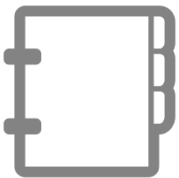
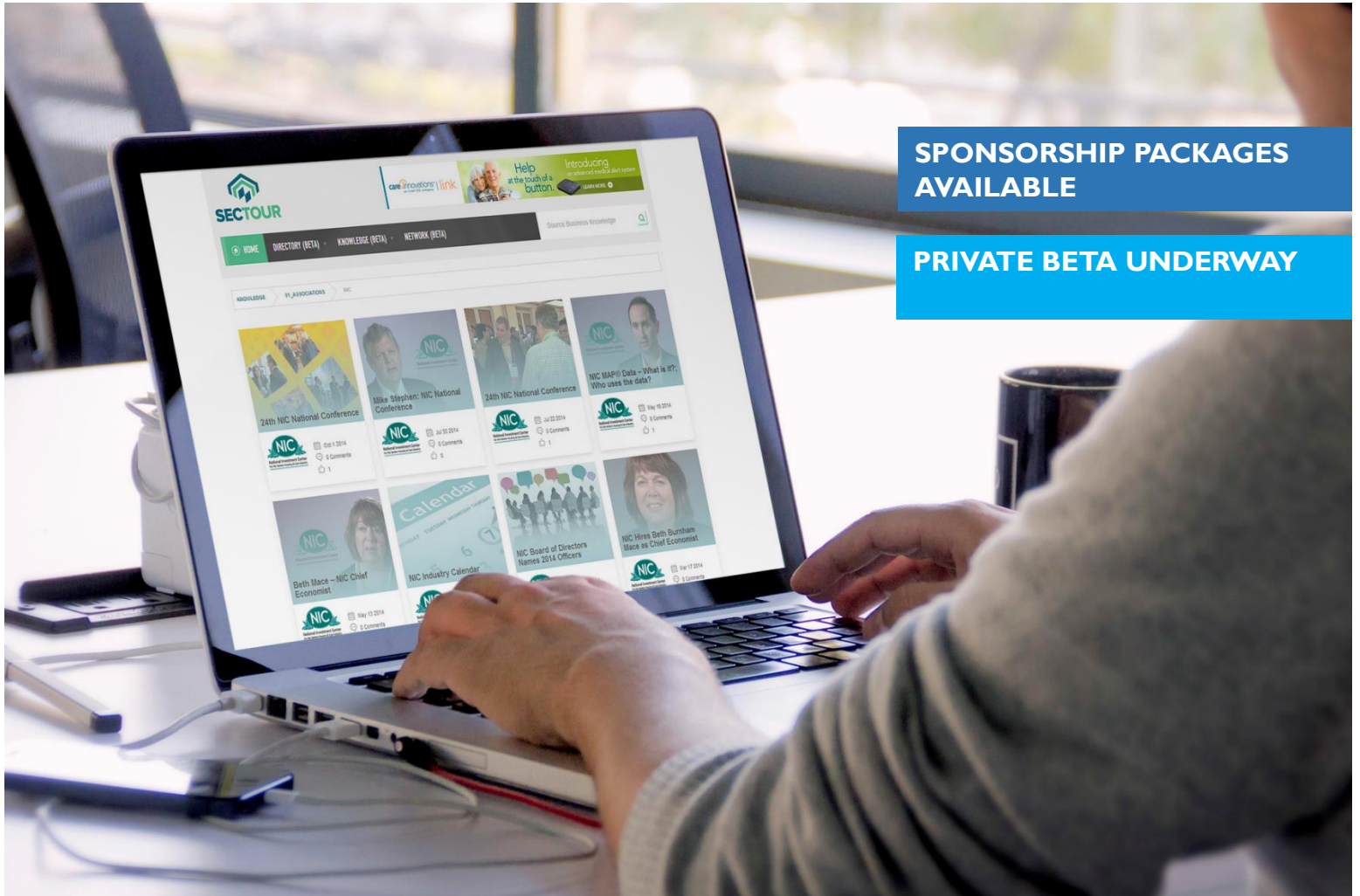




