

Always Best Care® Senior Services

Assisted Living Placement Survey Among Franchisees **With No ALP Revenue in 2014**

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

NO PLACEMENT REVENUE

Customer Feedback

Summary Design Survey Collect Responses Analyze Results

Overview

Recipients

Messages

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Email Invitation 1 [Edit](#)

STATUS: OPEN

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Recipient Summary

Sent	50
Unresponded	22 Send Reminder Email
Responded	28
Partial/Complete	2 / 26
Opted Out	0
Bounced	0
Unsent	0

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- x Remove Recipients in Bulk
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All Recipients ▾ 250 per page ▾

Email Address ▾ [Search](#)

Opt-Out	Sent Msg	Responded	Email Address	First name	Last name	Custom Value 1
✓	📧	★	adamico@abc-seniors.com			
✓	📧	★	bgreene@abc-seniors.com			
✓	📧	★	bkapperman@abc-seniors.com			
✓	📧	★	bparrish@abc-seniors.com			
✓	📧	★	cakins@abc-seniors.com			
✓	📧	★	cbechtold@abc-seniors.com			
✓	📧	★	cfoley@abc-seniors.com			
✓	📧	★	ckondracki@abc-seniors.com			
✓	📧	★	davis@abc-seniors.com			
✓	📧	★	ddawczyk@abc-seniors.com			
✓	📧	★	dloupee@abc-seniors.com			
✓	📧	★	dschaefer@abc-seniors.com			
✓	📧	★	fgray@abc-seniors.com			
✓	📧	★	gfernandez@abc-seniors.com			
✓	📧	★	gscott@alwaysbestcare.com			
✓	📧	★	hgoldstein@abc-seniors.com			
✓	📧	★	jhulsizer@abc-seniors.com			
✓	📧	★	jmontgomery@abc-seniors.com			
✓	📧	★	jsmeaton@abc-seniors.com			
✓	📧	★	jzhu@abc-seniors.com			
✓	📧	★	kbritton@abc-seniors.com			
✓	📧	★	kclark@abc-seniors.com			
✓	📧	★	kkirk@abc-seniors.com			
✓	📧	★	klajeunesse@abc-seniors.com			
✓	📧	★	kstroo@abc-seniors.com			
✓	📧	★	lbailon@abc-seniors.com			
✓	📧	★	lcherry@abc-seniors.com			
✓	📧	★	lprosser@abc-seniors.com			
✓	📧	★	mgrady@abc-seniors.com			
✓	📧	★	mmurnin@abc-seniors.com			
✓	📧	★	mreilly@abc-seniors.com			
✓	📧	★	pchatman@abc-seniors.com			
✓	📧	★	pkuhn@abc-seniors.com			
✓	📧	★	pnatsiopoulos@abc-seniors.com			
✓	📧	★	ppaulus@abc-seniors.com			
✓	📧	★	ppuorro@abc-seniors.com			
✓	📧	★	rbennion@abc-seniors.com			
✓	📧	★	rmorgan@abc-seniors.com			
✓	📧	★	roberts@abc-seniors.com			
✓	📧	★	rsuperales@abc-seniors.com			
✓	📧	★	sboudet@abc-seniors.com			
✓	📧	★	sdroege@abc-seniors.com			
✓	📧	★	soderwald@abc-seniors.com			
✓	📧	★	tcaplin@abc-seniors.com			
✓	📧	★	tiset@abc-seniors.com			
✓	📧	★	tpalmer@abc-seniors.com			
✓	📧	★	ttaylor@abc-seniors.com			
✓	📧	★	vtaylor@abc-seniors.com			
✓	📧	★	wdantuma@abc-seniors.com			
✓	📧	★	wortale@abc-seniors.com			

Showing 1 - 50 of 50

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

Answered: 29 Skipped: 0

Answer Choices	Responses
Quantity	100.00% 29

#	Quantity	Date
1	Five	1/8/2015 10:04 AM
2	30	1/7/2015 9:52 AM
3	5	1/7/2015 6:28 AM
4	3	1/6/2015 3:13 PM
5	10	1/6/2015 11:51 AM
6	5	1/6/2015 11:39 AM
7	6	1/6/2015 9:00 AM
8	5	1/6/2015 7:18 AM
9	4	1/6/2015 5:56 AM
10	3	1/6/2015 5:48 AM
11	5	1/6/2015 4:07 AM
12	6	1/5/2015 7:46 PM
13	3	1/5/2015 6:50 PM
14	1	1/5/2015 4:50 PM
15	5	1/2/2015 6:59 AM
16	10	12/31/2014 10:18 AM
17	one	12/30/2014 8:27 AM
18	3	12/30/2014 5:26 AM
19	5	12/27/2014 6:20 PM
20	4	12/26/2014 8:03 AM
21	5	12/24/2014 7:44 AM
22	6	12/23/2014 3:06 PM
23	4	12/23/2014 2:09 PM
24	5	12/23/2014 12:51 PM
25	4	12/17/2014 5:27 AM
26	3	12/12/2014 5:04 AM
27	2	12/8/2014 11:36 AM
28	4	12/6/2014 5:38 PM
29	5	12/5/2014 4:01 PM

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

Answered: 29 Skipped: 0

Answer Choices	Responses
Quantity	100.00% 29

#	Quantity	Date
1	Approximately 25	1/8/2015 10:04 AM
2	25	1/7/2015 9:52 AM
3	33	1/7/2015 6:28 AM
4	5	1/6/2015 3:13 PM
5	12	1/6/2015 11:51 AM
6	13	1/6/2015 11:39 AM
7	10	1/6/2015 9:00 AM
8	21	1/6/2015 7:18 AM
9	9	1/6/2015 5:56 AM
10	17	1/6/2015 5:48 AM
11	25	1/6/2015 4:07 AM
12	10	1/5/2015 7:46 PM
13	13	1/5/2015 6:50 PM
14	2	1/5/2015 4:50 PM
15	5	1/2/2015 6:59 AM
16	15	12/31/2014 10:18 AM
17	seven	12/30/2014 8:27 AM
18	5	12/30/2014 5:26 AM
19	40	12/27/2014 6:20 PM
20	15	12/26/2014 8:03 AM
21	17	12/24/2014 7:44 AM
22	30	12/23/2014 3:06 PM
23	6	12/23/2014 2:09 PM
24	20	12/23/2014 12:51 PM
25	12-15	12/17/2014 5:27 AM
26	20	12/12/2014 5:04 AM
27	10	12/8/2014 11:36 AM
28	10	12/6/2014 5:38 PM
29	16	12/5/2014 4:01 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: 29 Skipped: 0

