



Building sustainable culture and consumer confidence - navigating marketing and reputation in retirement living

- 1. Reputational issues in the sector:** The discussion addresses the need to confront negative aspects of the sector's coverage and acknowledges the extensive experience of the panel members, some of whom have been working in the sector for over 20-30 years.
- 2. Importance of clear communication:** Panelists stress the significance of transparent and accessible communication with residents, emphasizing the need for consistent and proactive engagement to address concerns and maintain trust.
- 3. Customer satisfaction and press coverage:** Despite challenges, statistics indicate high customer satisfaction ratings, particularly on platforms like Trustpilot and HBF surveys. Press coverage often focuses on issues such as concealed charges and dissatisfaction with service charges, highlighting areas for improvement.
- 4. Strategies for maintaining reputation:** Successful approaches include maintaining transparency in contracts, ensuring clear communication, and fostering close relationships with residents to address concerns promptly.
- 5. Planning for end-of-life and dementia care:** Discussions revolve around the importance of proactive planning and open communication regarding end-of-life care and changing care needs, emphasizing the need for sensitivity, transparency, and ongoing dialogue with residents and their families.

