

# **Always Best Care® Senior Services**

## **Assisted Living Placement Survey Among Franchisees **Who Had** ALP Revenue in 2014**

**Survey Conducted: Dec 2014/Jan 2015  
Results Tabulated: Jan 9, 2015**

## Have Revenue

Customer Feedback

Summary Design Survey Collect Responses Analyze Results

- Overview
- Recipients
- Messages
- Change Settings
- Change Restrictions
- Close Collector Now

Email Invitation 1 Edit

STATUS: OPEN

### Edit Recipients

← Back To Overview

#### Recipient Summary

Sent	54
Unresponded	14 <a href="#">Send Reminder Email</a>
Responded	40
Partial/Complete	2 / 38
Opted Out	0
Bounced	0
Unsent	0

You can also:

- + Add Recipients
- x Remove Recipients in Bulk
- Download Recipients

#### Display

#### Search

All Recipients 250 per page

Email Address Search

Opt-Out	Sent Msg	Responded	Email Address	First name	Last name	Custom Value 1
✓	✉	★	aencarnacion@abc-seniors.com			
✓	✉	★	ascruggs@abc-seionrs.com			
✓	✉	★	bjhufgard@abc-seniors.com			
✓	✉	★	bkammerer@alwaysbestcare.com			
✓	✉	★	bmcglothlin@abc-seniors.com			
✓	✉	★	bmeyer@abc-seniors.com			
✓	✉	★	bparrish@abc-seniors.com			
✓	✉	★	bschumacher@abc-seniors.com			
✓	✉	★	bzwack@abc-seniors.com			
✓	✉	★	cakins@abc-seniors.com			
✓	✉	★	cbianco@abc-seniors.com			
✓	✉	★	cconaghan@abc-seniors.com			
✓	✉	★	cjones@abc-seniors.com			
✓	✉	★	cmathis@abc-seniors.com			
✓	✉	★	dchitwood@abc-seniors.com			
✓	✉	★	dkidd@abc-seniors.com			
✓	✉	★	dnett@abc-seniors.com			
✓	✉	★	ehall@abc-seniors.com			
✓	✉	★	enichols@abc-seniors.com			
✓	✉	★	gburbank@abc-seniors.com			
✓	✉	★	ijermaine@abc-seniors.com			
✓	✉	★	jbrandt@abc-seniors.com			
✓	✉	★	jmanuso@abc-seniors.com			
✓	✉	★	jshifflett@abc-seniors.com			
✓	✉	★	lhancock@abc-seniors.com			
✓	✉	★	lmckay@abc-seniors.com			
✓	✉	★	lnelson@abc-seniors.com			
✓	✉	★	lramezani@abc-seniors.com			
✓	✉	★	lwages@abc-seniors.com			
✓	✉	★	mbruno@abc-seniors.com			
✓	✉	★	mdavis@abc-seniors.com			
✓	✉	★	mgardner@abc-seniors.com			
✓	✉	★	mlorenzana@abc-seniors.com			
✓	✉	★	mmanzolemb@abc-seniors.com			
✓	✉	★	nbhatnagar@abc-seniors.com			
✓	✉	★	ngoll@abc-seniors.com			
✓	✉	★	nrhodes@abc-seniors.com			
✓	✉	★	pdavidson@abc-seniors.com			
✓	✉	★	pstringer@abc-seniors.com			
✓	✉	★	rhenoch@abc-seniors.com			
✓	✉	★	rprouty@abc-seniors.com			
✓	✉	★	sdas@abc-seniors.com			
✓	✉	★	sgregory@abc-seniors.com			
✓	✉	★	smaguire@abc-seniors.com			
✓	✉	★	ssnell@abc-seniors.com			
✓	✉	★	swhitemore@abc-seniors.com			
✓	✉	★	tmisiuk@abc-seniors.com			
✓	✉	★	trestivo@abc-seniors.com			
✓	✉	★	tsilver@abc-seniors.com			
✓	✉	★	tsmiley@abc-seniors.com			
✓	✉	★	twarlick@abc-seniors.com			
✓	✉	★	wdantuma@abc-seniors.com			
✓	✉	★	wlong@abc-seniors.com			
✓	✉	★	wortale@abc-seniors.com			

Showing 1 - 54 of 54

**Q1 Approximately, how many hospitals are in your territory. If you do not know, please type N/A.**

Answered: 43 Skipped: 1

Answer Choices	Responses
Quantity	100.00% 43

#	Quantity	Date
1	2	1/8/2015 12:20 PM
2	1	1/7/2015 5:27 PM
3	9	1/7/2015 8:28 AM
4	4	1/6/2015 6:47 PM
5	6	1/6/2015 9:07 AM
6	2	1/6/2015 9:07 AM
7	1	1/6/2015 7:24 AM
8	3	1/6/2015 6:44 AM
9	4	1/6/2015 5:45 AM
10	6-8	1/6/2015 5:34 AM
11	1	1/6/2015 4:59 AM
12	3	1/5/2015 9:38 PM
13	4	1/5/2015 5:54 PM
14	1	1/5/2015 5:48 PM
15	3	1/5/2015 5:04 PM
16	N/A	1/4/2015 9:14 PM
17	2	1/3/2015 7:02 AM
18	5	12/31/2014 4:21 AM
19	3	12/30/2014 11:05 AM
20	4 systems across 11 campuses	12/30/2014 10:04 AM
21	3	12/30/2014 8:44 AM
22	2	12/29/2014 3:21 PM
23	7	12/28/2014 12:05 PM
24	10	12/26/2014 12:02 PM
25	2	12/23/2014 2:07 PM
26	2	12/23/2014 8:46 AM
27	3	12/14/2014 12:32 PM
28	5	12/9/2014 10:00 PM
29	6	12/9/2014 2:53 PM

30	2	12/9/2014 11:09 AM
31	5	12/8/2014 8:35 PM
32	15-20	12/6/2014 7:37 PM
33	3	12/6/2014 7:10 AM
34	6	12/5/2014 9:56 PM
35	1	12/5/2014 6:43 PM
36	5	12/5/2014 4:56 PM
37	1	12/5/2014 4:49 PM
38	4	12/5/2014 4:43 PM
39	30	12/5/2014 4:06 PM
40	4	12/5/2014 3:57 PM
41	5	12/5/2014 3:51 PM
42	3	12/5/2014 3:13 AM
43	12	12/4/2014 11:27 PM

**Q2 Approximately, how many SNFs are in your territory? If you do not know, please type N/A.**

Answered: 43 Skipped: 1

Answer Choices	Responses
Quantity	100.00% 43

#	Quantity	Date
1	3	1/8/2015 12:20 PM
2	14	1/7/2015 5:27 PM
3	14	1/7/2015 8:28 AM
4	8	1/6/2015 6:47 PM
5	30	1/6/2015 9:07 AM
6	10	1/6/2015 9:07 AM
7	4	1/6/2015 7:24 AM
8	12	1/6/2015 6:44 AM
9	10	1/6/2015 5:45 AM
10	20+	1/6/2015 5:34 AM
11	8	1/6/2015 4:59 AM
12	4	1/5/2015 9:38 PM
13	8	1/5/2015 5:54 PM
14	8	1/5/2015 5:48 PM
15	6	1/5/2015 5:04 PM
16	N/A	1/4/2015 9:14 PM
17	20	1/3/2015 7:02 AM
18	35	12/31/2014 4:21 AM
19	5	12/30/2014 11:05 AM
20	25	12/30/2014 10:04 AM
21	11	12/30/2014 8:44 AM
22	10	12/29/2014 3:21 PM
23	15	12/28/2014 12:05 PM
24	36	12/26/2014 12:02 PM
25	11	12/23/2014 2:07 PM
26	8	12/23/2014 8:46 AM
27	6	12/14/2014 12:32 PM
28	8	12/9/2014 10:00 PM
29	15	12/9/2014 2:53 PM

