

LTCAC, Inc Marketing Case Study Survey-March 2007

LTCAC, Inc conducts surveys to LTC corporations who have completed the non-customized core training program that LTCAC, Inc provides on-line. We provide other LTC corporations those results. Please see below for case study #A10. This organization had completed the program within 6-weeks to test the core content, structure, and on-line application.

FACILITY STATS: There were 63 facilities in this case study, both SNF and ALF participants. Staff taking the on-line course consisted of 1 VP of Sales and Business Development, 5 Directors of Business Development, 120 facility level participants including 3 Directors of Operations, Executive Directors, marketing staff, admissions staff, and management. All Directors of Business Development and the VP of Sales and Business Development took the survey for end results.

NOTE: We are providing as much information in this case study as possible for review. We have left some questions off of the case study results, as they pertain specifically to a specific organization, and we have to protect their confidential and proprietary information.

LTCAC, Inc Training Goals

<i>LTCAC, Inc Top Five Company Goals</i>	
1.	To provide on-line marketing training with LTC specific training Modules
2.	To provide on-line manager tools for successful training to staff
3.	To provide easy access to corporate training with customized options
4.	To provide essential training for continued staff learning for increased profitable census
5.	To provide a learning environment with marketing forms, effective role-playing forms, and effective marketing scenarios for self-study and manager participation and follow-up

<p>Question: Do you feel that the LTCAC, Inc pilot training program was relevant and specific to long term care marketing strategies?</p>	<p>Strongly Agree Agree Somewhat Agree Strongly Disagree</p>	<p>2 Strongly Agree 4 Agree</p>
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<p>Question : Do you feel that 20-30 minute modules are:</p>	<p>To Short Just Right Could be Longer Other (please specify)</p>	<p>6 Just Right</p>
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<p>Question: What do you feel as a manager was the biggest impact of the training content?</p>	<p>Essay Question</p>	<p>See Feedback</p>
<p>FEEDBACK FOR ABOVE:</p> <ol style="list-style-type: none"> 1) I think that it followed what we already are doing & re-enforced many of the tasks we request of them already. 2) Some great tools for the sales people to utilize during their sales calls. 3) I feel this mirrors our exsell training and our business development standards but I like the exercises to keep the concepts fresh. 4) Types of closing examples-associates needed this re-trained. Closing a sale was definitely an opportunity in our market. 5) Standardized content makes it easier to train the same way each time; all in one place; student-directed demonstrates initiative to improve performance. 6) Role-Playing-having all from ED's down sharing their thoughts and experiences 		

<p>Question: What was the biggest impact for your staff on the training content?</p>	<p>Essay Question</p>	<p>See Feedback</p>
<p>FEEDBACK FOR ABOVE:</p> <ol style="list-style-type: none"> 1) For those that did have previous training, it re-enforced that training. It was not something new that they had to learn. Basic step by step that they could refer back to as needed then it lead them through the entire sales process. 2) The ease & flexibility of getting through the modules. 3) Left blank. 4) Same-Closing. 5) Refresher for LTC sales "veterans" and beneficial for newcomers. 6) Building self-confidence as well as continued training 		

<p>Question: Do you find that role-playing can be an effective tool that can be used with groups or with individuals? Please give your opinion on role-playing as a training tool.</p>	<p>Essay</p>	<p>See Feedback</p>
<p>FEEDBACK FOR ABOVE:</p> <ol style="list-style-type: none"> 1) Yes-definitely 2) I think it can be very effective when used correctly. Lots of hesitation at first, but the outcomes/examples are worth it. 3) I like the role-playing. It can be effective in both groups and individuals. 4) Not just effective, but necessary for 		