Answer Choices	Responses
Quantity	100.00% 29

#	Quantity	Date
1	Not sure. Hundreds	1/8/2015 10:04 AM
2	50	1/7/2015 9:52 AM
3	13	1/7/2015 6:28 AM
4	50	1/6/2015 3:13 PM
5	50+	1/6/2015 11:51 AM
6	25	1/6/2015 11:39 AM
7	15	1/6/2015 9:00 AM
8	40+	1/6/2015 7:18 AM
9	N/A	1/6/2015 5:56 AM
10	9	1/6/2015 5:48 AM
11	10	1/6/2015 4:07 AM
12	16	1/5/2015 7:46 PM
13	16	1/5/2015 6:50 PM
14	4	1/5/2015 4:50 PM
15	70	1/2/2015 6:59 AM
16	40	12/31/2014 10:18 AM
17	fifteen	12/30/2014 8:27 AM
18	7	12/30/2014 5:26 AM
19	135	12/27/2014 6:20 PM
20	60	12/26/2014 8:03 AM
21	35	12/24/2014 7:44 AM
22	30	12/23/2014 3:06 PM
23	4	12/23/2014 2:09 PM
24	20	12/23/2014 12:51 PM
25	20	12/17/2014 5:27 AM
26	20	12/12/2014 5:04 AM

27	20	12/8/2014 11:36 AM
28	30	12/6/2014 5:38 PM
29	30	12/5/2014 4:01 PM

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

Answered: 23 Skipped: 6

Answer Choices	Responses
Population	100.00% 23

#	Population	Date
1	no clue	1/8/2015 10:04 AM
2	N/a	1/7/2015 9:52 AM
3	n/a	1/7/2015 6:28 AM
4	50K	1/6/2015 3:13 PM
5	1m+	1/6/2015 11:51 AM
6	50,000	1/6/2015 11:39 AM
7	N/A	1/6/2015 9:00 AM
8	50000+	1/6/2015 7:18 AM
9	N/A	1/6/2015 5:56 AM
10	25,000	1/6/2015 5:48 AM
11	50000	1/6/2015 4:07 AM
12	/	1/5/2015 6:50 PM
13	28200	1/5/2015 4:50 PM
14	80,000	1/2/2015 6:59 AM
15	idk	12/31/2014 10:18 AM
16	25000	12/30/2014 5:26 AM
17	150,000	12/26/2014 8:03 AM
18	15%	12/24/2014 7:44 AM
19	60,000	12/23/2014 3:06 PM
20	unknown	12/23/2014 2:09 PM
21	50000	12/23/2014 12:51 PM
22	n/a	12/12/2014 5:04 AM
23	N/A	12/8/2014 11:36 AM

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

Answered: 29 Skipped: 0

Answer Choices	Responses
Agreements	100.00% 29

#	Agreements	Date
1	15	1/8/2015 10:04 AM
2	25	1/7/2015 9:52 AM
3	3	1/7/2015 6:28 AM
4	10	1/6/2015 3:13 PM
5	4	1/6/2015 11:51 AM
6	4	1/6/2015 11:39 AM
7	8	1/6/2015 9:00 AM
8	0	1/6/2015 7:18 AM
9	2	1/6/2015 5:56 AM
10	4	1/6/2015 5:48 AM
11	5	1/6/2015 4:07 AM
12	1	1/5/2015 7:46 PM
13	12	1/5/2015 6:50 PM
14	3	1/5/2015 4:50 PM
15	25	1/2/2015 6:59 AM
16	20	12/31/2014 10:18 AM
17	four	12/30/2014 8:27 AM
18	2	12/30/2014 5:26 AM
19	5	12/27/2014 6:20 PM
20	10	12/26/2014 8:03 AM
21	26	12/24/2014 7:44 AM
22	15	12/23/2014 3:06 PM
23	4	12/23/2014 2:09 PM
24	6	12/23/2014 12:51 PM
25	4	12/17/2014 5:27 AM
26	5	12/12/2014 5:04 AM
27	15	12/8/2014 11:36 AM
28	20	12/6/2014 5:38 PM

29	3	12/5/2014 4:01 PM
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Q6 Approximately, how many senior community agreements you have personally obtained?