30	3	12/9/2014 11:09 AM
31	14	12/8/2014 8:35 PM
32	45	12/6/2014 7:37 PM
33	3	12/6/2014 7:10 AM
34	14	12/5/2014 9:56 PM
35	7	12/5/2014 6:43 PM
36	16	12/5/2014 4:56 PM
37	7	12/5/2014 4:49 PM
38	8	12/5/2014 4:43 PM
39	82	12/5/2014 4:06 PM
40	Na	12/5/2014 3:57 PM
41	23	12/5/2014 3:51 PM
42	19	12/5/2014 3:13 AM
43	30	12/4/2014 11:27 PM

**Q3 Approximately, how many senior living communities (adult family care homes, residential/room & board homes, retirement/independent living, assisted living, memory care, CCRC) are in your marketing area? If you do not know, please type N/A.**

Answered: 42 Skipped: 2

Answer Choices	Responses
Quantity	100.00% 42

#	Quantity	Date
1	17	1/8/2015 12:20 PM
2	8	1/7/2015 5:27 PM
3	14	1/7/2015 8:28 AM
4	100	1/6/2015 6:47 PM
5	40	1/6/2015 9:07 AM
6	12-15	1/6/2015 9:07 AM
7	30	1/6/2015 7:24 AM
8	60	1/6/2015 6:44 AM
9	15	1/6/2015 5:45 AM
10	150+	1/6/2015 5:34 AM
11	16	1/6/2015 4:59 AM
12	35	1/5/2015 5:54 PM
13	12	1/5/2015 5:48 PM
14	62	1/5/2015 5:04 PM
15	N/A	1/4/2015 9:14 PM
16	Over 100	1/3/2015 7:02 AM
17	40	12/31/2014 4:21 AM
18	13	12/30/2014 11:05 AM
19	40	12/30/2014 10:04 AM
20	150	12/30/2014 8:44 AM
21	25	12/29/2014 3:21 PM
22	30	12/28/2014 12:05 PM
23	23	12/26/2014 12:02 PM
24	na	12/23/2014 2:07 PM
25	20	12/23/2014 8:46 AM
26	50	12/14/2014 12:32 PM

27	about 260	12/9/2014 10:00 PM
28	50	12/9/2014 2:53 PM
29	20	12/9/2014 11:09 AM
30	n/a	12/8/2014 8:35 PM
31	85	12/6/2014 7:37 PM
32	50+	12/6/2014 7:10 AM
33	300	12/5/2014 9:56 PM
34	8	12/5/2014 6:43 PM
35	83	12/5/2014 4:56 PM
36	10	12/5/2014 4:49 PM
37	20	12/5/2014 4:43 PM
38	700+	12/5/2014 4:06 PM
39	Na	12/5/2014 3:57 PM
40	N/A	12/5/2014 3:51 PM
41	80	12/5/2014 3:13 AM
42	720	12/4/2014 11:27 PM



### Q4 What is the approximate senior population In your marketing area?

Answered: 35 Skipped: 9

Answer Choices	Responses
Population	100.00% 35

#	Population	Date
1	35000	1/8/2015 12:20 PM
2	28000	1/7/2015 5:27 PM
3	20,000	1/7/2015 8:28 AM
4	n/a	1/6/2015 6:47 PM
5	unknown	1/6/2015 9:07 AM
6	N/A	1/6/2015 7:24 AM
7	235,000	1/6/2015 6:44 AM
8	?	1/6/2015 5:45 AM
9	high	1/6/2015 5:34 AM
10	Don't know	1/6/2015 4:59 AM
11	33500	1/5/2015 5:54 PM
12	n/a	1/5/2015 5:04 PM
13	N/A	1/4/2015 9:14 PM
14	140,000 who are 65+	1/3/2015 7:02 AM
15	15%	12/31/2014 4:21 AM
16	110,000	12/30/2014 10:04 AM
17	60,000	12/30/2014 8:44 AM
18	na	12/29/2014 3:21 PM
19	150000	12/26/2014 12:02 PM
20	40000	12/23/2014 2:07 PM
21	N/A	12/23/2014 8:46 AM
22	20,000+	12/14/2014 12:32 PM
23	113,000 (65 and above)	12/9/2014 10:00 PM
24	n/a	12/9/2014 11:09 AM
25	35,000	12/8/2014 8:35 PM
26	22.6%	12/6/2014 7:37 PM
27	n/a	12/6/2014 7:10 AM
28	~250,000	12/5/2014 9:56 PM
29	?	12/5/2014 6:43 PM
30	don't know	12/5/2014 4:56 PM

31	n/a	12/5/2014 4:43 PM
32	191,037	12/5/2014 4:06 PM
33	Na	12/5/2014 3:57 PM
34	70,000	12/5/2014 3:51 PM
35	?	12/5/2014 3:13 AM

**Q5 Approximately, how many senior community agreements do you have in your marketing area, including national contracts?**

Answered: 41 Skipped: 3

Answer Choices	Responses
Agreements	100.00% 41

#	Agreements	Date
1	8	1/8/2015 12:20 PM
2	10	1/7/2015 5:27 PM
3	70	1/7/2015 8:28 AM
4	25	1/6/2015 6:47 PM
5	15	1/6/2015 9:07 AM
6	10	1/6/2015 9:07 AM
7	7	1/6/2015 7:24 AM
8	30	1/6/2015 6:44 AM
9	10	1/6/2015 5:45 AM
10	75+	1/6/2015 5:34 AM
11	14	1/6/2015 4:59 AM
12	33	1/5/2015 5:54 PM
13	14	1/5/2015 5:04 PM
14	N/A	1/4/2015 9:14 PM
15	Approximately 20. We have many Sunrise communities. Many of which we would not refer to.	1/3/2015 7:02 AM
16	17	12/31/2014 4:21 AM
17	3	12/30/2014 11:05 AM
18	20	12/30/2014 10:04 AM
19	100	12/30/2014 8:44 AM
20	24	12/29/2014 3:21 PM
21	6	12/28/2014 12:05 PM
22	8	12/26/2014 12:02 PM
23	40	12/23/2014 2:07 PM
24	0	12/23/2014 8:46 AM
25	10+	12/14/2014 12:32 PM
26	approx 180	12/9/2014 10:00 PM
27	40	12/9/2014 2:53 PM
28	13	12/9/2014 11:09 AM

29	12	12/8/2014 8:35 PM
30	45	12/6/2014 7:37 PM
31	20+	12/6/2014 7:10 AM
32	172	12/5/2014 9:56 PM
33	7	12/5/2014 6:43 PM
34	14	12/5/2014 4:56 PM
35	8	12/5/2014 4:49 PM
36	15	12/5/2014 4:43 PM
37	500+	12/5/2014 4:06 PM
38	Na	12/5/2014 3:57 PM
39	7	12/5/2014 3:51 PM
40	60	12/5/2014 3:13 AM
41	600	12/4/2014 11:27 PM

