

# Using Video to Create Market Distinction

Summit Vista

Case Study

## SUMMITVISTA

*It's all within reach*

### About Summit Vista

Offering a vast array of amenities, beautiful maintenance-free residences, and innovative, individualized healthy aging programs, Summit Vista is Utah's first affordable, secure, and uncompromisingly unique resort retirement community. Summit Vista spreads across 105 acres and provides a full continuum of on-campus healthcare services including assisted living, skilled nursing, memory care, and rehabilitation services.

### HeartLegacy customer since

2019

### Partners with HeartLegacy for

Marketing Videos, SalesMail®, Life Story Program™, Family App

It's no secret that the senior living industry is competitive.

Just how competitive? According to the 2019 Seniors Housing and Care Survey: <sup>1</sup>

“Overall, our survey depicts a competitive market, with 97% of respondents indicating their local environment is competitive or extremely competitive. Additionally, there is evidence of mounting pressure on organizations in the form of declining occupancy, rising interest rates and increased per-bed costs.”

Today's senior living marketers are challenged to generate awareness, create differentiation, build affinity, and drive occupancy—all while battling the aging-in-place paradigm. Creating market distinction with a clear value proposition is a must for senior living marketers.

One of the ways Summit Vista, a Life Plan community in Utah, has addressed this challenge is by integrating video into their marketing plan. “Showing,” in addition to “telling,” has helped Summit Vista expand their marketing strategy. The objective of this strategy is to more effectively carve out differentiation and build affinity for their brand.

Using HeartLegacy's RemyGo® app, staff at Summit Vista captures a wide variety of footage to be used in marketing videos. Footage includes weekly activities, holiday events, virtual tours, amenities, resident life, and much more.

The HeartLegacy editing team reviews all content uploaded through the app, and then creates professional, brand-standard videos for use on Summit Vista's website and social media. Videos showcase community life--featuring a cross-section of residents, families, staff, and programming.

Watch Summit Vista's Director of Finance, Ryan Walsh, talk about Summit Vista's experience with HeartLegacy [here](#).

To see examples of Summit Vista's marketing videos, please visit their [Facebook page](#).



“A great platform with great value!”

- Ryan Walsh

1. 2019 Seniors Housing and Care Survey