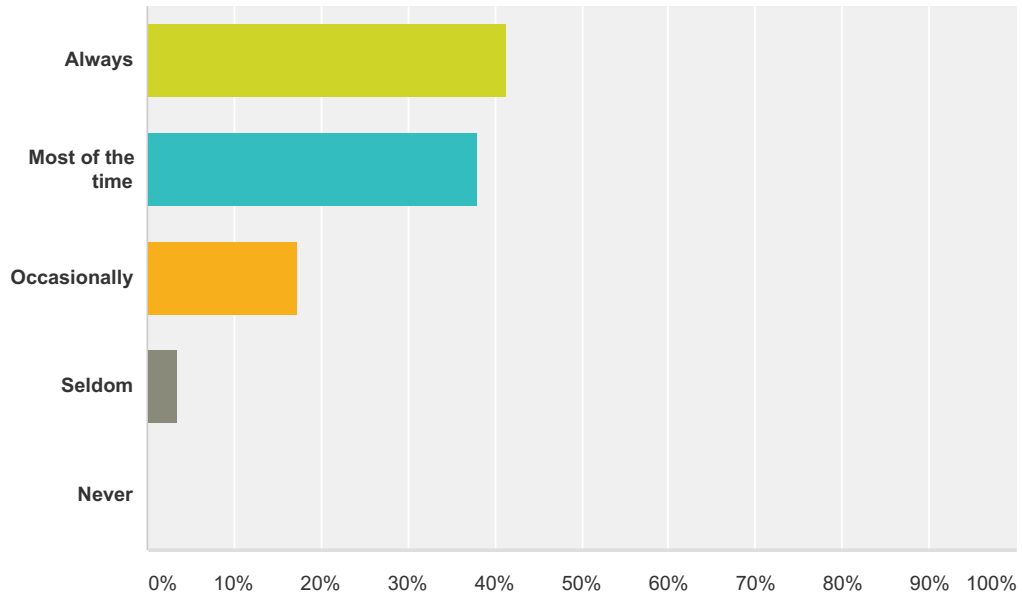
Answered: 29 Skipped: 0

Answer Choices	Responses
Agreements	100.00% 29

#	Agreements	Date
1	13	1/8/2015 10:04 AM
2	20	1/7/2015 9:52 AM
3	1	1/7/2015 6:28 AM
4	10	1/6/2015 3:13 PM
5	1	1/6/2015 11:51 AM
6	0	1/6/2015 11:39 AM
7	6	1/6/2015 9:00 AM
8	0	1/6/2015 7:18 AM
9	1	1/6/2015 5:56 AM
10	0	1/6/2015 5:48 AM
11	2	1/6/2015 4:07 AM
12	2	1/5/2015 7:46 PM
13	12	1/5/2015 6:50 PM
14	2	1/5/2015 4:50 PM
15	5	1/2/2015 6:59 AM
16	10	12/31/2014 10:18 AM
17	none	12/30/2014 8:27 AM
18	2	12/30/2014 5:26 AM
19	3	12/27/2014 6:20 PM
20	2	12/26/2014 8:03 AM
21	23	12/24/2014 7:44 AM
22	13	12/23/2014 3:06 PM
23	2	12/23/2014 2:09 PM
24	3	12/23/2014 12:51 PM
25	2	12/17/2014 5:27 AM
26	2	12/12/2014 5:04 AM
27	15	12/8/2014 11:36 AM
28	10	12/6/2014 5:38 PM
29	1	12/5/2014 4:01 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?

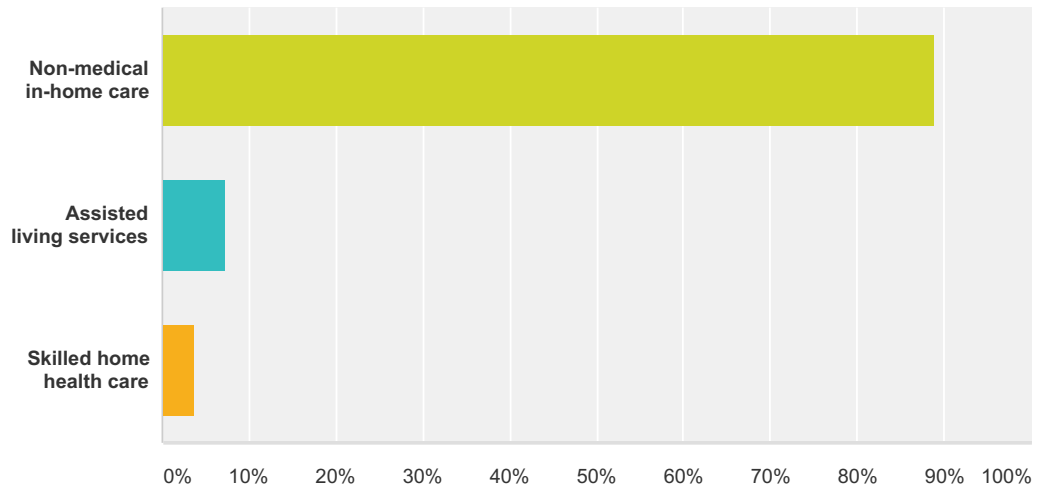
Answered: 29 Skipped: 0



Answer Choices	Responses
Always	41.38% 12
Most of the time	37.93% 11
Occasionally	17.24% 5
Seldom	3.45% 1
Never	0.00% 0
Total	29

Q8 What do you typically talk about first?

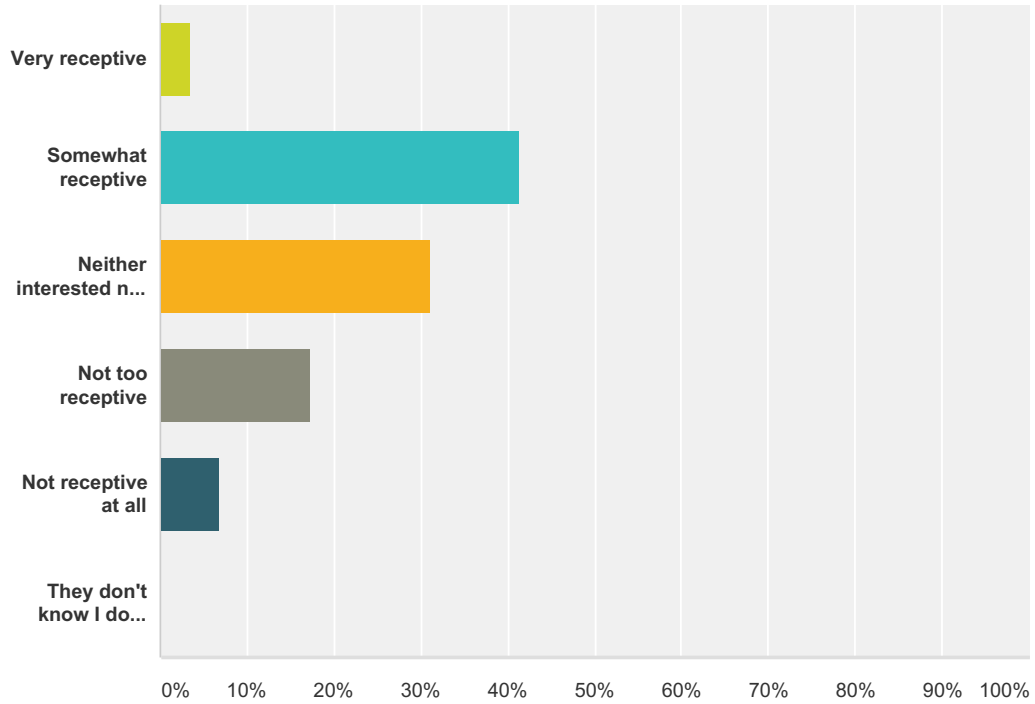
Answered: 27 Skipped: 2



Answer Choices	Responses
Non-medical in-home care	88.89% 24
Assisted living services	7.41% 2
Skilled home health care	3.70% 1
Total	27

