LeadingAge®

ANNUAL MEETING

NOVEMBER 5–8, 2023

McCormick Place | Chicago, IL

EXPERIENCE GUIDE

JOIN US TO CREATE CHANGE

This Experience Guide will help you get the most out of the LeadingAge Annual Meeting + EXPO. It covers the details of your entire experience, from special events and education tracks to hotel registration and Chicago sightseeing recommendations. Use it as your handy planning tool for the most important annual event in aging services, where the community comes together to advance the greater good.

JOIN US IN CHICAGO, NOVEMBER 5-8, 2023.

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SCHEDULE OF EVENTS

SUNDAY, NOVEMBER 5, 2023	
10:30 a.m. – 12:00 p.m.	"Keys Bags Names Words" Film Screening
11:00 a.m. – 1:00 p.m.	Kick Off Event: Chicago Street Fest
1:00 – 2:00 p.m.	Sessions (A)
2:00 – 2:45 p.m.	Networking Break
2:45 – 3:45 p.m.	Sessions (B)
3:45 – 4:30 p.m.	Networking Break
4:30 – 5:30 p.m.	Sessions (C)
6:00 p.m.	Evening Free for Social Events

MONDAY, NOVEMBER 6, 2023	
8:30 – 10:30 a.m.	Keynote: Arthur C. Brooks
11:00 a.m. – 12:00 p.m.	Sessions (D)
12:00 – 3:30 p.m.	E2: Experience EXPO
2:00 – 5:30 p.m.	Member Site Visits
2:45 – 3:45 p.m.	Sessions (E)
3:45 – 4:30 p.m.	Networking Break
4:30 – 5:30 p.m.	Sessions (F)
6:00 p.m.	Evening Free for Social Events

TUESDAY, NOVEMBER 7, 2023	
8:30 – 9:30 a.m.	Sessions (G)
10:00 a.m. – 12:00 p.m.	Keynote: Karen Walrond
12:00 – 3:30 p.m.	E2: Experience EXPO
2:00 – 5:30 p.m.	Member Site Visits
2:45 – 3:45 p.m.	Sessions (H)
3:45 – 4:30 p.m.	Networking Break
4:30 – 5:30 p.m.	Sessions (I)
6:00 p.m.	Evening Free for Social Events

WEDNESDAY, NOVEMBER 8, 2023	
8:30 – 9:30 a.m.	Sessions (J)
10:00 – 11:00 a.m.	Sessions (K)
11:30 a.m. – 12:30 p.m.	Sessions (L)

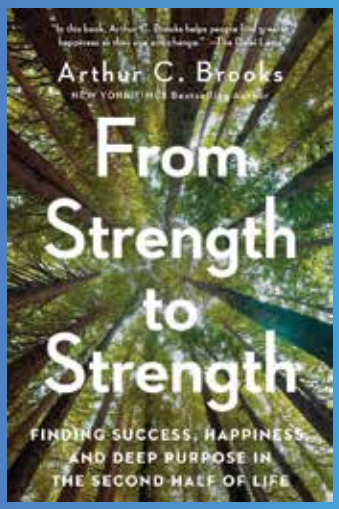
Note: *The schedule of events is subject to change; please visit the website for updates. All events take place at McCormick Place unless otherwise noted.*

MONDAY, NOVEMBER 6 | 8:30 – 10:30 a.m.

Strength to Strength

It's easy to lose track of the importance of happiness and purpose while juggling the day-to-day realities of our work. Yet, how could we address those day-to-day challenges if we looked to ancient wisdom and prioritized meaning and joy for ourselves and those around us.

Arthur C. Brooks teaches courses on leadership, happiness, and social entrepreneurship at the Harvard Business School and is the William Henry Bloomberg Professor of the Practice of Public Leadership at the Harvard Kennedy School. Outside the classroom, he speaks to audiences around the world about human happiness during thought-provoking presentations that blend cutting-edge science, ancient wisdom, philosophy, music, and art. Dr. Brooks also writes "How to Build a Life," a weekly column in The Atlantic magazine that tackles questions of meaning and happiness. His 12 books include the 2022 bestseller From Strength to Strength, in which he shows readers how to accept the gifts of the second half of life with grace, joy, and ever-deepening purpose.



