



## Assisted Living Report Card Advisory Group

Thursday, November 20, 2025, 1:00 – 2:30 p.m.

## Organizations represented on the Advisory Group

- AARP Minnesota
- Alzheimer's Association
- Care Providers of Minnesota
- Diverse Elders Coalition (Minnesota Leadership Council on Aging)
- Elder Voice Family Advocates
- LeadingAge Minnesota
- Managed Care Organizations
- Minnesota Board on Aging
- Minnesota Department of Health
- Minnesota Elder Justice Center
- Ombudsman for Long Term Care
- Stratis Health
- Residential Providers Association of Minnesota (RPAMN)

# Meeting agenda

Topic	Presenter	Time
Updates on 2025 QOL surveys and report card phased launch	DHS	1:05-1:25pm
Marketing campaign planning	5 By 5 Design	1:25-2:25pm
Next steps and closing	DHS	2:25-2:30pm



# Progress on 2025 quality of life surveys

## Resident and family survey data collection progress

- Resident quality of life surveys were completed in October.
- Family satisfaction surveys will be conducted through November.
- As of October 30, 2025:
  - 81% of in-scope settings participated in resident surveys and met margin of error (MOE)
  - 48% of in-scope settings participated in family surveys and met MOE

*\*AL settings with a licensed capacity to serve at least 7 residents as of January 22, 2025, are considered in-scope for the 2025 round of surveys.*



Report card phased launch updates

## Report card phased launch successes: 2025

- Launched the new Resident Health, Safety, and Staffing measures
- Achieved four timely ratings updates following the 2025 ratings schedule
- Added a new feature to link directly to MDH licensing surveys
- The number of providers with ratings has doubled, from 750 to 1500+

## Report card phased launch challenges: 2025

- Maltreatment findings indicator is delayed until further notice.
- Delays in adding new feature to link to maltreatment reports directly.
- Inconsistency of website usage data collection.

# Adding maltreatment findings information to the report card

Criteria	Maltreatment findings indicator – manual update	Maltreatment findings indicator – automatic update	Maltreatment findings table
<b>Timeliness:</b>	2-5 month delay to update	Automatic updates	Automatic updates
<b>Location on the website:</b>	Search results page	Search results page	Individual facility page
<b>Ability to flag substantiated maltreatment findings?</b>	Yes	Yes	Yes
<b>Ability to flag findings within the past 12 months?</b>	Not exactly, due to the delay caused by manual updates	Yes	Yes
<b>Ability to flag facility responsibility?</b>	Yes	No	No
<b>Ability to flag appeals?</b>	Yes	No	No
<b>Ability to link directly to reports?</b>	No	No	Yes
<b>DHS decision:</b>	<u>Not feasible</u> due to delays in posting updates	<u>Delayed until further notice</u> due to inability to flag facility responsibility	<u>Move forward with adding this enhancement</u> as MNIT's capacity allows

# Maltreatment findings indicator preview – delayed until further notice



## Assisted Living Report Card

Search Map List

[The Oaks](#) ×

### Facility Search Results ②

149 facilities are in Anoka County.

Does the state have evidence of resident maltreatment at this facility in the last year?

▲ Facility Name	City	License <span>②</span>	Capacity <span>②</span>	Resident Quality Of Life <span>②</span>	Family Satisfaction <span>②</span>	Resident Health <span>②</span>	Safety <span>②</span>	Substantiated Maltreatment <span>②</span>
(Minnesota average)								
Assisted Living 1	Anoka	Approved	25	n/a	n/a	n/a	n/a	No
Assisted Living 2	Anoka	Approved	132	n/a	n/a	n/a	n/a	Yes
Assisted Living 3	Anoka	Approved	148	n/a	n/a	n/a	n/a	No

# MDH maltreatment investigations table preview – delayed until April 2026

## Resident Quality of Life - Details

The state of Minnesota inspects assisted livings every two years for resident health, safety, and staff quality. However, they may inspect a facility for resident maltreatment at any time when a complaint is made, which can be submitted by anyone.

## Family Satisfaction - Details ?

## State Licensing & Investigations Results ?

[\(Hide the Licensing Surveys & Maltreatment Investigations table\)](#)

### Licensing Surveys ?

Survey Number	Resolved Date	For More Information
C3VL11	11/08/2023	<a href="#">Link to Survey Findings</a>

### Maltreatment Investigations ?

Complaint Number	Resolved Date	Status	For More Information
H52317928C	09/15/2024	SUBSTANTIATED	<a href="#">Link to Investigation Findings</a>
H52316762C	07/28/2024	SUBSTANTIATED	<a href="#">Link to Investigation Findings</a>

Questions or feedback on ALRC phased launch updates?





