



# Living Longer, Better

The senior living series

# Charles de Vilmorin

SVP, Resident  
Engagement



- Co-founder & CEO of Linked Senior, a resident engagement platform for senior living
- 17+ years Senior Living experience
- Master's thesis on nursing homes: "The nursing home, a Foucauldian paradigm" (Georgetown, 2006)
- Certified Dementia Practitioner
- Validation Method Worker
- MEPAP 1
- I believe Old People Are Cool
- I believe Senior Living is #ActivitiesStrong and Living Longer, Better

# Industry-recognized leadership in engagement and wellness

Powering a new era of aging

27+ years serving senior living communities

4,700+ communities served

91% of customers recommend us

100% report increased resident wellbeing<sup>1</sup>



Award-winning innovation in senior living



<sup>1</sup>LifeLoop Communities That Shine Survey, 2024

# Proactive engagement meets wellness

Connecting engagement, wellness, and operations in one scalable ecosystem



### Engagement

- Personalization
- Calendars & operations
- Connections & communication



### Wellness

- Wellness Navigator & SEI
- Social isolation prevention
- Loneliness screening & engagement signals



### Interoperability

OpenLoop Network + Data flows



### Content

- iN2L Digital Content
- 7,000+ content items
- Content recommendations

# Social wellness is essential health infrastructure

We developed this report with Argentum to examine the role of social wellness in the future of older adult care.

Download the report to learn:

- Why social wellness is a core driver of health outcomes and cost reduction
- How to measure, operationalize, and integrate social wellness across senior living, healthcare, policy, and technology

**The case for social wellness:**  
Evidence, impact, and implications for senior living, healthcare, and policy

**Download the report:**

# A new way to prevent social isolation



Learn how the **Wellness Navigator** can help your teams deliver **measurable improvement to resident well-being:**





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The senior living series

June 23, 2026

Supporting well-being  
in senior living through  
skilled engagement

Live webinar



**Alisa Tagg**

Association Director  
NAAP



**Kim Mead**

Sr. Regional Director of  
Engagement  
Gardant Management Solutions



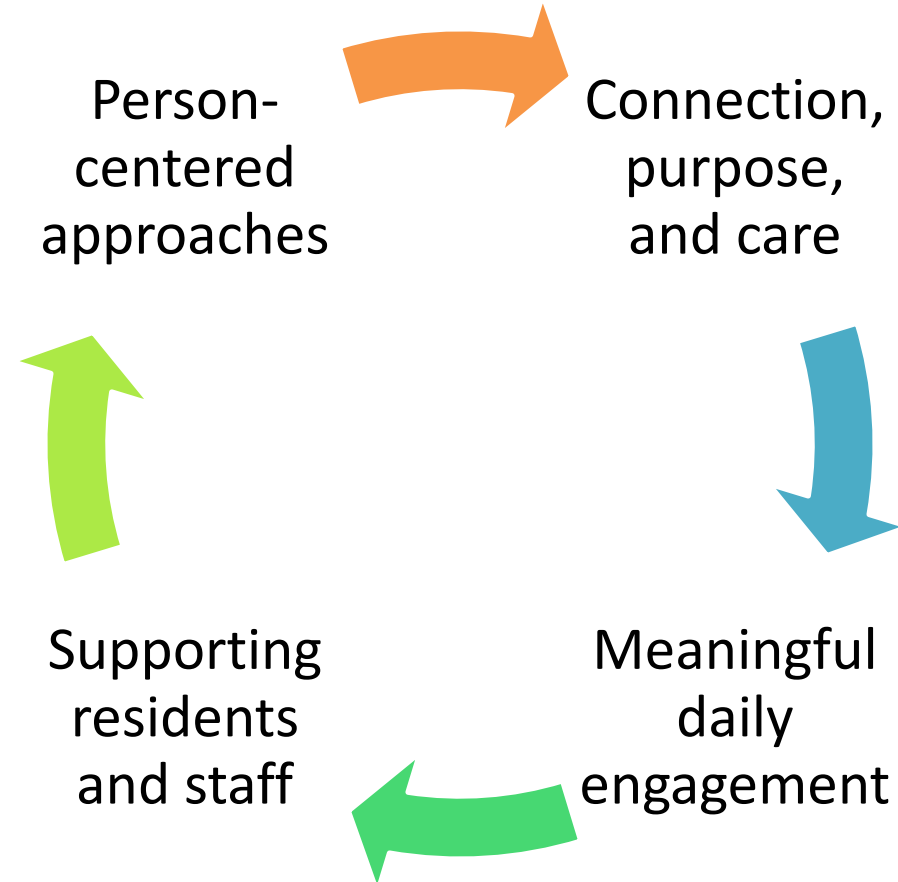
# Supporting Well-Being in Senior Living Through Skilled Engagement

Alisa Tagg, MS ACC/EDU CADDCT CDP CDCS DCS, NAAP Association Director

Kim Mead, ADC, CMDCP, CDP, NAAP Leadership Team



# Well-Being Focus





# Today's Objectives

- Support resident wellness
- Strengthen staff confidence
- Reduce isolation
- Improve quality of life
- Apply practical strategies

# Why Engagement Matters



- Aging expectations are changing
- Connection impacts wellness
- Isolation affects health
- Purpose improves quality of life.