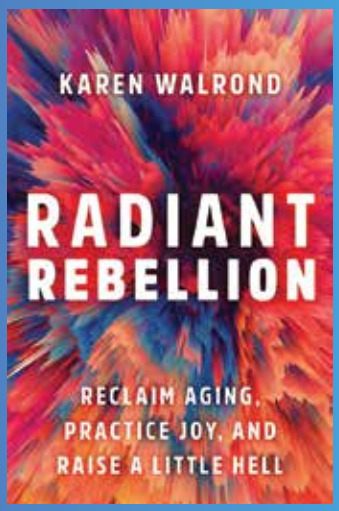
Sponsored by KARE

TUESDAY, NOVEMBER 7 | 10:00 a.m. – 12:00 p.m.

Radiant Rebellion

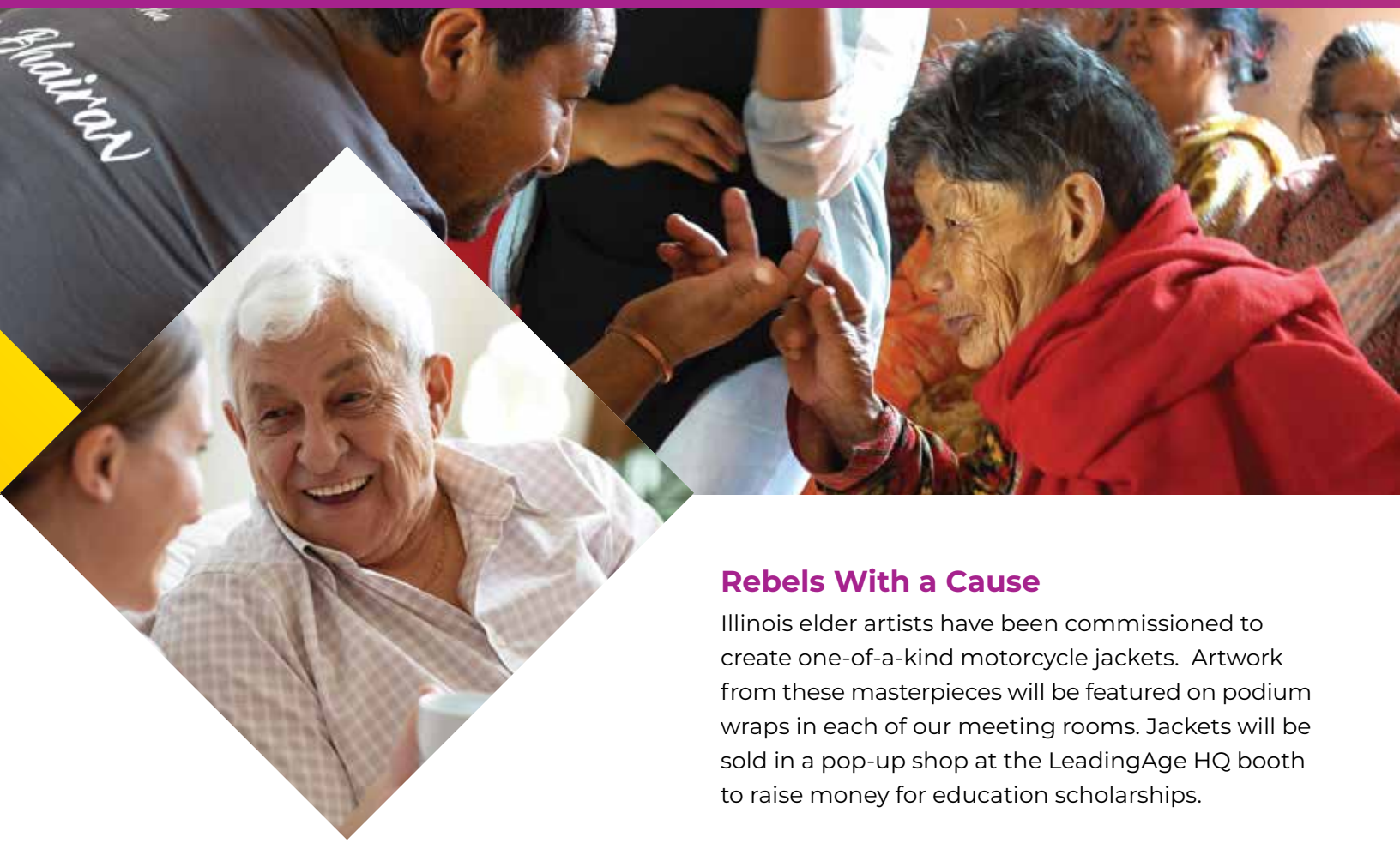
As leaders in the aging services field, we are determined to make the world a better place to grow old. Despite our steadfast commitment, we are encountering steep headwinds and find ourselves seeking sources of inspiration and hope along the way. How can we sustain our work as we strive towards a better future for everyone?

