
ROI with FastTracLeads and LTCAdmissionsCoach.com Learning Management Systems

Author: Andrea Zabinski-President LTCAC, Inc.



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The graphic features a blue background with white text. At the top, the company name and tagline are displayed. In the center-right, there is a computer monitor icon with the text 'visit our website!' on its screen. At the bottom, the word 'Increase' is written in a large font, followed by 'Knowledge . Census . Profits' in a smaller font.

Interview with American Senior Communities (46 SNF's), IN

ROI Interview



American Senior Communities ROI with www.LTCAdmissionsCoach.com

Executive Summary

American Senior Communities of Indianapolis, IN was interviewed on their experience with LTCAdmissionsCoach.com regarding their return on investment with leasing the FastTracLeads.com (Referral Management Software) and the Learning Management System for marketing, sales and corporate training.

Sherri Davies, Corporate Marketing Director provided the information on 46 SNF facilities located in Indianapolis, Indiana.

The focus of this ROI interview is to provide information on her experience and her assessment of the value that ASC (American Senior Communities) has received by working with LTCAC, Inc.

Please contact Sherri Davies at American Senior Communities at 317-788-2500

for more information!

How has American Senior Communities learning management system provided by LTCAdmissionsCoach.com helped you as a Marketing Director to train your employee's?

With the ASCMarketingCompanion learning system, it allows us to train using mini training modules, featured in the orientation sections of the course listing. The orientation modules contain the basic core info that our directors need to learn to function at a basic level to be successful in their role. Our directors can reference any of the info at any time but we assign only a few modules a week where they learn the info in great detail. After the course is completed online, our consultants complete a skills validation to ensure what they learned is applied. We allow 90 days to complete their orientation modules.

After they complete their orientation modules, they can move on to other company or LTCAdmissionsCoach.com designed courses so they can continue to learn throughout their career.

We train using steps.

- 1. Orientation*
- 2. Education*
- 3. Application*
- 4. Validation*

This "chunked" learning approach provides a steady flow of information at a pace that is conducive to information retention.

What value has it brought to you and your company in having LTCAdmissionsCoach.com Learning Management System for marketing training and corporate education?

Training has become more methodical. Using the quiz function, we set up course completion acknowledgements so there is never a question on whether they have been trained or not.

As policies are updated, in the past, it was difficult to update all the manuals in the different buildings, now we just update and upload and send out a link.

No more paper policies sent out or expensive manuals to build. Everything is managed online.

As a manager, I can track the consultants training of the individual directors to ensure nothing is missed. Have seen a great reduction in the "I didn't know!"

Have you seen a direct increase in census due to the ongoing training of the marketing modules that LTCAdmissionsCoach.com has provided to you?

It's hard to directly tie a tool like this to census but as we identify trends, we can quickly send them a link to take a training module tied to the issue.

For example, in FastTracLeads.com (Referral Management System), if we notice that our conversion is down but we are getting a good amount of tours, that tells me that director needs more training on how to give effective tours and closing. I can send them a link to get either additional training on those subjects.

What value do you see in having LTCAdmissionsCoach.com learning modules and how will you use it to continue to educate your staff in sales and marketing?

At ASC, we focus on our own ASC designed orientation modules in the first 90 days. That is one of the great things about this system... is we can do that! However, for their continued education, having the LTCAdmissionsCoach.com designed marketing and sales courses ensure our directors have access to interesting and challenging courses to assist them to continue to grow and develop into successful sales and marketing directors.

We recommend incentivizing the continuing education. For example, once our directors complete their orientation module they

are a Bronze Level Director. Once they complete an additional 10 classes and the consultants validate implementation, they become Silver Level Director and receive a prize. Once they complete an additional 10 classes that are validated then they become a gold level director and receive another prize.

Then after another 10 classes validated, they become a platinum level director with our grand prize. There is great prestige attached to being a platinum level director.

Using FastTracLeads.com has provided my company with?? (the ability to, an opportunity to, a streamlined process for, etc)

We track pretty much the same information we have always tracked but the ability to access and build custom reports quicker and easier has been incredible.

Coming from a previous excel system, having the ability to see live info online has allowed us as a management company to provide support based on current information instead of old info.

No more waiting until the middle of the next month to see the roll up reports. We can provide support in a more time efficient manner effecting trends positively quicker.

When I compared other RMS systems during my due diligence process I chose FastTracLeads.com over other competitors because.....?

I chose FastTrac because of their ability to customize fields and create custom reports. I did not find industry specific referral management software that had the reports we need to run our corporate referral management needs.

The value I see in using [FastTracLeads.com](https://www.fasttracleads.com) for our company now and in the future is....?

Because the system can evolve with us, we are comforted knowing that as we develop new focuses, we can simply add additional collection fields to help us track whatever information we need.

How has [FastTracLeads.com](https://www.fasttracleads.com) helped you as the Marketing Director in trending, market analysis and focus on marketing planning?

Our Marketing Plans have a direct correlation to the data the FastTrac provides. We train our directors that the data directs our plan. This prevents a great deal of guessing out of our marketing plans and we become more efficient with our marketing dollars.

Has [FastTracLeads.com](https://www.fasttracleads.com) helped you to increase census either in volume as a company or by individual facilities since your inception date and can you give examples? (volume, quality of referrals, tour rate increases, increases in marketing quality, etc)

I don't believe any software program can help you "increase census" but what FastTracLeads.com does is gives us the **business intelligence** we need to react quicker to trends bringing back the positive outcomes we need.

Would you recommend a senior care company to contract with [FastTracLeads.com](https://www.fasttracleads.com) and why?

Yes! The main reason that I chose FastTracLeads.com was because of their capability to customize. With all our very picky specific requests, they worked with us to accomplish what we needed all in a very pleasant and efficient manner.