## Q6 Approximately, how many senior community agreements you have personally obtained?

Answered: 42 Skipped: 2

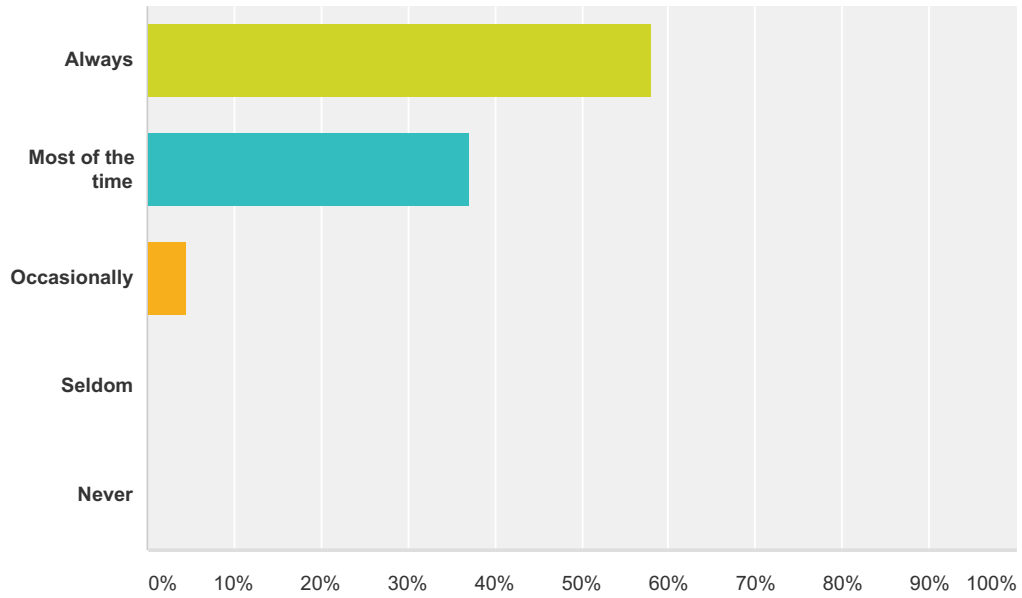
Answer Choices	Responses
Agreements	100.00% 42

#	Agreements	Date
1	12	1/8/2015 12:20 PM
2	5	1/7/2015 5:27 PM
3	66	1/7/2015 8:28 AM
4	12	1/6/2015 6:47 PM
5	12	1/6/2015 9:07 AM
6	5	1/6/2015 9:07 AM
7	2	1/6/2015 7:24 AM
8	6	1/6/2015 6:44 AM
9	10	1/6/2015 5:45 AM
10	30+	1/6/2015 5:34 AM
11	5 (2 are handshake agreements)	1/6/2015 4:59 AM
12	20	1/5/2015 5:54 PM
13	5	1/5/2015 5:48 PM
14	13	1/5/2015 5:04 PM
15	N/A	1/4/2015 9:14 PM
16	approximately 6 or 7. It's a challenge to get the agreements in place.	1/3/2015 7:02 AM
17	6	12/31/2014 4:21 AM
18	3	12/30/2014 11:05 AM
19	17	12/30/2014 10:04 AM
20	50	12/30/2014 8:44 AM
21	18	12/29/2014 3:21 PM
22	6	12/28/2014 12:05 PM
23	6	12/26/2014 12:02 PM
24	40	12/23/2014 2:07 PM
25	0	12/23/2014 8:46 AM
26	9+	12/14/2014 12:32 PM
27	approx 120	12/9/2014 10:00 PM
28	35	12/9/2014 2:53 PM
29	7	12/9/2014 11:09 AM

30	11	12/8/2014 8:35 PM
31	34	12/6/2014 7:37 PM
32	15+	12/6/2014 7:10 AM
33	155	12/5/2014 9:56 PM
34	4	12/5/2014 6:43 PM
35	9	12/5/2014 4:56 PM
36	5	12/5/2014 4:49 PM
37	12	12/5/2014 4:43 PM
38	500+	12/5/2014 4:06 PM
39	All	12/5/2014 3:57 PM
40	1	12/5/2014 3:51 PM
41	60	12/5/2014 3:13 AM
42	600	12/4/2014 11:27 PM

### Q7 When presenting to/or meeting with a referral source, how often do you present a range of options including placement as opposed to home care only?

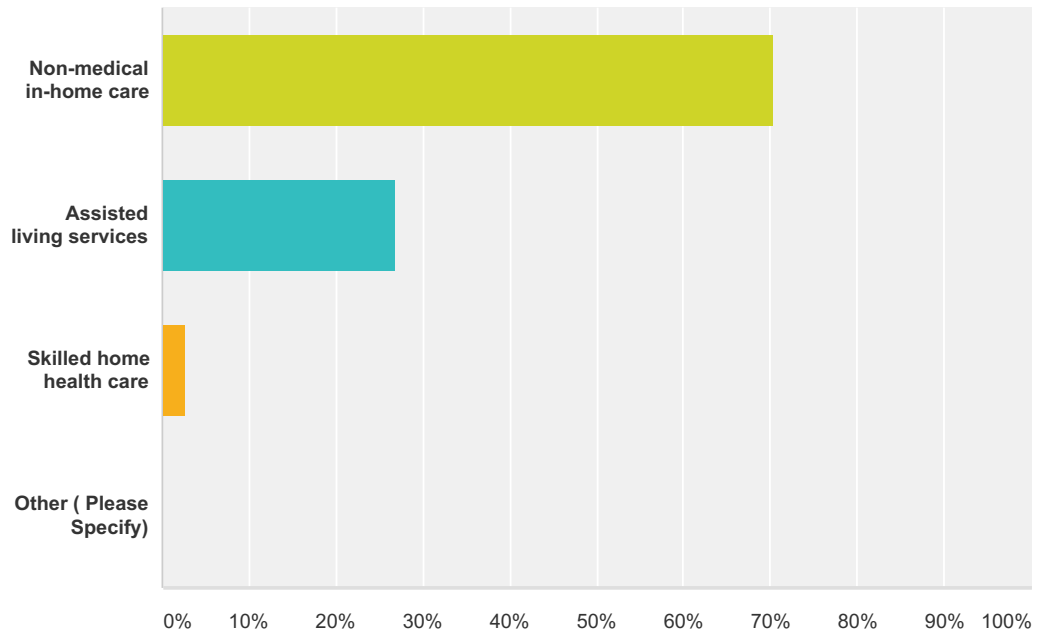
Answered: 43 Skipped: 1



Answer Choices	Responses	Count
Always	58.14%	25
Most of the time	37.21%	16
Occasionally	4.65%	2
Seldom	0.00%	0
Never	0.00%	0
<b>Total</b>		<b>43</b>