Karen Walrond is a leadership and activism coach, a best-selling author, and an avid photographer who has a passion for helping people build leadership, empathy, and communication skills so they can change the world. Karen uses storytelling and vivid imagery to connect with people and organizations and to provide concrete solutions that can be implemented easily. Trained as a civil engineer and attorney, Karen's books include The Beauty of Different, which challenges readers to revel in their own uniqueness, and The Lightmaker's Manifesto, which explores how we can change the world by identifying what brings us joy and what sparks our empathy and concern. In her upcoming book, Radiant Rebellion, Karen turns her attention to the experience of aging by exploring how to rebel against the ageist fads and assumptions that hold us back, redefine the adventure of getting older, and create a shining future of expanded potential.



Sponsored by IntelyCare

EVENTS AND CONFERENCE HAPPENINGS



Rebels With a Cause

Illinois elder artists have been commissioned to create one-of-a-kind motorcycle jackets. Artwork from these masterpieces will be featured on podium wraps in each of our meeting rooms. Jackets will be sold in a pop-up shop at the LeadingAge HQ booth to raise money for education scholarships.

A Chair Is Not Just a Chair

Students from the Art Institute of Chicago are teaming up with residents in the Chicagoland area to create a seating area that prompts intergenerational communication. Our host venue, McCormick Place, has agreed to feature the seating in its permanent art collection for over 3 million visitors to enjoy each year.

Chicago Street Fest

Sunday, November 5 | 11:00 a.m. – 1:00 p.m.

Join us as we kick off #LeadingAge23 with the most iconic tastes of the Windy City (deep-dish pizza, Chicago dogs and Italian beef) along with the sweet sounds of some great music by Illinois-born musical group Guy Meets Girl. Pick up your badge, catch up with old friends and grab a bite at our opening welcome party.

You Belong Here @ Love Lock Bridge

Sponsored by shiftkey

Enter this LeadingAge space by walking across Love Lock Bridge, symbolizing the act of leaving behind the stress of your work and entering a place where you belong alongside others focused on the greater good that drives us all.

Chicago City Bike Tour

Sunday, November 5 | 8:00 – 11:00 a.m.

This beautiful lakefront ride along bike paths takes you along Navy Pier, over the Chicago River and Riverwalk. You'll head south to Museum Campus, Soldier Field, and Millenium Park - capture some great skyline views. A perfect way to see the Windy City! Sign up when you register.

See more dedicated program and networking event details at **LeadingAge.org/AnnualMeeting.**

"Keys Bags Names Words" Film Screening

Sunday, November 5 | 10:30 a.m. – 12:00 p.m.

This emotionally stirring documentary follows a cohort of young scientists, artists and policy experts from around the world who tackle the greatest global challenge for health and social care in the 21st century: dementia and brain health. With creativity, humor and compassion, they shift the narrative of dementia from fear and hopelessness to one of hope and action.

Between the Sessions

Open every day

Sponsored by gale

We know attending conferences is as much about connecting with colleagues as it is about education. Stop by our trendy lounge space, listen to some live music, grab a cup of coffee or glass of wine and enjoy the conversation.

Wrap Yourself in Making a Difference: LeadingAge Service Project

Open every day

Attendees will have the opportunity to spend time making blankets for seniors in need. You can stop by all week long whenever you have free time to contribute to the greater good.

Soleful Giving for the Greater Good

Over 582,000 people are homeless, many of them older adults. Socks work overtime when there is no cozy home or laundry room and unfortunately socks are the least donated item. LeadingAge wants to sock it to this problem. Please bring a pair of new socks to donate and place them in our giant bin when you arrive. Help us meet our goal of 5,000 pairs of socks for Chicago people in need.

Leaders of Color Forum: Leadership Advancement in Aging Services

Sunday, November 5 | 10:30 a.m. – 12:00 p.m.

This year's forum will include two facilitated panels. The first panel will feature executive and professional search firm recruiters who will share current trends in senior leadership recruitment in aging services including efforts to expand the diversity of candidate pools. The second panel will feature senior leaders of color who will share their strategies to advance into leadership positions.

Leaders of Color Network Business Meeting

Monday, November 6 | 3:00 – 4:00 p.m.

Receive an update on the network's activities, State Leaders of Color Networks, and events for 2024.