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

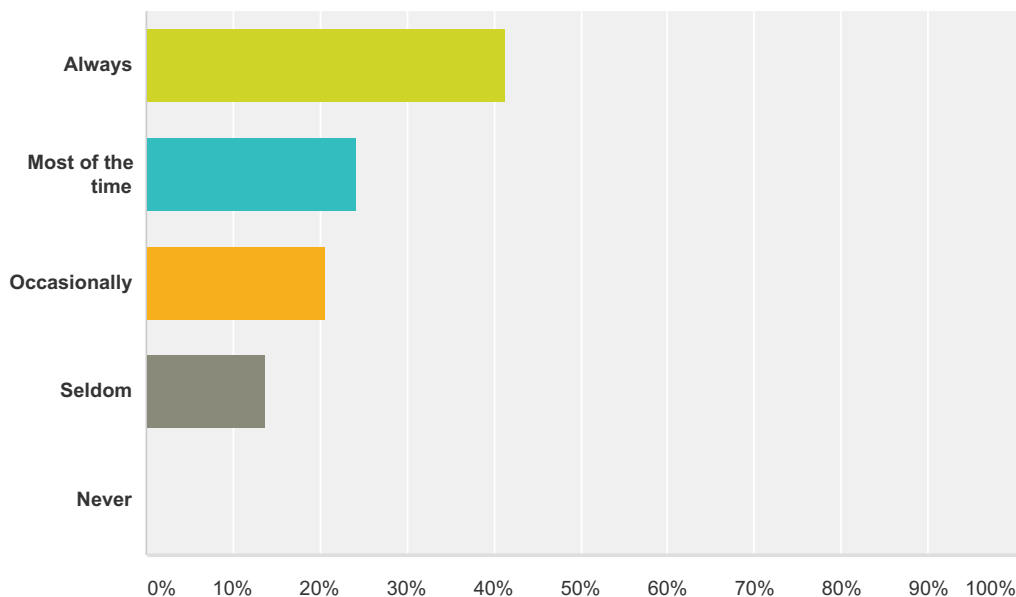
Answered: 29 Skipped: 0



Answer Choices	Responses
Very receptive	3.45% 1
Somewhat receptive	41.38% 12
Neither interested nor disinterested	31.03% 9
Not too receptive	17.24% 5
Not receptive at all	6.90% 2
They don't know I do placement	0.00% 0
Total	29

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?

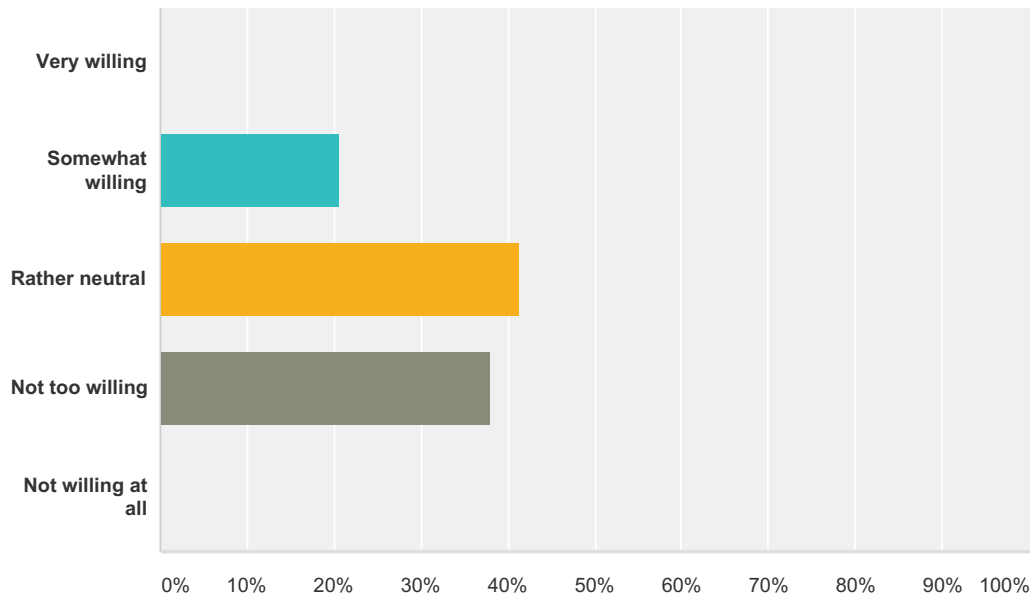
Answered: 29 Skipped: 0



Answer Choices	Responses	Count
Always	41.38%	12
Most of the time	24.14%	7
Occasionally	20.69%	6
Seldom	13.79%	4
Never	0.00%	0
Total		29