### Q8 What do you typically talk about first?

Answered: 37 Skipped: 7

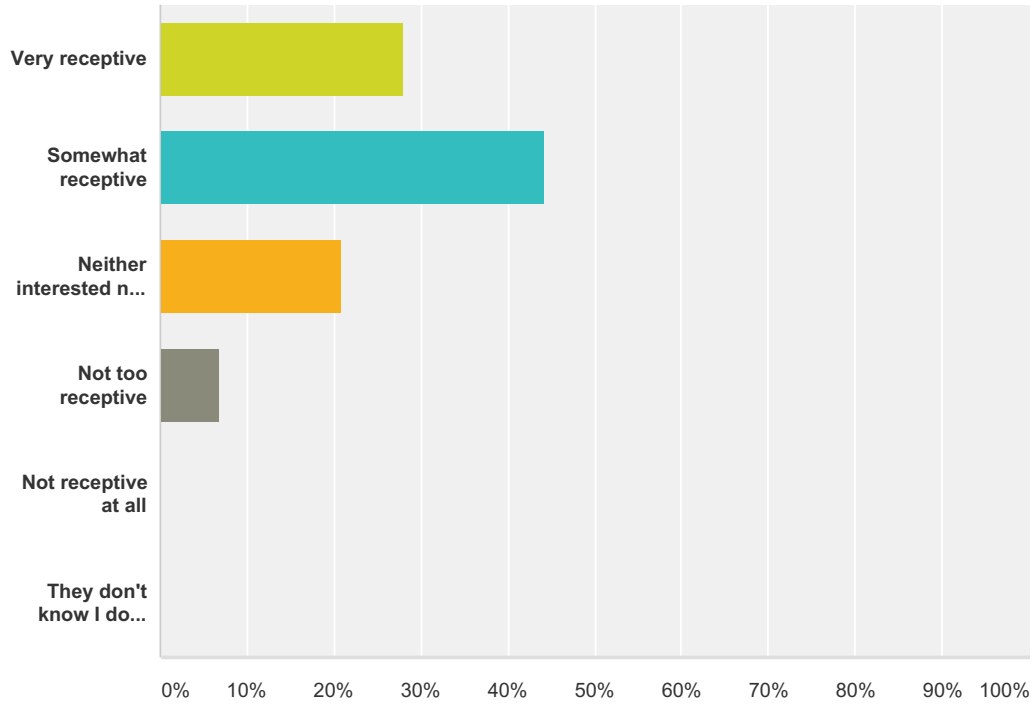


Answer Choices	Responses	
Non-medical in-home care	70.27%	26
Assisted living services	27.03%	10
Skilled home health care	2.70%	1
Other ( Please Specify)	0.00%	0
<b>Total</b>		<b>37</b>



### Q9 Generally, how receptive are the referral sources to an offer to help find assisted living for their patients?

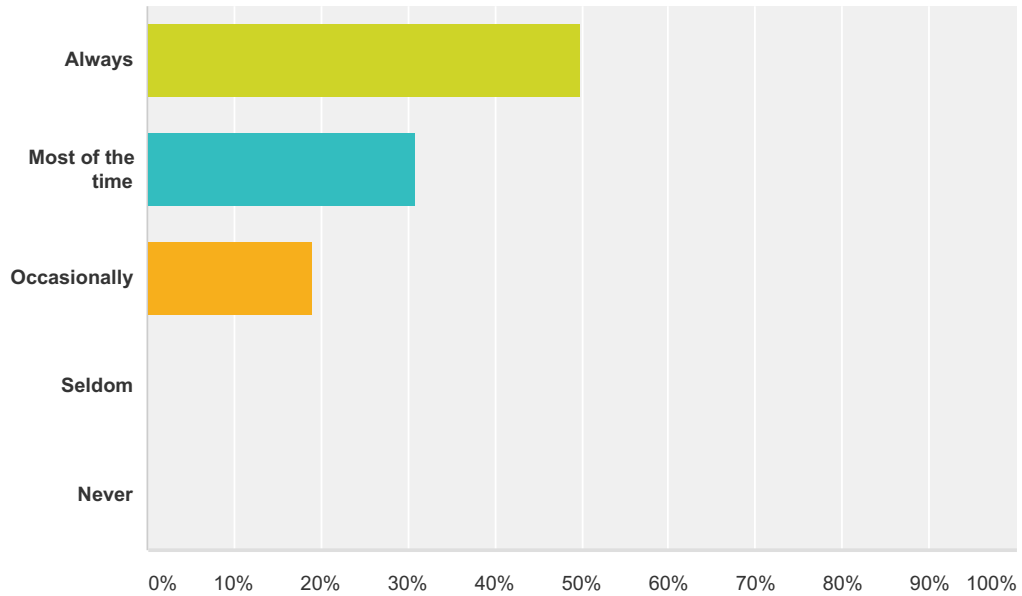
Answered: 43 Skipped: 1



Answer Choices	Responses
Very receptive	27.91% 12
Somewhat receptive	44.19% 19
Neither interested nor disinterested	20.93% 9
Not too receptive	6.98% 3
Not receptive at all	0.00% 0
They don't know I do placement	0.00% 0
<b>Total</b>	<b>43</b>

### Q10 When presenting to/or meeting with a potential client, how often do you present a range of options including placement as opposed to home care only?

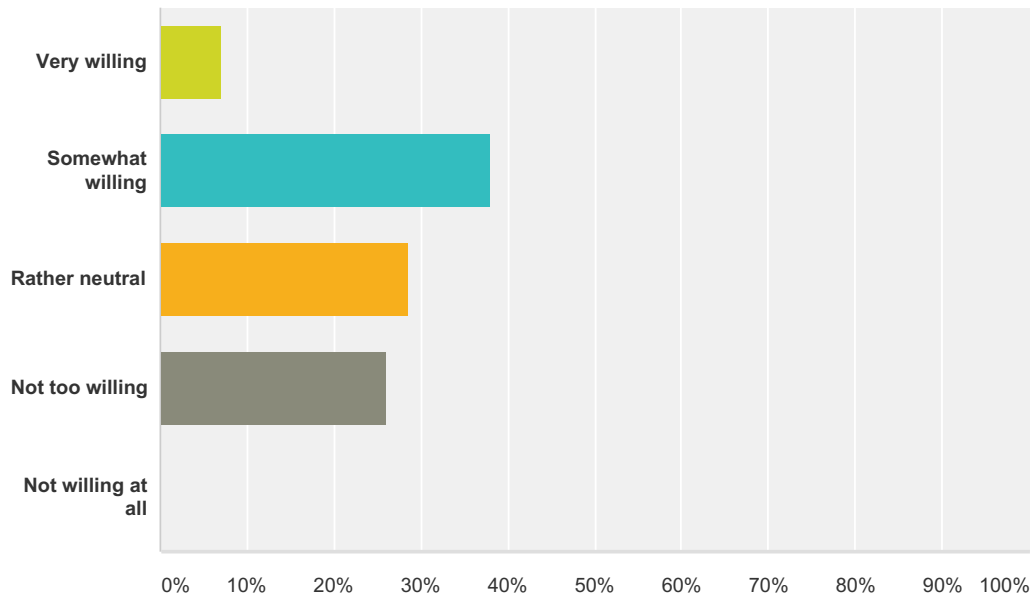
Answered: 42 Skipped: 2



Answer Choices	Responses	Count
Always	50.00%	21
Most of the time	30.95%	13
Occasionally	19.05%	8
Seldom	0.00%	0
Never	0.00%	0
<b>Total</b>		<b>42</b>

### Q11 Generally, how willing are the potential clients to consider assisted living as an alternative to meet their needs?

