



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 1-10 locations*

*Those who wish to implement The 360 System®
in more than 10 communities - please contact
Ellen Belk directly to discuss terms.*

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

2 > **Championship Level Certification:**

- Requires a full year (12 consecutive months) agreement

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

To get to the Championship Level a community must:

- First achieve Pro Level Status
- Complete an additional 9 months of customized & regularly scheduled trainings
- 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 reinforce 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 1-10 locations.

Those who wish to implement The 360 System in more than 10 communities please contact Ellen Belk directly to discuss terms.

> **CHAMPIONSHIP LEVEL MONTHLY FEES**

A fixed rate of \$2,000 per month.
This is a flat fee, not a per-community expense.

IN ADDITION: An annual \$250 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

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