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

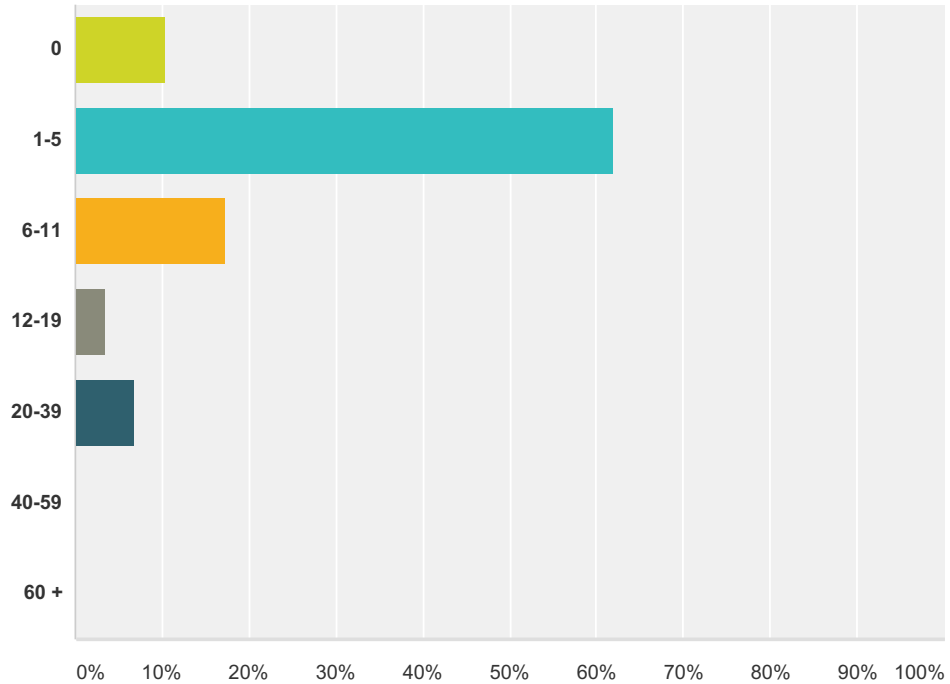
Answered: 29 Skipped: 0



Answer Choices	Responses
Very willing	0.00% 0
Somewhat willing	20.69% 6
Rather neutral	41.38% 12
Not too willing	37.93% 11
Not willing at all	0.00% 0
Total	29

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

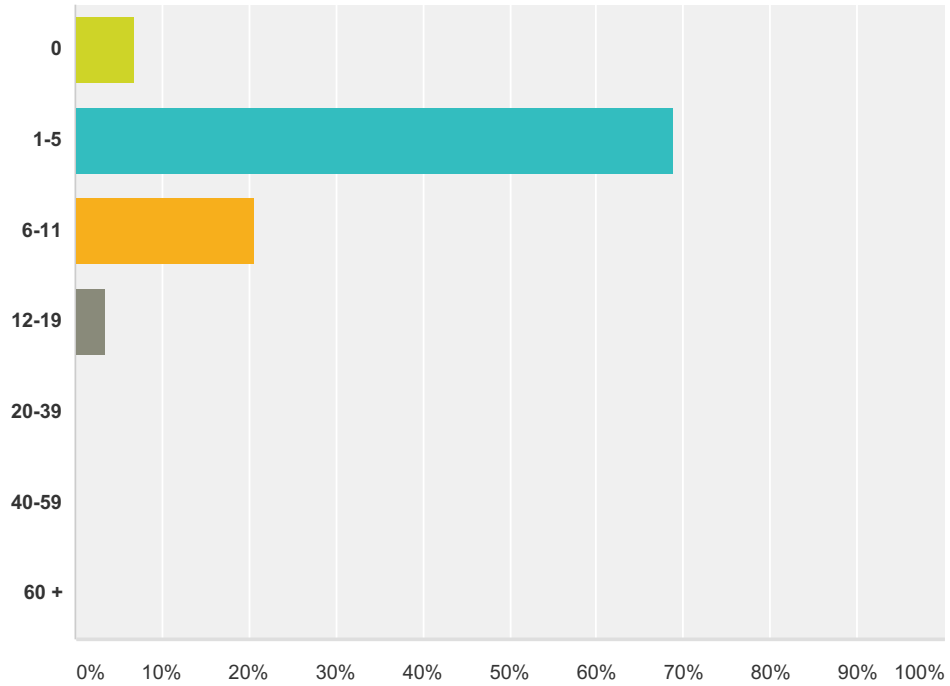
Answered: 29 Skipped: 0



Answer Choices	Responses	Count
0	10.34%	3
1-5	62.07%	18
6-11	17.24%	5
12-19	3.45%	1
20-39	6.90%	2
40-59	0.00%	0
60 +	0.00%	0
Total		29

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

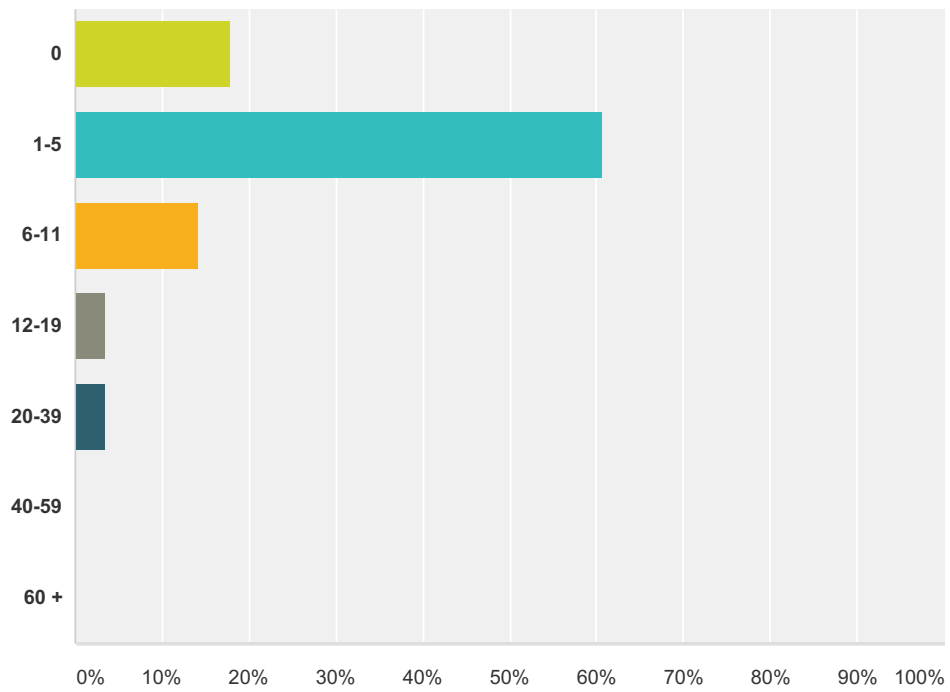
Answered: 29 Skipped: 0



Answer Choices	Responses
0	6.90% 2
1-5	68.97% 20
6-11	20.69% 6
12-19	3.45% 1
20-39	0.00% 0
40-59	0.00% 0
60 +	0.00% 0
Total	29