EDUCATION PROGRAM

Targeted education tracks feature over 150 sessions carefully curated to help providers of aging services stay informed on the latest insights, emerging practices and innovative approaches to amplify their work.

- Aging Services Technologies
- Marketing & Communications
- Design Strategies & Solutions
- Operations & Performance Improvement
- Diversity, Equity & Inclusion
- Person-Directed Well-Being
- Governance & Leadership Development
- Policy, Compliance & Legal Issues
- Growth & Mission Advancement
- Recruitment, Retention & Culture

No matter what topic or issue matters most to you, you'll walk away with proven solutions and actionable ideas to apply right away.

SCAN THE QR CODE TO ACCESS THE FULL LIST OF SESSIONS.

Networking Event for New CEOs

High-performing executives value the perspective of other leaders, as well as the wisdom that comes from the experiences of others in similar circumstances.

This networking event is designed to help build a community of new CEOs within the LeadingAge membership. This is a space to connect with peers from across the country, share insights about issues that matter most to those leading aging services organizations and spark opportunities for leadership growth and shared learning.

All individuals holding the highest-ranking position in a LeadingAge provider member organization — and are new to the CEO or executive director role — are invited.

CEMO Leadership Forum

CEOs of multisite aging services organizations face unique pressures and opportunities as they operate at a level of increased scale and complexity.

The Leadership Forum is designed to facilitate networking, conversation and shared learning among peers who run comparably sized enterprises — and face similar challenges. It offers an intimate setting to collectively explore issues of particular interest to multisite organizations and work through strategic issues with others in similar roles.

All LeadingAge member CEOs who oversee multiple, geographically separate provider communities are invited to this special event.

Arrive Early. Stay Later.

The Windy City was voted the BEST BIG CITY by *Condé Nast Traveler* six years in a row. Take time to enjoy all Chicago has to offer during your visit. Here are some ideas to get you started.

CHILL IN MILLENNIUM PARK

Located along the shores of Lake Michigan, Millennium Park is the most exciting green space in Chicago. It is the home of Cloud Gate, fondly referred to as "The Bean." This sculpture is not only fabulous to see but has become the most popular photo backdrop in the Midwest.

STROLL ACROSS NAVY PIER

The pier, with its iconic Ferris wheel, stretches out onto Lake Michigan. Enjoy plenty of boutique shops, yummy restaurants, gardens, seasonal exhibitions and age-old attractions as you make your way along Chicago's lakeside treasure.

GORGE ON ART AT THE ART INSTITUTE OF CHICAGO

Nestled in Grant Park is the gorgeous Art Institute of Chicago. Founded in 1879, this magnificent institution is one of the oldest (and largest) art museums in the United States, with over 300,000 different artworks and artifacts.

CHICAGO

LEARN ABOUT BASEBALL AT WRIGLEY FIELD

Home of the Chicago Cubs, Wrigley Field opened in 1914 and is one of the best-known symbols of America's favorite pastime. A trip to Chicago would not be complete without a stop here.

TAKE IN A MUSEUM OR TWO

Chicago is home to a world-class collection of museums. There are so many options, it's hard to choose just one. At the top of your list we recommend Shedd Aquarium, Adler Planetarium, Field Museum and the Museum of Science and Industry, to name just a few.

STROLL ALONG THE MAGNIFICENT MILE

The Mile is a total of 13 blocks along Michigan Avenue, stretching from the banks of the Chicago River up to Oak Street. With over 275 restaurants, 460 stores and countless attractions, it is a must-see during any trip to the Windy City.

CHOW DOWN, DEEP-DISH STYLE

No visit to Chicago would be complete without a hefty and chunky slice of deep-dish pizza. With so many restaurants, it can be tricky finding the right place for you. Try them all and let us know your favorite.

HOTEL INFO

Register and Book Your Hotel at the Same Time!

NOTICE: Beware of unauthorized hotel poachers! LeadingAge's official housing/registration partner is Maritz. Be careful providing your financial information to any other company claiming to be affiliated with LeadingAge. Registration and hotel reservations should only be booked from **LeadingAge.org/AnnualMeeting**.

