

Marketing | Dynamics

Focused on your goals.

Company Description

Marketing Dynamics specializes in working with multi-building LTC organizations to build census and enhance case mix. Typically, our clients are frustrated with the loss of revenue from having empty beds, concerned with not capturing enough high-revenue Medicare short-term rehab admissions, struggling with some buildings not producing as well as others, and/or are dissatisfied with the ROI from their current marketing program.

Working exclusively in long term care for over 25 years, we have developed a toolkit of proven “Best Practices” methods that incorporates marketing, sales and operational strategies. Our services range from short-term marketing consulting projects to full service marketing programs including strategic planning, program development, marketing and sales collateral development, implementation, and monitoring programs to maximize ROI. Created to leverage your organization’s capabilities, our aim is to empower each of your buildings to take control of their marketing and sales program, resulting in increased admissions and enhanced profits.

Geographic Area Served: U.S. & Canada. We are unable to serve more than one client in the same/overlapping service areas.

Segments Served: SNF, AL, IL, CCRC

2010/2011 Product & Service Innovations

- **Performance Maximizer Audit™:** This process will result in our Business Development Report™ - an actionable plan that identifies realistic opportunities to increase admissions and enhance profits.
- **Relationship Builder Program™:** A targeted, ongoing outreach that delivers the right messages to the right audiences to enhance your image - turning strangers into friends and friends into referrals.
- **i-Market Expander™:** This state of the art LTC website is already built and proven and is awaiting your branding to increase admissions, build census and communicate your expertise to your community in a compelling, dynamic way.

Suggested Consultative Discussions

- **Best Practices for Increasing Census:** Let’s discuss marketing best practices that have enabled organizations to gain double digit increases in their overall admissions and Medicare revenue.
- **The New Marketing – From Print to Electronic Promotions:** A thought leadership discussion on using the Internet to improve communication and satisfaction among family members, staff and referral sources while reducing communication and staff development expenses.
- **Why Be Concerned with Your Brand Image?:** Case studies show how effective branding captures market share, especially for Medicare Part A and special needs referrals.



David Schild
President
dschild@



Roy Schwartz
Senior Vice President
rschwartz@