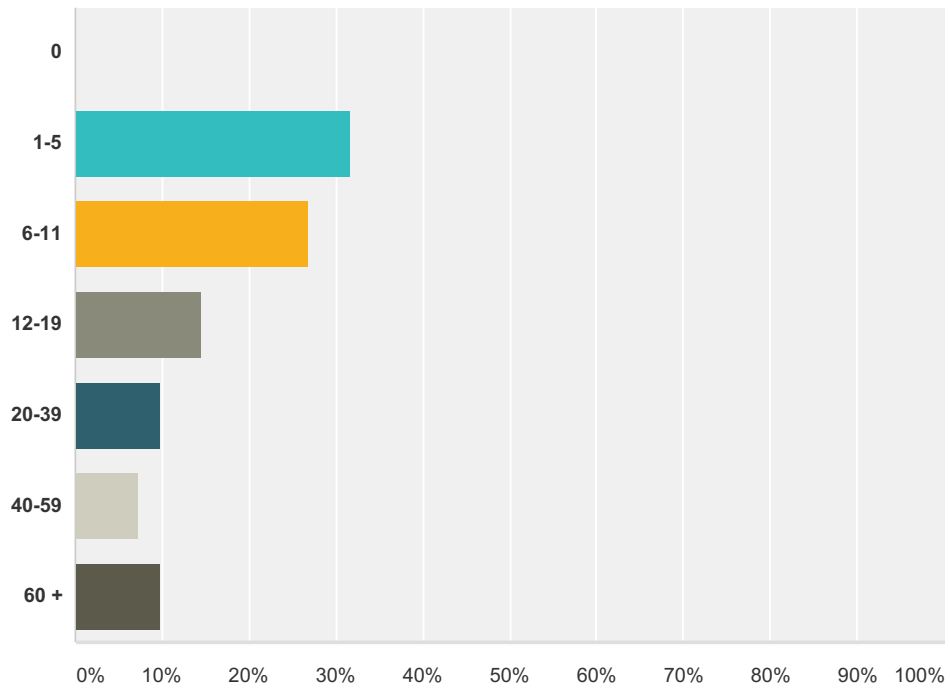
Answered: 42 Skipped: 2



Answer Choices	Responses
Very willing	7.14% 3
Somewhat willing	38.10% 16
Rather neutral	28.57% 12
Not too willing	26.19% 11
Not willing at all	0.00% 0
<b>Total</b>	<b>42</b>

### Q12 How many placement leads or prospects (including clients) have you received or generated this year?

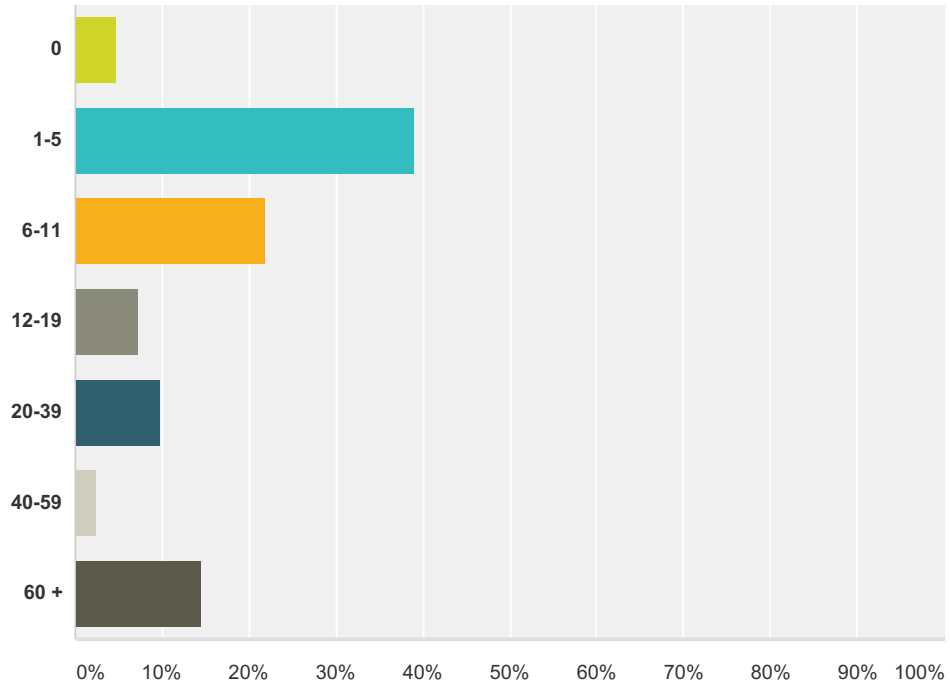
Answered: 41 Skipped: 3



Answer Choices	Responses
0	0.00% 0
1-5	31.71% 13
6-11	26.83% 11
12-19	14.63% 6
20-39	9.76% 4
40-59	7.32% 3
60 +	9.76% 4
<b>Total</b>	<b>41</b>

### Q13 How many family meetings have you held where you discussed placement services this year?

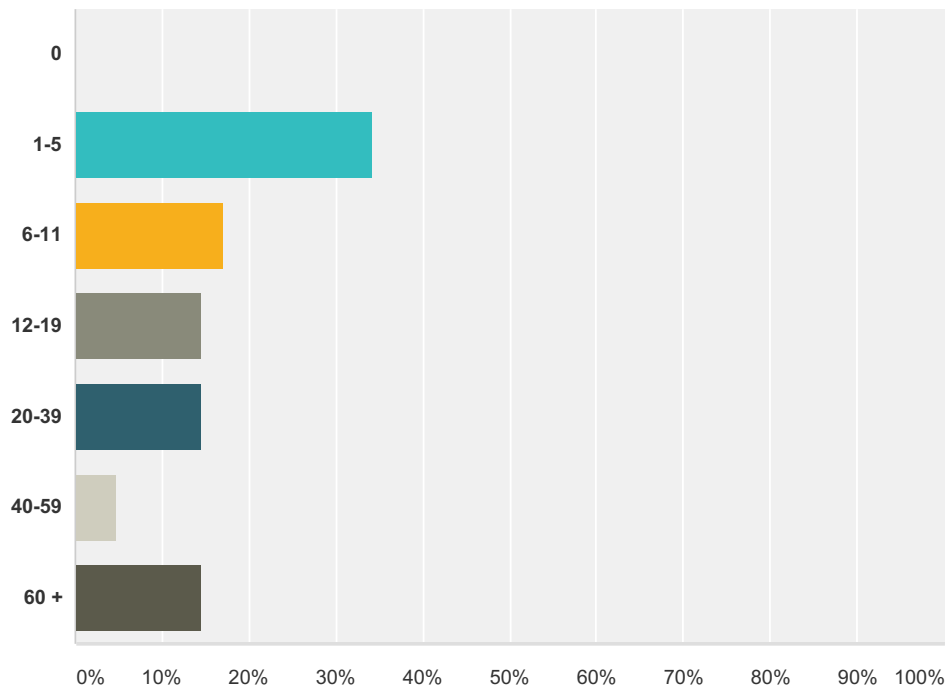
Answered: 41 Skipped: 3



Answer Choices	Responses
0	4.88% 2
1-5	39.02% 16
6-11	21.95% 9
12-19	7.32% 3
20-39	9.76% 4
40-59	2.44% 1
60 +	14.63% 6
<b>Total</b>	<b>41</b>