Map No.	Hotels	Distance from McCormick Pl.	Single/Double Rates
1	Hyatt Regency McCormick Place (CoHQ)	attached	$319/$319
2	Marriott Marquis (CoHQ)	skybridge	$343/$343
3	Embassy Suites by Hilton Chicago Downtown Magnificent Mile*	3 miles	$189/$189
4	Fairmont Hotel*	2.8 miles	$249/$249
5	Hampton Inn McCormick Place	skybridge	$265/$265
6	Hilton Chicago *	1.7 miles	$299/$299
7	Hilton Garden Inn McCormick Place	skybridge	$269/$269
8	Home2 Suites McCormick Place	skybridge	$254/$254
9	InterContinental Hotel*	3.4 miles	$239/$239
10	Loews Chicago Hotel*	3 miles	$249/$279
11	Palmer House*	2.3 miles	$289/$289
12	Radisson Blu Aqua Hotel*	2.8 miles	$229/$229
13	Sheraton Grand Hotel*	3 miles	$250/$270

Due to proximity of hotels to McCormick Place Convention Center, shuttle service is provided to the hotels indicated. Ride share is also recommended. Please email **meetings@LeadingAge.org if you have accessibility considerations.*

***Note**: Hotel rates are per room per night, plus taxes.*

1. **Hyatt Regency McCormick Place (CoHQ)**
   2233 S. Martin Luther King Dr.
   Attached to Convention Center*
2. **Marriott Marquis (CoHQ)**
   2121 S. Prairie Ave.
   Attached by Skybridge*
3. **Embassy Suites by Hilton Chicago Downtown Magnificent Mile**
   511 N. Columbus Dr.
   3 miles*
4. **Fairmont**
   200 N. Columbus Dr.
   2.8 miles*
5. **Hampton Inn McCormick Place**
   123 E. Cermak Rd.
   Attached by Skybridge*
6. **Hilton Chicago**
   720 S. Michigan Ave.
   1.7 miles*
7. **Hilton Garden Inn McCormick Place**
   123 E. Cermak Rd.
   Attached by Skybridge*
8. **Home2 Suites McCormick Place**
   123 E. Cermak Rd.
   Attached by Skybridge*
9. **InterContinental Hotel**
   505 N. Michigan Ave.
   3.4 miles*
10. **Loews Chicago Hotel**
    455 N. Park Dr.
    3 miles*
11. **Palmer House**
    17 E. Monroe St.
    2.3 miles*
12. **Radisson Blu Aqua Hotel**
    221 N. Columbus Dr.
    2.8 miles*
13. **Sheraton Grand Hotel**
    301 E. North Water St.
    3 miles*

★ Co-Headquarter Hotel

* Distance from McCormick Place

REGISTER AND BOOK YOU HOTEL HERE.

REGISTRATION INFO

Membership Questions?

Provider Membership — contact **join@LeadingAge.org** or 1-844-840-4669, option 4.
Business Firm Membership — contact **sales@LeadingAge.org** or 1-844-840-4669, option 3.

Registration Questions?

Please contact **LeadingAge@maritz.com** or call 1-864-208-0400.

Registration Confirmation, Payment, Changes, Group Registrations, Cancellations, etc.

Please consult **LeadingAge.org/AnnualMeeting** for more information.

Registration Fees

(all fees are per person)

Registration Categories	Member Fees* EARLY BIRD (Jul. 22 - Sept. 7)	Member Fees* REGULAR (after Sept. 7)	Non-Member Fees
Full Provider (Sun.-Wed.)	$1,089	$ 1,149	$1,539
Daily Provider (Fee per day - Sun., Mon., Tues. or Wed.)	$549	$649	$849
Full Business/Non-Exhibitor (Sun.-Wed.)	$1,869	$1,989	$2,479
Daily Business/Non-Exhibitor (Fee per day, Sun.-Wed.)	$989	$1,089	$1,289
Exhibitor (See exhibitor registration categories/ rates/CE credit eligibility on the website)			
Student**	$39	$39	Membership included with student registration
Elder/Resident**	$129	$129	$129
Family**	$349	$349	$349
Family Plus Education**	$699	$699	$699
Press**	$0	$0	$0
EXPO-Only Daily Provider** (Fee per day - Mon. or Tues.)	$0	$0	$0

**Member rates are applicable for LeadingAge national, Global Ageing Network, CHA, as well as business firms that are enrolled in the LeadingAge Corporate Partner Program*

***Not eligible for CE credit.*

PROVIDER

Business firms (including consultants) and exhibitors may not register under this category. Full-time professors who market the Annual Meeting to students can apply for scholarships; please contact **ckramer@LeadingAge.org.*

This category applies to all individuals attending the Annual Meeting who are NOT associated with a business firm, and includes employees and board members of LeadingAge provider organizations, and retired NH/AL administrators. Full-time university professors and full-time employees of not-for-profit organizations also fall under the Provider category.