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

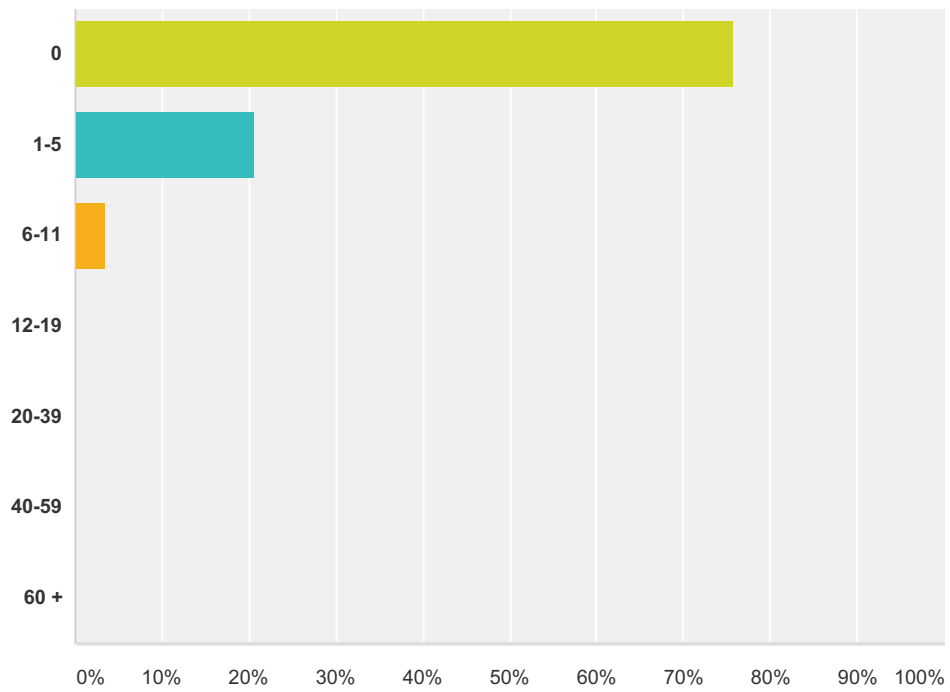
Answered: 28 Skipped: 1



Answer Choices	Responses
0	17.86% 5
1-5	60.71% 17
6-11	14.29% 4
12-19	3.57% 1
20-39	3.57% 1
40-59	0.00% 0
60 +	0.00% 0
Total	28

Q15 How many placements have you done this year?