# Assisted Living Report Card Branding and Marketing

November 20, 2025

DHS partnered with 5 by 5 Design in the spring of 2025 to provide:

- Community engagement and research
- Marketplace evaluation
- Strategy recommendations
- Message development
- Marketing communications planning

5 BY 5 DESIGN

# Goals and Objectives

**Goal:** To successfully brand, communicate, and promote the ongoing use of the Assisted Living Report Card.

- Identify target audiences and recommend strategies, channels, and messages to effectively reach and influence them
- Using audience insight and competitive comparison, define the value proposition and points of difference for the report card
- Create brand messages and talking points to succinctly explain the report card's purpose, benefits, and functionality
- Develop a straightforward and action-based one-year communications plan and implementation calendar to engage target audiences, measure outcomes, and accomplish the desired goals

# Discovery and Research

- Planning and ideation with DHS staff
- Audit of report card website
- Marketplace review (trends, relevant considerations)
- Competitive evaluation
- Qualitative survey
- SWOT analysis



## Key Findings

# Marketplace Trends

- Longer pipeline to reach future audiences
- “Solo agers”
- Use of social media as a source of info for family members and caregivers
- Use of YouTube by aging adults

# Survey Outcomes

- People look first to family, friends, and referral sources for information and guidance
- Lack of trust is an issue across the industry and also for some familiar with Minnesota's report card
- Beyond data integrity, people also value the ability to compare and contrast different facilities and are concerned about costs

# Competitive Insights

- Other sites offer a softer and warmer marketing approach (images, copy, guiding through the process, etc.)
- A few do a good job at building confidence in their research expertise (copy, design/user experience, additional studies, insights from experts and seniors, other resources, etc.)
- Some are very direct in addressing user concerns and offer additional resources (e.g., education, advocate services, testimonials, inspirational content, etc.)
- Some are well coordinated with their social media channels to build user engagement (e.g., Facebook community building pages, inspiring Instagram posts, etc.)



## Marketing Strategy

# Marketing Strategy Recommendations: Audience Focus

## Prioritize Caregivers and Referral Sources

While potential/current residents for assisted living is a viable market for communicating about this report card, to influence the greatest number of people and sustainably increase the use of the tool, it is recommended that you prioritize communications to caregivers and referral sources.

# Potential Examples: Audience focus

## Prioritizing Caregivers and Referral Sources

- Toolkits for referral sources
- Targeted communications that empathize with caregivers' concerns
- FAQs for caregivers

# Marketing Strategy Recommendations: Tone Matters

## **Be Emotional with All Audiences**

Although the report card is a neutral, scientifically based tool, it's important that communications about it not take that same tone. All communications must be warm, welcoming, soothing, and compassionate, addressing the emotions that come into play when making large life decisions, particularly those associated with loss of independence.

# Potential Examples: Tone Matters

## Be Emotional with All Audiences

- Comforting videos that show compassion and understanding
- Imagery that is warm and inviting
- Language that is friendly and real

# Marketing Strategy Recommendations: Clear Messaging

## **Simplify and Cut the Clutter**

The report card will often be used by audiences under high stress and during a time crunch to ensure the safety of someone for whom they care deeply. Therefore, it is important that all communications be clearly and simply presented with defined calls to action, directing and reassuring audiences through every step in their decision-making process.

# Potential Examples: Clear Messaging

## **Simplify and Cut the Clutter**

- Ads with a singular, clear message
- Reels, videos, and other quick-view tools to share important and hard-hitting info
- Clear action steps, FAQs, and how-to details
- Consistency of campaign images, messages, and calls to action

# Marketing Strategy Recommendations: Credibility

## Work to Build Trust

Audiences may have erroneous perceptions about DHS and its relationship to providers. Communications should be overt not only about how you compile and assess this information, but also why your unbiased, rigorous approach is superior to other tools susceptible to marketing spin and providers that may pay-to-play.

## Work to Build Trust

- Direct messages about data collection and provider relationships
- Images and messages that portray DHS's accountability for the wellbeing of Minnesotans
- Transparency, even when issues arise

# Discussion and Questions: Marketing Strategy

**Let's discuss your input to the Marketing Strategy  
Recommendations.**

**What comments, questions, or feedback do you have?**



## Messages

## Points of Difference

**It's convenient:** online access makes it easy to compare multiple providers all in one place, anytime, anywhere.

**It's impartial:** the data is collected and shared for the wellbeing of Minnesotans making it unbiased and trustworthy.

**It's flexible:** the search and sort options are customizable based on individual needs.

## **Find more options, feel more confident**

Updated quarterly with information about providers statewide, the Assisted Living Report Card is a neutral, trustworthy source of data providing insights unavailable anywhere else. Easy to use, this free public tool offers side-by-side comparisons, star ratings, and search criteria by location and options that matter most to you.

Choose with confidence. Let data help drive your decision.