BUSINESS/NON-EXHIBITOR

This category applies to companies and individuals who sell/market products and/or services to providers and are NOT exhibiting in the EXPO. Exhibitors have invested significant dollars to help attract attendees and this category ensures non-exhibiting companies are equally supporting marketing efforts. For information about exhibiting, please contact the Exhibit Sales Team at **sales@LeadingAge.org**.

EXHIBITOR

This category applies to companies and individuals who sell/market products and/or services and have already secured their exhibit booth in the EXPO. Some exhibitor categories are not eligible for CE credits.

ELDER/RESIDENT

This category applies to individuals who reside in or receive services from a provider organization. This category is not eligible for CE credits.

STUDENT

This category applies only to full-time college/university students. Students must be 18 years or older and will be required to upload proof of full-time student status, such as a student ID card, transcript or letter on department letterhead upon registering. This category is not eligible for CE credits.

FACULTY

Full-time university faculty/staff fall under the Provider category for registration. Full-time university faculty/staff may apply for scholarships. Please contact **ckramer@leadingage.org** to learn more.

To view all category descriptions, visit this page on the site:

FAMILY

This category applies only to family members of conference registrants (who are NOT employed with a business firm or a provider organization in the aging services field). This category is not eligible for CE credits.

PRESS

Complimentary press access is reserved for working members of the media, subject to verification. Reporters and editors interested in attending should contact the LeadingAge media relations department (Colleen Knudsen, PR manager: **cknudsen@leadingage.org**) in advance of the event.

CONTINUING EDUCATION CREDITS

All concurrent sessions and keynotes for the 2023 Annual Meeting will be submitted for continuing education for nursing home/assisted living administrators and finance professionals.

- Choice of 150+ Sessions (1.0 credit hours each)
- Member Site Visits (2.0 credit hours each)
- 2 Keynote Presentations (2.0 credit hours each)

For more information:

Experience E2

It's not a trade show. It's an experience.

- From thought-provoking activations, collaborative spaces and eateries to creatively interactive booths, every moment in E2 will be more experiential and less transactional than a traditional EXPO.
- E2 consists of seven learning communities, each correlating to a LeadingAge education track. That means you will learn about concepts from experts in the education program and then discover the solutions to make those ideas happen in E2.
- In this guide, you'll get a sneak preview of the E2 exhibitors, organized in the following learning communities:

- Aging Services Technologies
- Design Strategies & Solutions
- Growth & Mission Advancement
- Marketing & Communications
- Operations & Performance Improvement
- Person-Directed Well-Being
- Recruitment, Retention & Culture

EATERIES

E2 has all the food native Chicagoans love, like delicious Mediterranean and Asian lunch bowls, and Windy City treats like cake shakes and Garrett's popcorn (the cheddar-and-caramel combo is addictive). Need a cool refreshment after all your exploring? Try our frozen coffee and lemonade or, if you are feeling healthy, we have fresh salads and smoothies to suit your tastes.

QUESTIONS FOR THE GREATER GOOD

Join us as we contemplate the biggest questions facing our field:

- **How do we make a bigger impact?**
- **How do we build stronger connections?**
- **How do we prepare for the future?**

Visit E2 Experiences: Extend, Engage and Explore to contribute your thoughts and take a tool with you to help exhibitors better understand you and connect in a more meaningful way.

STRETCH IT OUT LIKE THE NOTORIOUS RBG

How did Justice Ruth Bader Ginsburg, one of the Supreme Court's favorite octogenarians, stay so active and energetic? She owes it in part to the twice-weekly workouts with her personal trainer, Bryant Johnson. Join us inside E2 to strech out your stress like RGB and pick up some fan gear.

COLLABORATION SPACES

Are you visiting LeadingAge with your team? Utilize one of E2's new collaboration spaces to meet with your team. Compare what you learned in education sessions and make plans for what each team member will check out inside E2. Sign up on the website to reserve your space.

SIGN UP FOR COLLABORATION SPACES HERE.

WHAT IS HOSPITALITY?

A quality hospitality experience is one of the most important aspects for residents considering Senior Living. Food can be served and tables can be cleared by just about anyone. But it takes passion and sincere engagement to go from *ordinary service* to *extraordinary hospitality*. This is where **CCL Hospitality Group** takes the lead as **The #1 Provider for Retirement Communities**.
This isn't traditional outsourcing; we forge a true partnership.

