

SB624 – Favorable
Finance Committee
February 24, 2022

Dear Chairman, Vice Chairman and Members of the Finance Committee

My name is Kim Smith and I am Vice President of Operations for Sagelife. I am writing in support of SB624. I have been in the senior living industry for eleven years, been an Executive Director of a community and currently the Vice President of Operations for Sagelife.

As an operator, I have worked with many different kinds of referral partners in placing residents in our communities who need and are looking for assistance. I applaud Senator Hettleman's efforts in trying to bring more transparency for this vulnerable population. I have had many referrals from APFM, some of whom have known they were working with them, but many who do not. This is about transparency and education for people who are searching the internet trying to be as educated and informed when they walk in our doors. If they choose to utilize the services of a Place for Mom, great. But lets make sure our customers are informed and thoroughly understand that in fact they are entering into a contract and agree to what they are doing.

Plain and simply put, there are many potential residents and their families who come to our doors, needing help, not even knowing that they are being represented or referred to us by A Place For Mom. SB264 helps to clarify to potential residents and their families that they understand and agree to be represented, and not just doing research to learn about the industry and/or searching for options in their area. Transparency in all areas of our industry is a good thing, especially for a group of consumers who are often times stressed, in crises and under tight time constraints to find solutions.

I applaud and support Senator Hettleman's regulation, what she is trying to accomplish, and urge your support of SB624 to help protect our vulnerable seniors.