



# 2022 Service Rates

## Premier Level Packages

Intended for Assisted Living & Memory Care communities that are either combined or stand-alone locations



*Ellen Belk, BC-DEd, CDP is a Silver Living strategist & Founder of Keep In Mind, Inc. She is also the creator/author and expert implementer of The 360 System® which is a TEAM™ approach for operations in Long Term living*

# 1 > Pro Level Certification:

- Requires a 3-month agreement
- Clients will receive access to The 360 System® dynamic playbook for operational success, featuring instructional chapters for every functional department within assisted living and/or memory support environments
- Clients receive access to all the operational documents & training resources pertaining to The 360 System® for staff use & distribution
- Includes (12) - twelve Dementia training modules featuring the TEAM™ approach philosophy of The 360 System® for operational success. Designed for frontline care partners. Highly encouraged to be required training for all employees within the community

*The Dementia training modules are endorsed by the National Institute of Dementia Education (NIDE)*

## Ellen Belk will work with your organization directly to complete the roll-out process of The 360 System® following this formula:

- (2) two virtual Pep Rallies with the Directors at the community and regional support personnel in the weeks leading up to The 360 System® launch to build enthusiasm for this new method
- **The Launch** – Ellen Belk will virtually train all community leaders, frontline care partners and regional support personnel (when applicable). These are live inter-active and engaging training sessions!
- The launch must be completed within a one week (5 business days) timeframe.
- Ellen will work with your organization to create a schedule that works best for your team members
- **After the Launch** - (2) two - months of live-virtual support to begin in the month following the completion of the launch
- This virtual support includes sessions for each of the department level leaders. Some joint sessions across functional teams will be included

## Once the (2) months of virtual support is complete each participating community will receive:

- A certification of completion for display within the community
- The 360 System® Pro-Level webpage badge, for use on the websites of each participating location



## A Marketplace Differential

Once a community completes all the required pre-launch, launch and post-launch training and support sessions, the community will have achieved Pro Level status of The 360 System®.

The certificate of completion and the vibrant webpage badge are visual reinforcements for anyone seeking services.

When implemented properly, the TEAM™ approach philosophy of The 360 System® positively impacts resident and family satisfaction as well as staff retention and job enjoyment.

Additionally, it's a **tangible sales differential** for today's savvy consumers who expect a coordinated game plan that delivers championship level services to their loved ones.

## > PRO LEVEL INVESTEMENT

**\$8,000**

*per participating community  
from 1-5 locations*

*Those who wish to implement The 360 System®  
in more than 5 communities – please contact  
Ellen Belk directly to discuss terms.*

**IN ADDITION:** An annual \$100 licensing  
fee for use of The 360 System® will be  
charged per participating community.

## 2 > **Championship Level Certification:**

*This premier level consulting relationship requires everything listed within the parameters of the Pro Level certification. Must achieve Pro Level first.*

### **To get to the Championship Level a community must:**

- **Complete a full year** of monthly support after the initial 3-month agreement is fulfilled
- Sign a new contractual agreement outlining the new terms of this extended monthly support
- The monthly support sessions are based on a flat hourly rate fee. The fee is fixed, regardless of number of attendees
- **A customized support schedule** will be coordinated and may include (in part):
  - > on-going monthly support sessions to support the trained **TEAM™** members
  - > additional training as needed to re-introduce and re-inforce The 360 System® standards on an as-needed basis
  - > provide on-boarding resource-support to ensure your community maintains championship level standards during staff turnover or changes of leadership
  - > customized support based on community needs and/or request



### **Once a full year of virtual support is complete each participating community will receive:**

- An **UPDATED** certification of completion featuring the Championship Level information for display within the community
- The **360 System®** Championship Level webpage badge, for use on the websites of each participating location

### **A Marketplace Differential**

Once a community completes all the required pre-launch, launch and post-launch training and support sessions for a full calendar year, they will have achieved **Championship Level** status of The 360 System®.

The certificate of completion and the vibrant webpage badge are visual reinforcements for anyone seeking their services.

When implemented properly, the **TEAM™** approach philosophy of The 360 System® positively impacts resident and family satisfaction as well as staff retention and job enjoyment.

Additionally, it's a **tangible sales differential** for today's savvy consumers who expect a coordinated game plan that delivers championship level services to their loved ones.

**The initial Pro Level Investment of \$8,000 per participating community from 1-5 locations**

*Those who wish to implement The 360 System® in more than 5 communities – please contact Ellen Belk directly to discuss terms.*

## > **CHAMPIONSHIP LEVEL MONTHLY FEES**

**The basic option is \$1,350 per month for (12) twelve months to achieve Championship Level status.**

*More scheduled support sessions can/should be added to enhance resident/employee satisfaction and retention.*

*NOTE: (when applicable) we suggest the monthly cost for on-going support be split amongst all participating communities. Thus, drastically reducing the monthly fee per location. Contact Ellen Belk directly to discuss further.*

**IN ADDITION:** An annual \$150 licensing fee for use of The 360 System® will be charged per participating community.



## TERMS for Both Pro & Championship Level Consulting

- All services outlined, will be delivered by Ellen Belk, Founder of Keep In Mind, Inc.® and author/creator of The 360 System®
- Keep In Mind, Inc. does require a contractual agreement with all Premier Level clients where details of work scope, payment and deliverables are agreed upon in writing
- A down payment is required once the contract is executed equaling half of the initial investment
- Additional fees-for-service will be charged for client requests above and beyond the scope-of- the deliverables listed here
- Fees will be charged if there are cancellations within 1-2 weeks of scheduled training sessions. This includes required trainings during pre-launch, launch or post-launch of The 360 System®
- The training and support sessions are Live and Interactive. Therefore, all participating communities/employees MUST be on camera for any/all training and support sessions with Ellen Belk
- Keep In Mind, Inc. will NOT certify any community who is unable to comply with this request
- Participants can join via computer, phone or smart TV for group settings. The key is that Ellen Belk is able to see and engage with all participants during sessions
- If you prefer an in-person launch please contact Ellen Belk directly. Note: there are additional fees and paid travel expenses required for this option

## ADDITIONAL SERVICE OPTIONS

### Enhanced On-Going Support

- If a community or management company desires to have a more permanent arrangement with access to the expertise of Ellen Belk, a monthly compensation payment relationship is an option
- Please contact Ellen Belk directly to discuss this option further



## VISION

Through servant leadership and collaborative partnerships combined with subject matter expertise; continue to raise awareness of aging-related issues and advocate for change within the marketplace.

## VALUES

Embrace Change  
Empower People  
Give Voice  
Do Good  
Offer Strategic Solutions