CCL

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Community _____

City _____ State _____ Zip _____

Email _____

Phone _____

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CCL HOSPITALITY GROUP
ONE MARINA PARK DR. | SUITE 702
BOSTON MA, 02210 | (833) 422 5484

What is Hospitality? Plan your visit now to booth #1660 for an immersive hospitality experience proudly presented by CCL Hospitality Group and our three legacy brands – Unidine, Coreworks, and Morrison Living. Explore the continuum of hospitality featuring modern culinary demonstrations, a full-scale Kosher retail marketplace, and an interactive audio and video experience highlighting the benefits of a strategic outsourced relationship. As the #1 provider for Retirement Communities across the country, allow CCL to demonstrate how we're redefining partnership and the true meaning of hospitality.

AGING SERVICES TECHNOLOGIES

For the most current list of exhibitors, visit **https://laam23.mapyourshow.com/8_0/floorplan/index.cfm.**

COMPANY NAME	Booth#
Accushield	713
Accutech Security	913
Ageless Innovation/Joy for All Companion Pets	825
Aidace	902
ALIS by Medtelligent, Inc.	716
American HealthTech	1324
Assembly Health	1114
Aufderworld Corporation	1103
Avel eCare	801
BeeCentral Technology	1120
Brightly Software (Formerly Dude Solutions)	1027
CarePredict	1310
CareWork	923
Caspar.Ai	1109
CDW Healthcare	810

COMPANY NAME	Booth#
connectRN	1227
Direct Supply, Inc.	1303
DISH	1210
dormakaba	1110
Dynamic Mobile Imaging	1119
Engrain	1222
Enseo	1009
FireAvert	813
FullCount	609
Fully Managed by TELUS Business	704
Fynn	1016
Gravity Healthcare Consulting	1108
Groove Technology Solutions	718
Hamilton CapTel	1316
HealthSignals	700

AGING SERVICES TECHNOLOGIES *continued*

COMPANY NAME	Booth#
How's Mom	1004
Icon (formerly VoiceFriend & Caremerge)	1122
iN2L + LifeLoop	827
Inovalon	918
InteliChart	707
Intellitec Solutions	800
MatrixCare	1213
MealSuite	1121
Medical Network Solutions	624
Netsmart	1206
NuAlg	513
OneDay	600
Owl Health & Care Technologies	726
PalCare	1014
Panasonic Corporation of North America	903
Parasol Alliance	1125
Pinnacle Communications	1106
Pioneer Solution, Inc.	1005
Plante Moran	1309
PointClickCare	1200
PointRight/Net Health	1104
PoweredByGoGo	1003
Prelude Services	808
Prime Care Technologies, Inc.	1224
ProviNET Solutions	1216
RCare	1101
RecallCue	823
Roobrik, Inc.	1010
SafelyYou	1209
Senior Sign	910

COMPANY NAME	Booth#
Single Digits	900
Smartcare Software	901
Strategic Healthcare Programs	1022
Stryker	1116
TapRoot Interventions & Solutions Inc.	725
TCP Software	925
Tech-Sage	1015
ThriveWell Tech	1203
United Robotics Group	805
VCPI	1107
Vigil | ASSA ABLOY	1118
VisualTouch POS Solutions	815
Viva Vita Company	426
Volanté Systems	802
WelcomeHome Software	908
Wireless NurseCall Systems Inc.	1025
Xandar Kardian, Inc. (NA)	1001
Yardi Systems, Inc.	1219
Zinnia Technologies Inc.	724

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BOOTH #609

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Jason Giha | Partner
jason.giha@plantemoran.com | 614-222-9033

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$100K savings (average) for each automated report

Single source of truth for **automated KPI management**

Budget and quality variances identified **before** they occur

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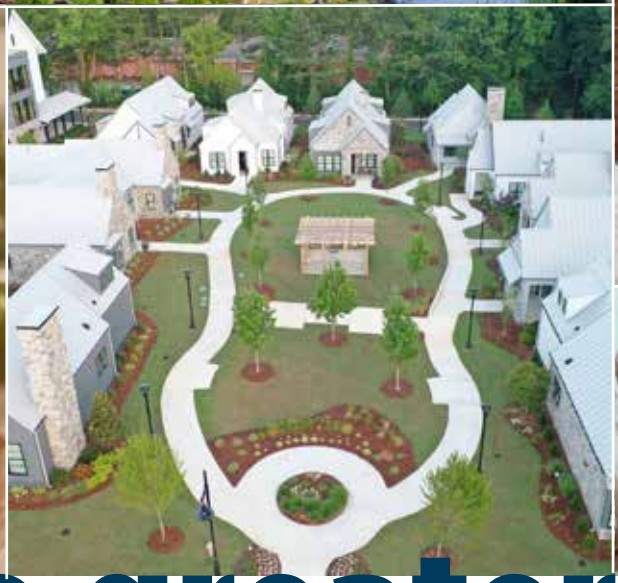