### Q14 How many client community tours have you conducted in the past year?

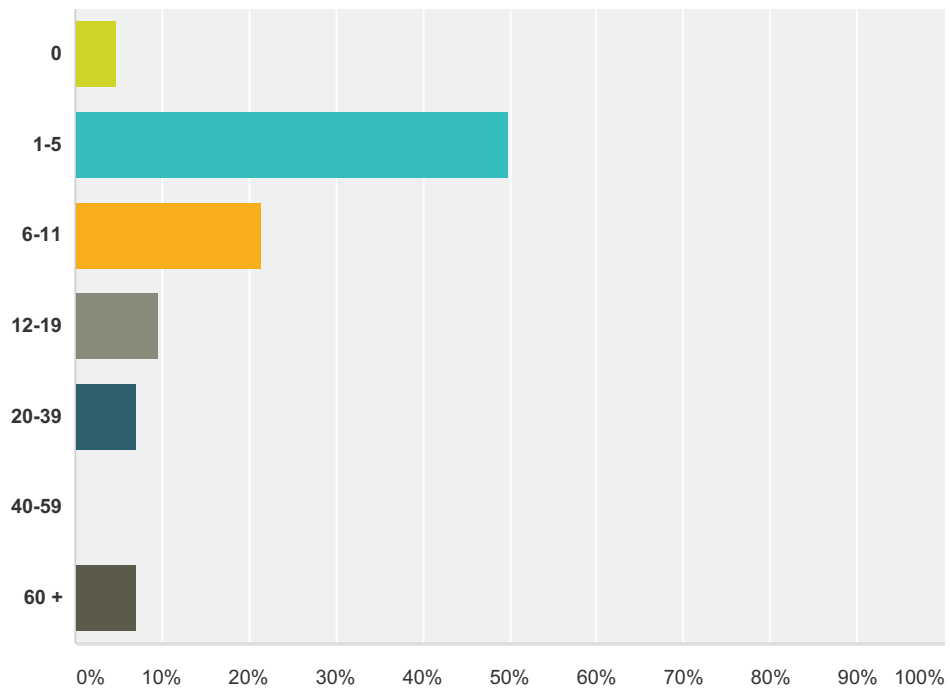
Answered: 41 Skipped: 3



Answer Choices	Responses
0	0.00% 0
1-5	34.15% 14
6-11	17.07% 7
12-19	14.63% 6
20-39	14.63% 6
40-59	4.88% 2
60 +	14.63% 6
<b>Total</b>	<b>41</b>

### Q15 How many placements have you done this year?

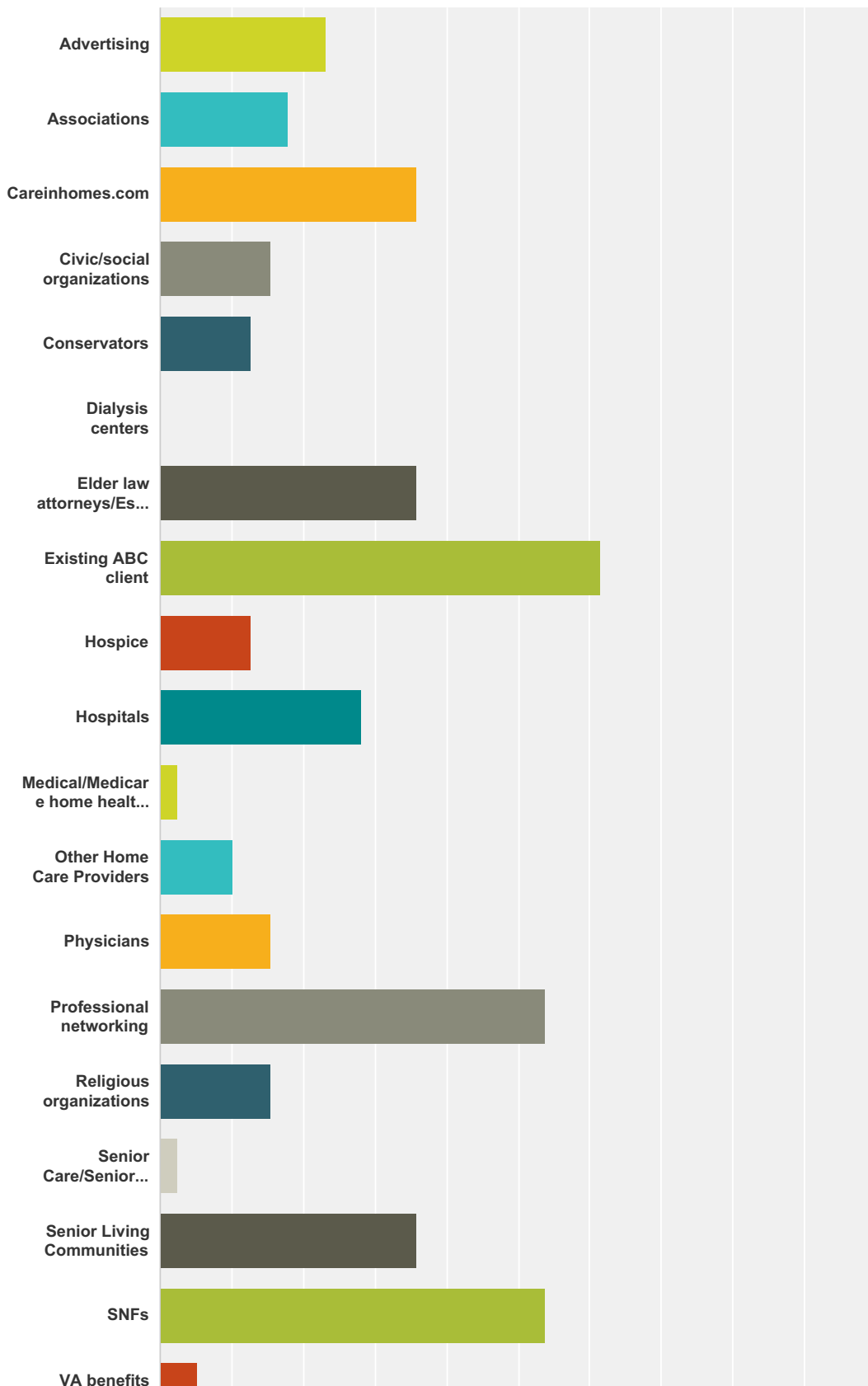
Answered: 42 Skipped: 2



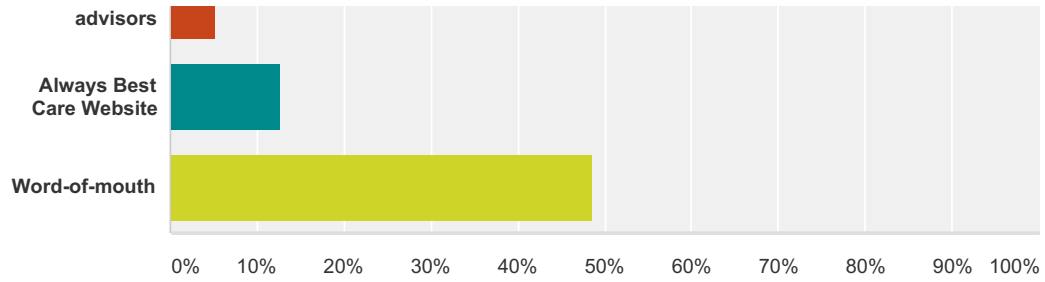
Answer Choices	Responses
0	4.76% 2
1-5	50.00% 21
6-11	21.43% 9
12-19	9.52% 4
20-39	7.14% 3
40-59	0.00% 0
60 +	7.14% 3
<b>Total</b>	<b>42</b>