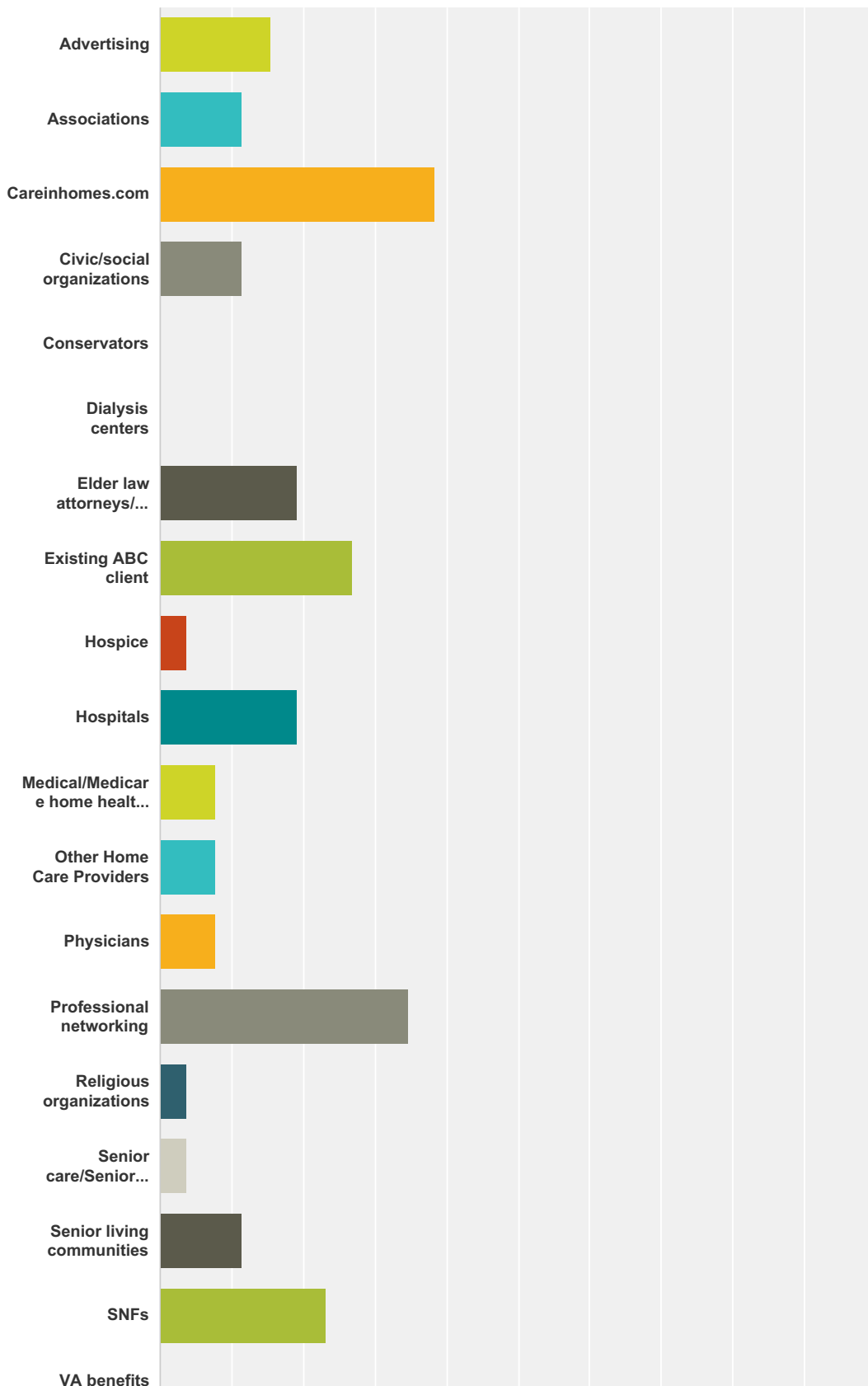
Answered: 29 Skipped: 0

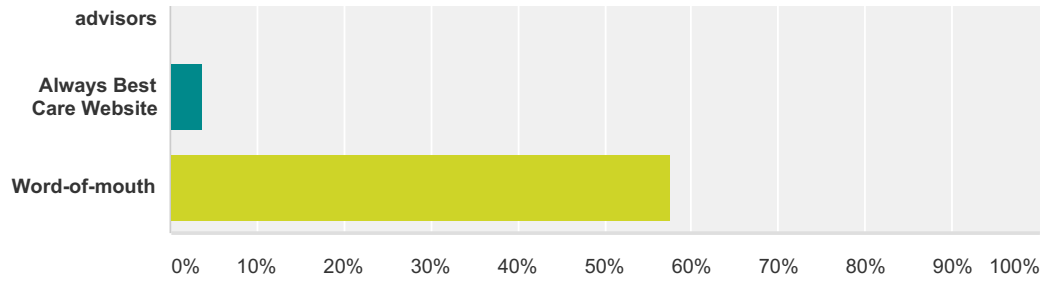


Answer Choices	Responses
0	75.86% 22
1-5	20.69% 6
6-11	3.45% 1
12-19	0.00% 0
20-39	0.00% 0
40-59	0.00% 0
60 +	0.00% 0
Total	29

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

Answered: 26 Skipped: 3

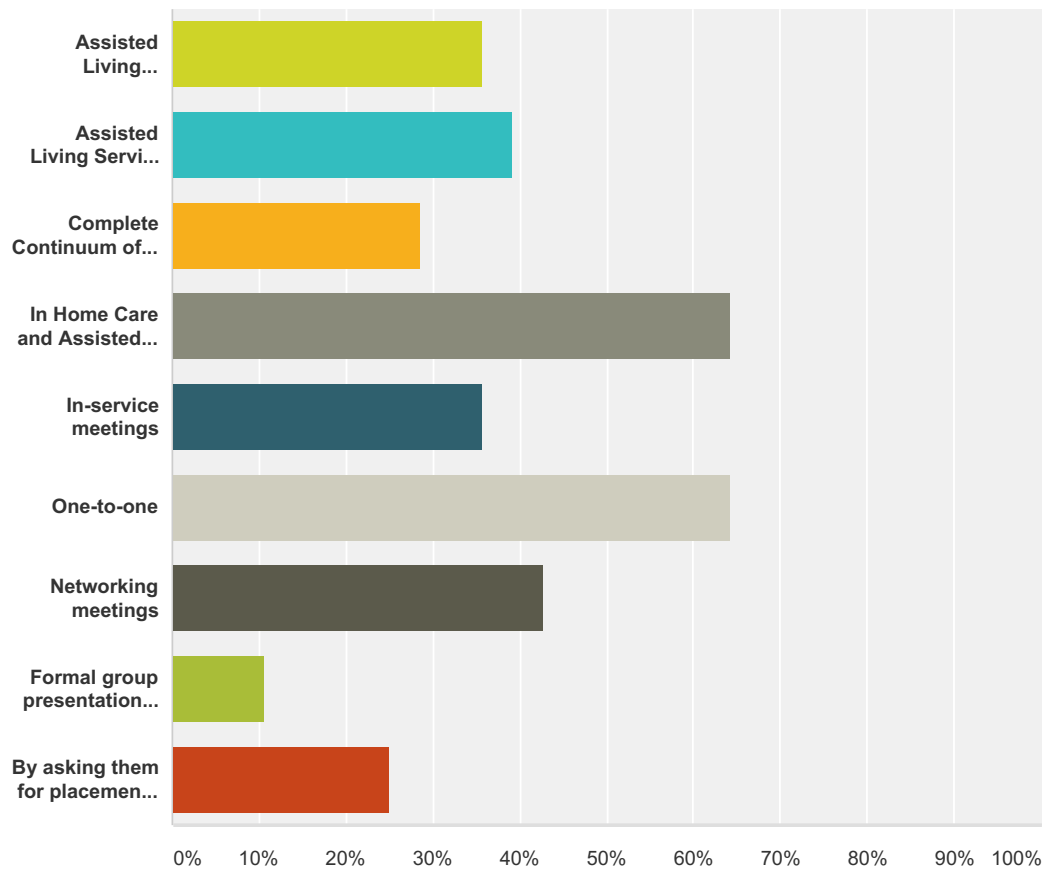




Answer Choices	Responses
Advertising	15.38% 4
Associations	11.54% 3
Careinhomes.com	38.46% 10
Civic/social organizations	11.54% 3
Conservators	0.00% 0
Dialysis centers	0.00% 0
Elder law attorneys/ Estate planning attorneys	19.23% 5
Existing ABC client	26.92% 7
Hospice	3.85% 1
Hospitals	19.23% 5
Medical/Medicare home health agencies	7.69% 2
Other Home Care Providers	7.69% 2
Physicians	7.69% 2
Professional networking	34.62% 9
Religious organizations	3.85% 1
Senior care/Senior housing websites	3.85% 1
Senior living communities	11.54% 3
SNFs	23.08% 6
VA benefits advisors	0.00% 0
Always Best Care Website	3.85% 1
Word-of-mouth	57.69% 15
Total Respondents: 26	

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

Answered: 28 Skipped: 1



Answer Choices	Responses
Assisted Living Placement Services flyer	35.71% 10
Assisted Living Services brochures	39.29% 11
Complete Continuum of Care flyer	28.57% 8
In Home Care and Assisted Living Placement Brochure	64.29% 18
In-service meetings	35.71% 10
One-to-one	64.29% 18
Networking meetings	42.86% 12
Formal group presentations on ABC scope services	10.71% 3
By asking them for placement services referrals	25.00% 7
Total Respondents: 28	

Q18 Given your local market demographics, what referral sources can you develop to grow your placement services revenues (i.e., hospitals, SNFs, elder care attorneys, financial advisors, religious organizations, senior move manager, real estate manager, BNI, etc)?

