



For Immediate Release  
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## Juniper 35 Years: Still Innovating for Good

Envisioning the future, Executing the vision

**May 15, 2023 (Bloomfield, NJ)** - [Juniper Communities](#), a leading provider of senior living communities, assembled its leadership team to celebrate the company's 35<sup>th</sup> anniversary in the first week of May 2023. Individual community celebrations are happening throughout the next months.

For 35 years, Lynne S. Katzmann, founder and CEO of Juniper, has championed to provide older adults with the best life possible, adding life to years not just years to life. This approach to active aging is reflected in Juniper's mission: Nurturing the Spirit of Life; and tagline: still innovating for good.

Many in senior living consider Juniper to be a major industry influencer for its programming, use of technology, and being an early adapter of EHRs, and evidence-based integrated model of care. To reinforce this mindset and look to the future, Juniper invited some leading industry voices to attend their offsite to discuss the future of senior living, wellness, trends on the horizon, and the role technology will play.

Leading off the conference, Lynne Katzmann with her signature high energy and effervescent smile, reflected on the creation, growth, and development of Juniper as a catalyst in changing the face of aging and how older adults receive their care. She discussed Juniper's high tech/high touch approach to delivering services – using technology to improve delivery and services and connecting that with an onsite medical/lifestyle concierge to ensure a human connection.

Next, Colin Milner, [ICAA Founder](#) and CEO, took the stage. His keynote address spoke about "Going All-in for Wellness". He touched on 10 factors driving wellness and three very important words: living better longer.

Living better longer is the great disrupter according to Milner. It will create happy, healthier residents; influence occupancy rates; enhance resident engagement and satisfaction; increase length of stay; and reduce costs of healthcare in addition to other positive outcomes.

Milner was followed by a breakout session for Juniper's team members to discuss their latest initiative, "Going all in for Wellspan".

The next presenter was John Lariccia, Founder and CEO of [WelcomeHome](#), a leading CRM platform, who led a panel on the topic, "Future Forward". He prefaced the discussion by reviewing the here and now population of senior living, and the future we know. The panel consisted of Amy Lorek, Assistant Director for Engagement and Learning, [Penn State College for Healthy Aging](#); Brian Geysler, Vice President Clinical Innovation and Population

Health, [Maplewood Senior Living](#); and Sherrie Bebell, Senior Living Asset Manager, Sales and Marketing, [Columbia Pacific Advisors](#).

The second workday of the conference showcased technology. Katzmann spoke on “Technology: Our Foundation and Great Enabler,” followed by “Voice First/Alexa Technology for Older Adults: Current Results/Future State” by [Speak2](#) Founders Matt Smith and Jillian Guerra, and Stefania Sharp from Amazon. Working with Juniper, Speak2 is refining the way Amazon Echos interface with residents and associates to enhance communication and provide services.

Jacqueline Kung, Founder of [Activated Insights](#), took on a subject matter that the senior living industry is roiling in, “The Associate Experience: Workforce of the Future”. Kung presented the alarming statistic that the industry is experiencing an 85% employee turnover compared to 65% pre-covid. She then presented three factors that have proven key to employee retention: wages; distance between work and home; and engagement, trust, pride, and camaraderie.

The third day culminated with a keynote address by [Danny Southwick](#) giving a motivational keynote speech based on the book “GRIT: The Power of Passion and Perseverance.” Southwick is currently a Research Consultant at the High Performance Institute, University of Pennsylvania.

[Bailey Beekan](#), Founder of SMASH Sales & Marketing Conference, wrapped up the three days and provided takeaways. It is noteworthy to mention that interspersed throughout the conference were various voices of the Juniper team sharing the internal perspective on each topic.

“We want to thank all of our esteemed speakers,” said Katzmann. “I especially want to recognize the Juniper team who helped make this a successful learning experience. One of the most rewarding elements of the leadership meeting was our Hackathon. Working in small groups settings, our leaders worked with each other to identify and find solutions to today’s senior living challenges and find inspiration that will help shape Juniper for the future.”

### **About Juniper Communities**

Juniper Communities, a leader in quality, value, and innovation in long-term care, operates senior living communities in New Jersey, Pennsylvania, Texas and Colorado that emphasize residents’ well-being, interaction and security. Our communities and approach to housing and care offers residents the opportunity to live a full life, regardless of age or health. Juniper’s innovative Connect4Life program has been proven to improve residents’ care by decreasing hospitalizations, re-hospitalizations, and urgent care visits, while offering potential cost savings to public programs such as Medicare. To learn more about the many ways Juniper Communities innovates in support of our residents, visit [www.junipercommunities.com](http://www.junipercommunities.com).