### Q16 Where do you get referrals or leads for placement clients?

Answered: 39 Skipped: 5



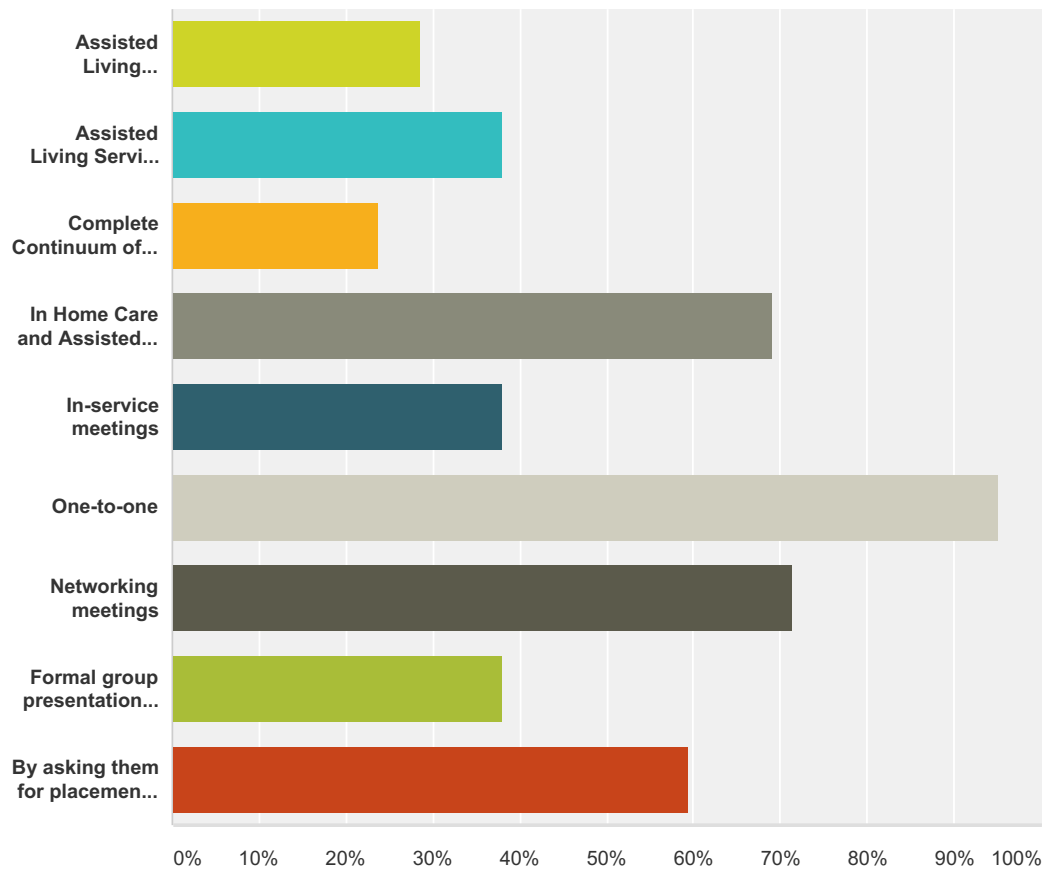




Answer Choices	Responses
Advertising	23.08% 9
Associations	17.95% 7
Careinhomes.com	35.90% 14
Civic/social organizations	15.38% 6
Conservators	12.82% 5
Dialysis centers	0.00% 0
Elder law attorneys/Estate planning attorneys	35.90% 14
Existing ABC client	61.54% 24
Hospice	12.82% 5
Hospitals	28.21% 11
Medical/Medicare home health agencies	2.56% 1
Other Home Care Providers	10.26% 4
Physicians	15.38% 6
Professional networking	53.85% 21
Religious organizations	15.38% 6
Senior Care/Senior housing websites	2.56% 1
Senior Living Communities	35.90% 14
SNFs	53.85% 21
VA benefits advisors	5.13% 2
Always Best Care Website	12.82% 5
Word-of-mouth	48.72% 19
<b>Total Respondents: 39</b>	

### Q17 How do you educate referral sources about your placement services?

Answered: 42 Skipped: 2



Answer Choices	Responses
Assisted Living Placement Services flyer	28.57% 12
Assisted Living Services brochures	38.10% 16
Complete Continuum of Care flyer	23.81% 10
In Home Care and Assisted Living Placement Brochure	69.05% 29
In-service meetings	38.10% 16
One-to-one	95.24% 40
Networking meetings	71.43% 30
Formal group presentations on ABC scope services	38.10% 16
By asking them for placement services referrals	59.52% 25
<b>Total Respondents: 42</b>	

## Q18 In your opinion what obstacles exist to growing your placement activity?

Answered: 38 Skipped: 6

#	Responses	Date
1	Market awareness of the availability of placement services.	1/8/2015 12:24 PM
2	Education of Discharge Planners/Social Workers. I always present this service, but still hear from DPs "Oh, I forgot that you do that". Maybe this is my issue, but I have not found a solution.	1/7/2015 5:50 PM
3	Many placement agencies, some known on a national level. Many home care agencies also doing placement. Most care management referral companies do placement themselves. Some SNF own the own agencies and / or communities.	1/7/2015 10:45 AM
4	obtaining leads and obtaining leads that can afford to move.	1/6/2015 6:55 PM
5	Better marketing materials that the public can understand.	1/6/2015 9:12 AM
6	I focus on IHC more than placement	1/6/2015 9:09 AM
7	Education. I think clients thing they can do a better job.	1/6/2015 7:29 AM
8	People	1/6/2015 6:47 AM
9	Small market; lack of choices/options (use to doing it themselves).	1/6/2015 5:54 AM
10	1. Most of the time people have multiple family members and have already looked around a bit before we get to them, which means their name is already all over town and we can spin our wheels and likely not get paid. 2. Everybody does placement here, it's oversaturated. Not many actually make a living off of it though. 3. Brookdale accounts for 60% of the ALCs in the area, they refer internally.	1/6/2015 5:39 AM
11	The amount of time the in-home care/staffing side of the business takes up.	1/6/2015 5:07 AM
12	Place for mom Confusion about "Placement" Working with "pro-active" family members	1/5/2015 9:41 PM
13	In general the public is NOT aware that this type of service exists. When someone initially has to find assisted living their 1st stop is the internet and invariably they stumble onto APFM and get bombarded. Educating consumers that this service exists and creating an engine that captures them during their initial web-search is probably biggest obstacle.	1/5/2015 6:12 PM
14	no matter how hard I try---people still go on internet first and think of us second or not at all---APFM kills us!!!	1/5/2015 5:55 PM
15	People wait until a crisis has occurred to seek assistance and therefore they lash about blindly - sometimes several family members will be seeking answers without coordinating with each other. By the time they reach me, there are already contacts made at most of the published ALCs who see no point in paying a referral fee when the prospect had already approached them directly.	1/5/2015 5:42 PM
16	Just need to focus on this service with a marketing individual who only markets this service. Referral sources generally only refer one type of client to you... kind of places you in a box.	1/4/2015 9:19 PM
17	In my area, there is increased competition with placement. Some of the communities are hesitant to sign contracts with multiple companies. On the west coast, placement is the norm. Getting the communities to understand the value of having an additional marketing avenue is important, but I am not sure that they see that. The biggest concern is that we are an additional "cost" to them. Another obstacle is that clients do some research and contact the communities before they contact us. How do we get in front of the clients before they begin their research? I also struggle because social workers and geriatric care managers already help to place families. How do we show the value of our business to them? We are free. In the case of care managers, they charge a fee for the services. We are threatening to them. Is there a good way to approach them?	1/3/2015 7:22 AM
18	I have found placement services to be somewhat risky. There is a significant time investment involved and many things can prevent a placement from happening. One issue in particular is that seniors love not being charged for a service-- but if they have no "skin in the game", they can change their minds, or start calling communities on their own, or a well meaning family member can go online and sign up with apfm....I have seriously considered charging a \$500 retainer fee refundable upon move in, just to cover the cost of my time.	12/31/2014 4:34 AM

