

FAST TRAC CENSUS GROWTH CASE STUDY

DATE: August 1st-August 31st, 2010

COMPANY: HI Care Management-7 Skilled Nursing Facilities-Illinois

CASE STUDY PURPOSE:

To provide LTCAdmissionsCoach.com's census development training program for 4 weeks for census growth.

WHO PARTICIPATED:

7 skilled nursing centers in Illinois. 1 Vice President of Sales and Marketing, 7 Marketing/ Admissions Directors and Administrators.

COURSE DESCRIPTION:

Fast Trac Modules to include: Touring, Establishing Your Role, Target Marketing, Pre-Call Goals, The Appointment, Solving Problems/Handling Objections, Closing Techniques SNF/ALF, and Physician Selling.

CORPORATE GOAL FOR CENSUS INCREASE WITHIN 4 WEEKS:

Derek Hedges (COO) made a goal of 4 new admissions for each facility within 10 days as a contest while learning our program. **See results to the right.**

CONCLUSION:

Census was declining prior to signing a contract with LTCAdmissionsCoach.com. During the 4 week FastTrac Census training Hi Care Management increased their census by 24 NEW admissions!

Contact: Sherry Chappell-VP of Marketing at schappell@hicaremanagement.com

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Weekly Census Results

COMPANY	CENSUS INCREASE AUGUST 16-22, 2010	CENSUS INCREASE AUGUST 21-28, 2010	TOTAL NEW ADMISSIONS
HI CARE MANAGEMENT	12.0	12.0	24.0

AVERAGE CENSUS GROWTH MONTHLY