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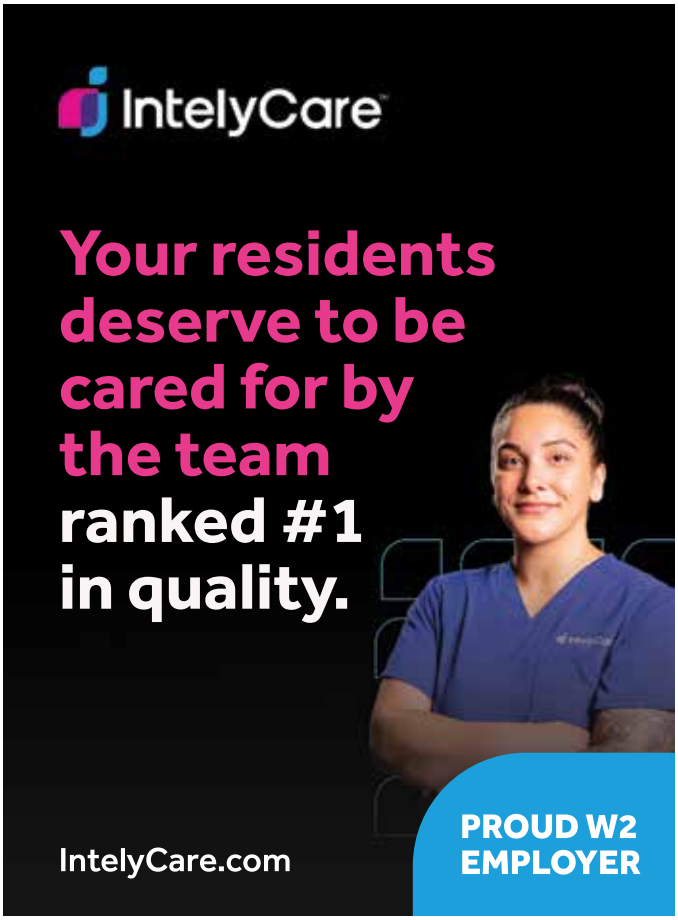

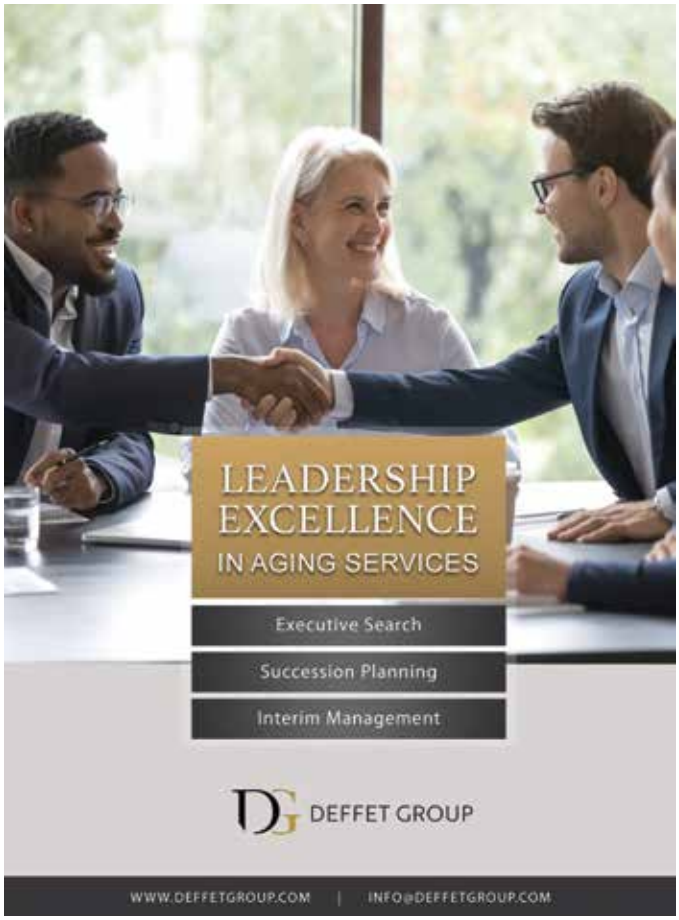

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