19	Educating the community on this service, being top-of-mind when someone brings up AL or IL senior living options or goals so they say "go to ABC first before you go anywhere", and overcoming the natural tendency for referral sources and the community to refer directly to their colleagues and contacts at an ALC or ILC.	12/30/2014 10:17 AM
20	Other agencies / competition	12/30/2014 8:47 AM
21	National advertising going against APFM, Care Scout, Care Patrol, etc.	12/29/2014 3:28 PM
22	A Place For Mom	12/28/2014 12:08 PM
23	The over whelming majority of our clients prefer to stay in their own homes. Some are concerned that we will only promote AL communities with whom we have contracts.	12/26/2014 12:12 PM
24	Time	12/23/2014 2:09 PM
25	APFM has majority of market- and those that have a bad taste about APFM don't want to try other referral services.	12/14/2014 12:38 PM
26	Rising cost of labor in my area.	12/9/2014 10:04 PM
27	Families are hard to corral. Each member is helping and contacting communities.	12/9/2014 2:56 PM
28	time required for tours, time required for marketing to referral sources.	12/9/2014 11:16 AM
29	Talking to the correct SNF's. I find most only have SSI patients.	12/8/2014 8:40 PM
30	Not enough time or staff	12/6/2014 7:48 PM
31	time	12/6/2014 7:13 AM
32	Human resources; marketing and placement coordination. Compensation structure?	12/5/2014 10:07 PM
33	Not enough national agreements. Weak sales and administration tools. (A spreadsheet. Really?) Poor lead generation from website.	12/5/2014 5:07 PM
34	some communities seem to work directly with social workers, paying them a reduced referral fee, to place the patients upon their release from the SNF, or thru Alzheimer's support groups.	12/5/2014 4:49 PM
35	Started with 4 placement companies in San Diego now more than 50. Hospitals are locked out.	12/5/2014 4:24 PM
36	Awareness of the service	12/5/2014 4:01 PM
37	Public knowledge that placement service is available.	12/5/2014 3:21 AM
38	Getting new care cordinators hired and trained ,doing face time and new care coordinators not getting discouraged because so much competition in our area.	12/4/2014 11:48 PM

## Q19 In your opinion, how can Always Best Care (including your AR) help you build your placement business?

Answered: 33 Skipped: 11

#	Responses	Date
1	?	1/8/2015 12:24 PM
2	1. Provide Best Practices from around the country and from different size markets/territories from around the country. 2. Consider a brand identity other than "Placement". Obviously, it is a big decision to make a move to IL, AL, or Memory Care. Placement is an industry term and implies to some, that they are being "placed" somewhere, perhaps not of their choosing. A brand ID that is more consumer friendly and softer that paints a positive picture to clients and their families.	1/7/2015 5:50 PM
3	A second 'placement only' ABC website.	1/7/2015 10:45 AM
4	Better marketing materials, fresh idea (out of the box) thinking, more direct national advertising specifically on placement.	1/6/2015 9:12 AM
5	working on regional/state contracts rather than me obtaining the contracts	1/6/2015 9:09 AM
6	National contracts with hospitals, assisted living communities	1/6/2015 7:29 AM
7	Can't think of any.	1/6/2015 6:47 AM
8	Better/more professional national contracts (current copies are not professional). More National Contracts at higher percentages. Generate leads at a National Level for owners.	1/6/2015 5:54 AM
9	No idea. Not by facilitating some other "wonder technology" that I'm expected to pay for.	1/6/2015 5:39 AM
10	We lack a central database that should contain an entry for every AL, RCF, CCRC etc. a write up on the community, important stats, copy of the contract etc.	1/6/2015 5:07 AM
11	Any ideas -I am open to trying. I am at a loss. The internet just kills us with them looking and getting locked in before we even get a shot ---or I find out after I start working that someone in the family googled APFM and .....we are out of luck no matter what we do.	1/5/2015 5:55 PM
12	Gosh... I wish I knew. If I did, I could be taking strides in that direction myself. Maybe a presentation by highly successful Zees on best practices... or maybe something like Laura was doing for Always In Touch where she was bringing her focus to referral locations with telephone contacts and the like?	1/5/2015 5:42 PM
13	Just need to focus on this service with a marketing individual who only markets this service. Referral sources generally only refer one type of client to you... kind of places you in a box.	1/4/2015 9:19 PM
14	I have created a marketing packet that includes some of Wendy Long's materials that might be a good starting point. I think that better materials and a better process to approach referral sources is important. I have also recently seen some materials that A Place for Mom has produced to heighten their brand. They developed a quick guide for families about the options. Finding ways to "heighten" the brand would be helpful from the corporate level. I would also like to see corporate/AR help in getting some more agreements in place on a regional level. For instance, BrightView is on the east coast and spans from Baltimore to Virginia. There are a few other local communities that span across Chris's area that might be good targets.	1/3/2015 7:22 AM
15	At this point I don't find it worthwhile enough to further develop this aspect of the business. It is too risky as things stand.	12/31/2014 4:34 AM
16	Provide an ABC online alternative to A Place for Mom's website search and matching tool (and other similar websites), and provide area advertising.	12/30/2014 10:17 AM
17	Set up partnerships with large hospice, home health and SNF organizations.	12/30/2014 8:47 AM
18	Focus more on placement only marketing. ANd have a call center that can register within the community sites like APFM and Care Patrol do. Its all about getting the lead in their system. thx.	12/29/2014 3:28 PM
19	Brainstorm on how to effectively leverage the hospitals as placement referrals	12/28/2014 12:08 PM

20	Suggestions on additional ways to grow this side of the business. We are beginning to lead discussions with referral sources by discussing placements placements. I would like to see more visible advertising by ABC. We may be running ads, but no one seems to see them.	12/26/2014 12:12 PM
21	any online referral options- seems like APFM has a large online presence in the market	12/14/2014 12:38 PM
22	Provide more marketing materials and information about RCFE and ALC pricing trend in general.	12/9/2014 10:04 PM
23	Suggestions as to where the successful franchisee's are getting their referrals.	12/8/2014 8:40 PM
24	Radio Advertising on our local stations. I will have to give this one some thought.	12/6/2014 7:48 PM
25	more advertising	12/6/2014 7:13 AM
26	Gather and share best practices across the ABC network and the general industry.	12/5/2014 10:07 PM
27	We're being outmarketed by competitors.	12/5/2014 5:07 PM
28	Have more educational material on placement services.	12/5/2014 4:55 PM
29	more brand name recognition, similar to 'a place for mom'?	12/5/2014 4:49 PM
30	More West Coast contracts like Long Term Care Insurance companies and Workers Comp companies.	12/5/2014 4:24 PM
31	Advertising	12/5/2014 4:01 PM
32	Advertising that goes directly after APFM	12/5/2014 3:21 AM
33	Our website is not generating leads compared to our competitors.	12/4/2014 11:48 PM