

# LTCAdmissionsCoach.com

## Company Description

LTCAdmissionsCoach.com provides cost-effective sales and marketing training and resources that help skilled nursing and assisted living facilities generate new census growth.

We provide our clients with a customized learning university that includes marketing and census development training programs, and can house other corporate information (clinical, HIPPA, compliance, new hire orientation, etc.) to enable your employees to train in a paperless, web-based environment.

Track your marketing results by referrals, referral sources and contacts with FastTracLeads.com, our web-based referral management system (RMS or CRM). Our software also includes a marketing activity calendar and advertising campaign manager to measure qualified marketing and advertising at a facility and corporate level, and provides measurable, results-orientated reporting to capture the full ROI on your marketing efforts.

Our typical LTC customer has between 5 to 200 facilities. As the fastest growing marketing training company in the U.S., we have over 500 facilities using our services in long term care, including: American Senior Communities, HCF Management and many others. Our services are now available in Canada as well.

**Geographic Area Served:** U.S. & Canada

**Segments Served:** SNF, AL, IL, CCRC, Home Care, Hospice

## 2010/2011 Product & Service Innovations

- **FastTracLeads.com with RUGS Calculator:** Our online RMS for referrals, leads, inquiries, wait lists, contacts, and marketing campaigns, not only captures current marketing employee ROI and marketing/sales history, but also assesses the appropriate RUG for therapy services to determine your financial gain or loss upon admitting a referral.
- **ROI Calculation:** Learn how one client captured an impressive ROI by implementing LTCAdmissionsCoach.com, and get a conservative ROI projection on how your organization can benefit.
- **LTCAdmissionsCoach.com:** The only online census development, marketing and training LMS with a full ROI.

## Suggested Consultative Discussions

- **Case Study –Senior Care Provider Increases Census in 16 Facilities in 90 Days:** Learn how a large senior care provider hired LTCAdmissionsCoach.com across four regions in the U.S. and increased census in 16 facilities within 90 days.
- **Best Practices on Referral Management:** We'll share best practice advice from our best customers on referral management data collection and how it has decreased paperwork, time, and increased overall ROI.
- **ROI Calculation:** Learn how one client captured an impressive ROI by implementing LTCAdmissionsCoach.com, and get a conservative ROI projection on how your organization can benefit.



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