SECTOUR

# SENIORS HOUSING & CARE EDITION



SOURCE



KNOWLEDGE



NETWORK



EXPERT Q&A

An innovative knowledge platform for the Seniors Housing & Care Industry



## PROBLEM STATEMENT

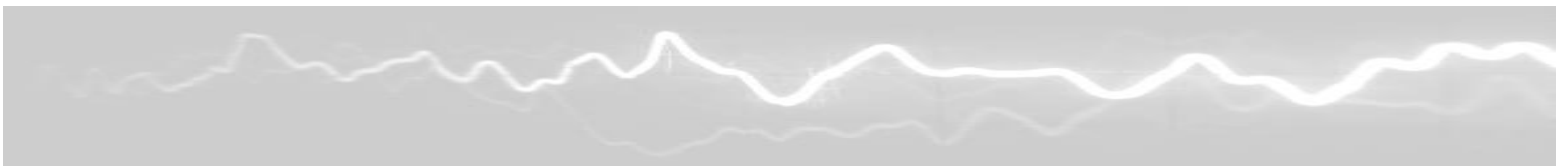
The wave of data that exists online is growing at an unprecedented rate and search engines like Google receive 2 million requests every minute!

Professionals that use the web for mission-critical business needs are flooded by redundant information outlets. Access to quality content is integral to sustaining operations in the change landscape we are experiencing. If you don't track the social web you are likely missing out on valuable news and insights!

**The problem is not just that there is too much information but also that it is time and labor intensive to source, filter and consume.**



**How can we separate the signal from the noise?**



**An innovative knowledge platform for the Seniors Housing & Care Industry**



There are countless resources in our Industry...

McKnight's  
LONG-TERM CARE NEWS



Leading  
Age™

AARP®  
Real Possibilities



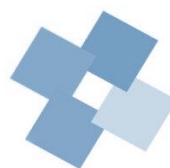
HIMSS

AGING<sup>2.0</sup>

FEDERAL  
REGISTER  
THE DAILY JOURNAL OF  
THE UNITED STATES  
GOVERNMENT



AHCA.  
NCAL.



An innovative knowledge platform for the Seniors Housing & Care Industry





## THE SOLUTION

**A curated search engine...  
dedicated to the Seniors Housing & Care Industry...**



**SECTOUR** is a membership site that enables Seniors Housing & Care Professionals to keep up with Industry trends and changes with ease. We curate and organize content from across hundreds of leading associations, publications, and professional organizations so that the information you need is only a few short clicks away.



# SITE FEATURES

## FREE Industry Resources



### SOURCE

Directory Listings are connected to each post that we curate and provide members with quick access to the “source” content provider’s basic contact information together with direct links out to all of their available social media channels.

**We promote source content providers.**



### KNOWLEDGE

Curated content is structured around (10) key categories that filter “knowledge” into critical business channels.

**Sectour empowers members to become thought leaders.**

## Advanced Tools for Premium Members & Sponsors



### NETWORK

Increased dialogue between and among professional peer groups will advance the Industry and your own career progression. **Sectour promotes and supports collaboration across disciplines, organizations and market areas.**



### EXPERT Q&A

Ask a question and learn from colleagues with our Premium Q&A forum. Get tailored advice on the challenges facing your business and help others by contributing your own expertise.

**Earn reputation points through peer recognition.**

An innovative knowledge platform for the Seniors Housing & Care Industry



## PURPOSE & VISION

Effective leadership and decision-making activities require each of us to absorb an incredible amount of information across various content channels and professional disciplines. **Our core purpose is to help you and your team to source valued content...**

This Platform provides its members with quick access to mission-critical keywords that are submitted and monitored in real-time by peers in your direct line of business.

We imagine a future where it is easier for professionals and organizations to share best practices and influence massive change by turning facts into actionable knowledge & insights.



**An innovative knowledge platform for the Seniors Housing & Care Industry**



## CONSIDERATIONS

Sectour is conceived as a single source outlet to support industry research and access to business intelligence that is otherwise represented by multiple and disparate resources.

As a curated search engine, Sectour is customized exclusively to represent the interests of SH&C.

The social features of Sectour are designed to foster collaboration and integration of SH&C interests – extending to all industry segments and business disciplines.

Sectour is a catalyst for promoting industry integration while contributing to more positive and progressive brand recognition of the SH&C industry.