<p>effective training.</p> <ol style="list-style-type: none"> 5) Depends on the participants and if role-playing fits their particular learning style; should be one part of the training "arsenal." 6) Definitely. You can always learn from others. There are always opportunities for improvement. 		
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<p>Question: In my opinion, on-line training is:</p>	<p>Essay</p>	<p>See Feedback</p>
<p>FEEDBACK FOR ABOVE:</p> <ol style="list-style-type: none"> 1) Effective time savings tool 2) Convenient and flexible 3) Good 4) The wave of the future. Respectful/Considerate of others time 5) Great! 6) Good-it is a good way to have new hires orient on standards as well as sealing the deal 		

<p>Question: I would like to see more training with LTCAC, Inc for managers on the various subjects:</p>	<p>Essay</p>	<p>See Feedback</p>
<p>FEEDBACK FOR ABOVE:</p> <ol style="list-style-type: none"> 1) Left blank. 2) I would like to see a "manager's edition" to LTCAC, Inc that gives us more talking points and examples 		

<p>when going through the modules with the sales staff.</p> <ol style="list-style-type: none"> 3) Left blank. 4) XXXXXX-Increasing premium payer referrals. 5) More advanced topics and "how to" (e.g.: costing out patients, having a successful open house, how to find MCR patients, time management, etc). 6) Again, expand to include our own Business Development Standards a customer service piece. 		
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<p>Question: My wish list for the on-line and overall marketing training would be:</p>	<p>Essay</p>	
<p>FEEDBACK FOR ABOVE:</p> <ol style="list-style-type: none"> 1) I like the idea of testing after each module. 2) A separate training for on-line and a separate training for in-person. 3) No answer. 4) That it is implemented across the company. 5) Separate training for beginners and veterans. 6) This program-so we can have this for new hires and make it mandatory education for ED's, Sales, and Admissions. 		

<p>Question: LTCAC, Inc can customize your training program to fit the needs of your corporation. Please list the monthly training and extra learning tools you would like to see</p>	<p>Essay</p>	<p>See Feedback</p>
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<p>in an on-line environment for you and your staff. (Webinars, Newsletters, more management modules, LIVE interactive manager training with LTCAC, Inc, etc)</p>		
<p>FEEDBACK FOR ABOVE:</p> <ol style="list-style-type: none"> 1) Left Blank 2) Webinars, more management modules 3) Newsletters 4) WEBINARS! 5) Webinars and live training 6) Currently do external and internal newsletters; like to see some clinical terminology basic training; incorporate our XXXXXXXX; would like to see us incorporate our products such as XXXXX into monthly educational training tools 		

<p>Question: What is the return on investment of an on-line training program that LTCAC, Inc can provide to you and your staff?</p>	<p>Multiple Choice</p>	
<p>FEEDBACK FOR ABOVE:</p> <ol style="list-style-type: none"> 1) Staff Retention 2) Manager Retention 3) Less travel time by conducting team calls 4) More management tools for continued learning 5) More admissions with new marketing strategies 6) Provides training in one location for focused training 7) Quizzing of modules can help in identifying plans of correction 8) Quizzing of modules can help in identifying weaknesses 		

<ul style="list-style-type: none">9) Compliance orientation in training corporate expectations of job description in training10) Recruitment tool11) LTCAC, Inc on-line training is flexible (at home training and at the office if someone chooses)12) Improves skills of managers to hire the best athletes13) Administrator training on the supportive role in marketing14) Customized to our corporate environment15) Interdisciplinary tool for all associates involved in the admissions process16) Quantify associates level of expertise by providing tools (role-play, forms and quizzing)17) Provides quick-start program for new hires-saves travel time for managers18) Provides tools for managers and staff to continually update goals, and appointment outcomes19) Identifies growth opportunities for staff20) Moral boost and confidence builder by using the tools provided in the training		
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Overall Training Score without a customized site!

Overall Score	Very Satisfied	Satisfied	Not Satisfied	Very Unsatisfied	Other Please Specify
	1	2	3	5	6
Survey 1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Survey 2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Survey 3	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Survey 4	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Survey 5	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Survey 6	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Majority Results	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>