees to watch the EverSafe 360° launch video, field any questions, and discuss what it means for residents, staff and our culture. Ensure every employee is able to articulate the value and benefits of EverSafe 360°

### WEEK 2 - Resident and Family Launch

- ▶ Distribute the information sheet and video link to all residents and families via resident mailbox and/or email. Offer Q&A meetings or calls to allow residents and families to ask questions.

### WEEK 3

#### Prospective Resident/Family and Referral Source Launch

- ▶ Sales teams can begin sharing the EverSafe 360° message with prospective residents, their families and referral sources. Consider sharing the information sheet and video. Refer to the FAQ for more information on how to sell the value of EverSafe 360°

#### Update Your Website and Post to Social Media

- ▶ Update your website with the EverSafe 360° boilerplate, logo and link to the EverSafe 360° website. Post an update to social media that links to the website.

**2 INITIAL MATERIALS:** EverSafe 360° information sheet has been distributed as a PDF. There are two formats included based on need. The first is 11" x 17" and is designed to be printed front and back, then folded in half to make it full size. The second PDF has been formatted into four single pages for email accessibility.

**3 BEST-IN-CLASS INITIATIVE:** EverSafe 360° sets the standard for health and safety, relying on innovation and best practices to raise the bar in overall safety for residents and staff. EverSafe 360° is more than just a few safety enhancements. It is LCS's commitment to elevating the way we serve residents through innovation and exceptional experiences.

**4 MORE COMPONENTS IN DEVELOPMENT:** LCS is moving quickly to identify additional innovative components to further enhance the impact and effectiveness of EverSafe 360°. You will be receiving frequent updates on our progress.

**5 SALES SUPPORT ON THE WAY:** The initial launch video and product sheet is just the beginning. In the weeks and months ahead, you'll be receiving additional materials that promote the unrivaled benefits of EverSafe 360°

### Need More Information?

If you have any questions, needs or feedback please contact [bertytraci@lcsnet.com](mailto:bertytraci@lcsnet.com).