## Great Engagement in Practice

- Consistent programming
- Personalized experiences
- Confident staff
- Shared standards



## Supporting Staff Well-Being

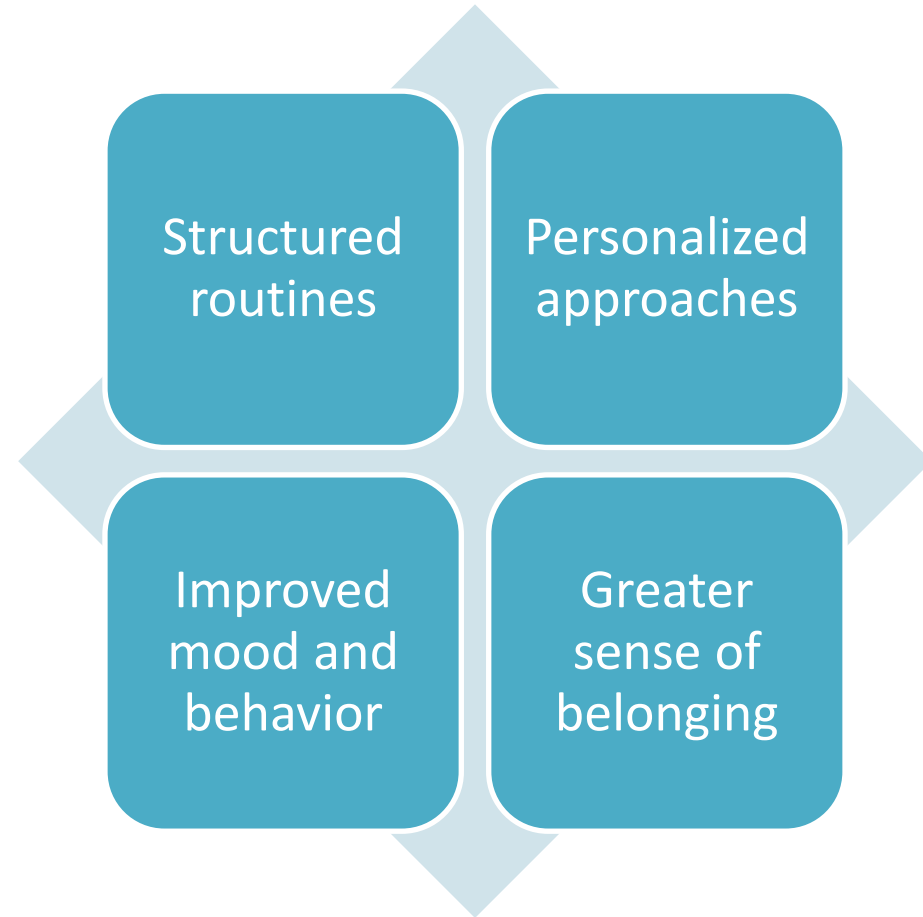
- Education builds confidence
- Career pathways matter
- Clear expectations reduce burnout
- Support improves retention



# Care Setting Applications

- Independent Living
- Assisted Living
- Memory Care
- Skilled Nursing

# Small Changes, Big Impact



# Key Takeaways

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- Engagement supports wellness
- Staff support improves outcomes
- Consistency matters
- Person-centered care works



# Questions & Discussion

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- Questions
- Reflections
- Next steps

[alisa@naap.info](mailto:alisa@naap.info)

[kim@naap.info](mailto:kim@naap.info)



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NATIONAL ASSOCIATION OF ACTIVITY PROFESSIONALS  
NAAP.INFO



**Thank you!**



**Alisa Tagg**

Association Director  
NAAP



**Kim Mead**

Senior Regional Director of Engagement  
Gardant Management Solutions



# Living Longer, Better

The senior living series

July 14, 2026

**Beyond memory care:  
Building dementia-inclusive  
communities through  
integrated wellness**

Live webinar

Scan to register



**Kirsten Jacobs**  
VP, Shared  
Learning Initiatives  
LeadingAge



**Teffie Landmann**  
Director of Dementia-  
Friendly Experience  
Landis Communities



# Stay in the loop!

Visit the **Living Longer, Better** webpage on [lifeloop.com](https://lifeloop.com) to sign up for updates, register for upcoming webinars, and discover new resources for senior living professionals.