Answered: 22 Skipped: 7

#	Responses	Date
1	Hospitals, SNF's, Current clients	1/8/2015 10:07 AM
2	All	1/7/2015 6:31 AM
3	Hospitals, financial advisors	1/6/2015 11:51 AM
4	SNF, Religious, BNI and hospitals	1/6/2015 7:32 AM
5	Hospitals SNFs Financial advisors Elder care attorneys	1/6/2015 6:08 AM
6	All of the above	1/6/2015 5:53 AM
7	elder care attorneys	1/6/2015 4:11 AM
8	All	1/5/2015 7:52 PM
9	Churches, Realtors, Move Managers	1/5/2015 4:54 PM
10	All listed above	1/2/2015 7:07 AM
11	all of the above but still getting resistance from snfs and hospitals because part of their job is to place	12/31/2014 10:23 AM
12	All of the above	12/30/2014 8:33 AM
13	All of the above	12/30/2014 5:37 AM
14	ALL OF THEM	12/26/2014 8:06 AM
15	Elder Care Atty	12/24/2014 7:49 AM
16	All. But I need to develop some catchier marketing brochures and think outside of the box	12/23/2014 3:12 PM
17	SNF's, real estate agents, estate sale agents, hospitals	12/23/2014 2:14 PM
18	Networking is best source.	12/23/2014 12:56 PM
19	I wish I knew	12/17/2014 5:29 AM
20	all of the above	12/12/2014 5:19 AM
21	SNF, attorneys	12/8/2014 11:42 AM
22	hospitals, snfs, communities	12/6/2014 5:45 PM

Q19 In your opinion what obstacles exist to growing your placement activity?

Answered: 24 Skipped: 5

#	Responses	Date
1	I have not focused on this area of the business.	1/8/2015 10:07 AM
2	contracts, assisted living relationships	1/7/2015 6:31 AM
3	Not enough staffing in organization	1/6/2015 11:51 AM
4	Finding clients that have sufficient income to be placed. Every single ALP lead has had under \$1200 monthly income	1/6/2015 9:04 AM
5	Some ALFs do not except referral services or are full. Competitions (i.e. A Place for Mom) and to best targeting clients	1/6/2015 7:32 AM
6	I have not actively tried to build this side of the business - so I am not sure.	1/6/2015 6:08 AM
7	Poor positioning compared to A Place for Mom and other online companies. Brand confusion with SNF and Hospital social workers who put us in the home care basket, and easily forget the ALP side of our business - despite reminders.	1/6/2015 5:53 AM
8	Family finances limit placements into contracted facilities	1/6/2015 4:11 AM
9	Getting foot in the door	1/5/2015 7:52 PM
10	Personal time to tour	1/5/2015 4:54 PM
11	Visiting clients - I had turnover with my marketer, just hired someone who should work out	1/2/2015 7:07 AM
12	ALFs already do their own marketing and because my area is rural and there aren't many options, most people seeking assisted living already know who is out there and have done their own research.	12/31/2014 10:23 AM
13	Most of my potential placement referrals have already contacted the establishments before they call me.	12/30/2014 8:33 AM
14	Continue to educate referral sources and potential clients of our services	12/30/2014 5:37 AM
15	Not enough referral agreements, most communities want to sign them but their regionals will not sign. Also most people that came our way this year didn't have enough income to support an ALC cost so we referring them to state subsidized programs or communities that would not pay us a referral fee	12/28/2014 4:28 PM
16	LACK OF PUSHING THE SERVICE	12/26/2014 8:06 AM
17	Low income, recession increasing wage costs	12/24/2014 7:49 AM
18	Building trust that they will honor the agreement	12/23/2014 3:12 PM
19	We havr only 4 in our territory and they stay full	12/23/2014 2:14 PM
20	Affordability of communities.	12/23/2014 12:56 PM
21	Clinical referral sources feel it's there job and are generally very well networked with the ALC's so why do they need me.	12/17/2014 5:29 AM
22	Outdated national agreements that don't reproduce professionally Lack of a more professional marketing piece geared toward placement that could be used in front of attorneys and fiduciaries and other professionals	12/12/2014 5:19 AM
23	competition	12/8/2014 11:42 AM
24	People's concept toward placement. when they start to use it they love it.	12/6/2014 5:45 PM

Q20 In your opinion, how can Always Best Care (including your AR) help you build your placement business?

Answered: 20 Skipped: 9

#	Responses	Date
1	I need to take the time to learn the model and add it to my business plan and put some \$\$\$'s toward growing this revenue source.	1/8/2015 10:07 AM
2	national contracts ...	1/7/2015 6:31 AM
3	Sufficient, continue with NAF:)	1/6/2015 11:51 AM
4	How to navigate issue with referral and "place for mom" having a contract.	1/6/2015 7:32 AM
5	Not sure	1/6/2015 6:08 AM
6	More national contracts and an online strategy that competes with A Place for Mom	1/6/2015 5:53 AM
7	Have a regional marketing person to market this service	1/6/2015 4:11 AM
8	National and local contracts, relationship building, placement specific advertising, etc.	1/5/2015 7:52 PM
9	The Lembo's have helped greatly. Our first client can from one of their referral sources	1/2/2015 7:07 AM
10	More NAF funds need to be pumped in.	12/31/2014 10:23 AM
11	There is no presence at the 20,000 ft level. Some kind of global marketing done at higher levels than I am working with. I think AR's should be marketing at that level.	12/30/2014 5:37 AM
12	We need help from corporate and our AR to get more contracts signed. Most of my time as an owner is spent in marketing for new business and overseeing back office things. I do not have the time to continue to go after contracts as it is too time consuming and takes away from immediate revenue of new business	12/28/2014 4:28 PM
13	It is something we need to do on a local level. There is nothing the AR can do	12/26/2014 8:06 AM
14	TV	12/24/2014 7:49 AM
15	Better marketing materials and strategies for saturating the market.	12/23/2014 3:12 PM
16	Its difficult due to the very few ALF's we have.	12/23/2014 2:14 PM
17	National advertising should educate potential customers as to benefits. Perhaps mass mailers to seniors to stimulate interest.	12/23/2014 12:56 PM
18	?????????	12/17/2014 5:29 AM
19	Gain relationships with a higher level of executives and decision makers that allow for easier access to social/discharge personnel	12/12/2014 5:19 AM
20	ABC online leads directing local clients to contact us, like "a place for mom" type of interface; more national contract; partnership with other placement website whose branch not in our areas.	12/6/2014 5:45 PM