# Discussion and Questions: Messages

**Do you have any feedback or questions related to the Points of Difference messages?**

**Any additional comments, questions, or feedback related to the Value Proposition message?**



## Targeted Audience Messages

# Assisted Living Residents

## **Find the facts, then, find your next home**

As you look for a new place to live, with more choices and levels of care (when you need it), you seek a way to sort through the variables and compare options. The Assisted Living Report Card makes it easy and provides answers you can trust. With data helping to drive your decision, you can confidently find your new home.

### **Sample Headlines:**

- Choose with confidence
- Make your next move with confidence
- Let data help drive your decision
- Move with confidence

## Find peace of mind

As you help your loved one choose an assisted-living facility, you need a way to easily and reliably sort through the variables and compare options. The Assisted Living Report Card contains answers you can trust so you can select with confidence.

### Sample Headlines:

- Better informed, more confident
- Select with confidence
- Choose with confidence
- Help your loved one make the next move with confidence

# Referral Sources

## Refer with confidence

As a front-line resource for individuals and families considering assisted living, you need a tool to help you and them sort through the options with accuracy and speed. The Assisted Living Report Card is an easy-to-use source of rigorous, accurate, timely data. It contains answers you can trust so you can refer with confidence.

### Sample Headlines:

- Let data drive decisions
- Help your clients make the next move with confidence
- Use data to help drive the decision
- A tool that makes a complicated task easier

## Data to give you confidence

As an advocate and industry expert, you need a tool that sorts through the options and discerns differences to empower your role. The Assisted Living Report Card is an easy-to-use source of rigorous, accurate, timely data. It contains answers you can trust so you can refer with confidence.

## Sample Headlines

- A trusted tool to make your job easier
- A resource you can rely on for better-informed options
- Data to drive decisions
- Let data drive decisions
- Better information for better outcomes

# Discussion and Questions: Targeted Audience Messages

**Let's discuss the Targeted Audience Messages.**

**What questions or feedback do you have?**



## Initial Marcom Plan Recommendations

**Step 1: Get Organized**

**Step 2: Launch Within Existing Communications  
Channels/Create New Materials**

**Step 3: Launch New Materials and Expand Reach  
with Advertising**

**Step 4: Evaluate Results of Communications Plan**

# Step 1

## Step 1: Get Organized

Collect, create, and customize language, graphics, and templates and engage partners to prepare for success.

Tools and Channels	Timing
Campaign system (creative concept, templates, etc.)	3 months
Landing page update	1 month
Campaign media plan	2 months
Baseline metrics (landing page, email, social media, staff, etc.)	1 – 3 months

## Step 2

### Step 2: Launch with Existing Communications/Create New Materials

Evaluate and track efforts on existing communications and typical channels.

Tools and Channels	Timing
Email and social media promotions	3 months
Campaign tools and templates (referral toolkit, caregiver rack card, social posts, reels, video, ads, etc.)	3 – 4 months
LinkedIn page creation	1 month
PPC and social media ad campaign set up (search engines, Facebook, Instagram, LinkedIn)	1 month

# Step 3

## Step 3: Launch New Materials and Expand Reach with Advertising

Implement new tools and channels to expand connections and run paid ad campaign for search engines and social media

Tools and Channels	Timing
Email promotions	6 months
Referral toolkit and caregiver rack card distribution	2 – 4 months
Paid digital ad campaign implementation (search engines, Facebook, Instagram, LinkedIn)	6 months

## Step 4: Evaluate Success of Communications Plan

Report and refine strategy for the new year.

Tools and Channels	Timing
Evaluate summary metrics	1 – 2 months
Referral and advocate survey	1 – 2 months
Report on findings and recommended plan adjustments	2 – 3 months

## Overall Campaign KPIs

- Increase in site traffic
- Month-over-month increase in engagement of campaign content
- Brand awareness and positive brand association achieved with referral and advocate audiences by end of campaign

## Discussion and Questions: Marcom Plan Recommendations

**Let's discuss the Initial Marketing Communications Plan Recommendations.**

**Any specific questions or feedback on the steps, tools, channels, or campaign KPIs?**

A wide-angle photograph of a calm lake under a clear blue sky with a few wispy white clouds. The lake's surface is a deep blue, with gentle ripples. On the left, a dense forest of tall evergreen trees is reflected in the water. The right side of the image shows a shoreline with more trees and a small, light-colored wooden structure, possibly a boathouse or dock. A large, semi-transparent dark blue rectangular box is overlaid on the center of the image, containing the text.

Questions?



Thank you!

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Next steps and Q&A

## Next steps for the Advisory Group

- Today's meeting slides and notes will be posted to the project webpage: [www.mn.gov/dhs/assisted-living-report-card](http://www.mn.gov/dhs/assisted-living-report-card)
- Our next meeting will be held Tuesday, January 27, 1-3pm. Our tentative agenda includes:
  - Vital Research review of 2025 resident and family survey round.
  - DHS updates on phased launch and marketing campaign.



## Additional questions?

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