



**For Immediate Release**

**January 6, 2020**

**Lynne S. Katzmann inducted into the Senior Living Hall of Fame for her visionary and ground-breaking industry innovations**

Bloomfield, NJ – Juniper Communities is proud to announce that its founder and CEO, Lynne S. Katzmann, Ph.D., has been inducted into the American Senior Housing Association Senior Living Hall of Fame. She is one of only 12 people inducted to date. The ceremony, which took place this January in Palm Desert, CA was attended by the highest level industry leaders and futurists, all of whom gave Lynne a standing ovation. On-hand to present the award was her son Andrew, who also works in the seniors housing industry as a senior analyst with Columbia Pacific Advisors.

In his introductory remarks, Andrew Katzmann told the capacity filled auditorium, “I have had the privilege of being present for much of her [Lynne’s] professional journey as the leader of Juniper. I have been proud of her for as long as I can remember; and even more so now that I work in this industry and see the impact she’s made as a business owner, entrepreneur, and a thought leader.”

According to the ASHA, “The Senior Living Hall of Fame recognizes the visionaries who have distinguished themselves through uncommon foresight and ground-breaking innovation. These are industry leaders with an unwavering commitment to community lifestyles that embrace choice, independence, dignity and personalized services.”

Katzmann founded Juniper Communities 31 years ago when she was just 32 years old with no money. Juniper now has 22 properties in three states, employs more than 1,550 people, and generates nearly \$100 million in annual revenue.

Her company’s innovative programs have had an outsized influence on the industry. In particular, Juniper has addressed the changing nature of assisted living and rising acuity levels by implementing its Connect4Life model, which integrates onsite primary care, pharmacy and lab services with social

supports and residential care. In research, the model has shown a potential cost savings in hospital inpatient spending of up to \$4,500 per Medicare beneficiary.

Lynne Katzmann is also leading the formation of a Medicare Advantage institutional special needs plan with a few partners under the Perennial Consortium banner. Historically, these plans have been designed mainly with skilled nursing residents in mind. The Perennial Consortium's model spreads coverage to those in private-pay senior living communities, thereby facilitating the delivery of health care of older adults throughout various care settings.

In 2019, Lynne Katzmann was the recipient of McKnight's Senior Living Women of Distinction Awards inaugural Lifetime Achievement Award.

Lynne Katzmann is a resident of Montclair, NJ where she resides with her partner Ed Goodell. She is a graduate of Cedar Grove High School; received her BA in Sociology from Tufts University, and a Doctor of Philosophy from the London School of Economics.

#### **About Juniper Communities, LLC**

Juniper Communities, a leader in quality, value and innovation in long-term care, operates facilities in New Jersey, Pennsylvania and Colorado that emphasize residents' comfort, interaction and security. Juniper's facilities, and approach to housing and care, offers residents the opportunity to live a full life, regardless of age or health. Juniper's innovative Connect4Life program has been proven to improve residents' care by decreasing hospitalizations, re-hospitalizations and urgent care visits, while offering potential cost savings to public programs such as Medicare. To learn more about the many ways Juniper Communities innovates in support of their residents, please contact us at [www.junipercommunities.com](http://www.junipercommunities.com) or 973.661.8300.

*If you have questions about this release, please contact: Jeanine Genauer, The JPR Group, [www.jprgroup.com](http://www.jprgroup.com), [jgenauer@jprgroup.com](mailto:jgenauer@jprgroup.com), 973-980-0100.*