

Patient Placement Systems

Company Description

Patient Placement Systems keeps you occupied. How? Our Web-based Referral Management System increases occupancy and revenue for skilled nursing facilities with simple tools to market services, and process and track patient referrals better and faster.

Who uses our solution? Multi-location SNF providers that want to improve census performance, respond faster, outmaneuver competitors, work smarter and significantly increase revenue by admitting more patients. Executive managers at SNF chains get unprecedented visibility into sales and admissions performance, with reports on win-loss, marketing effectiveness, referral source analysis, admissions and conversion rates, and more.

Our delighted long term care clients validate the financial and operational benefits of automated Web-based marketing, admissions and reporting. Clients improving their admissions and referral management with our solutions include Extendicare, Greystone Healthcare Management, Kindred, Berkshire Healthcare Systems, and UHS Pruitt.

Geographic Area Served: U.S. Only

Segments Served: SNF, AL, IL, CCRC

2010/2011 Product & Service Innovations

- **Automatic, Integrated Insurance Verification:** Verify insurance from any carrier instantly online, and save results as part of the referral record.
- **Executive Reports:** Executive managers can schedule regular reports to continuously stay on top of facility performance and activity, and maintain accountability.
- **Marketing and Sales Tracking:** Track, assign and manage marketing campaigns and associated sales activities, and measure their effectiveness.

Suggested Consultative Discussions

- **Case Study - Keeping them Occupied:** Learn how one provider applies a philosophy of excellence in marketing and admissions, along with simple, powerful web-based software tools, to achieve maximum occupancy and accountability across 25 skilled care facilities.
- **Measures of Excellence in Admissions:** Learn which activities, trends and metrics that top performing providers track to stay ahead of competitors and ensure that facilities are engaged in the most effective, productive sales and marketing efforts to maintain high occupancy and a desirable patient mix.
- **Four Steps to Success in Technology Adoption:** We'll share the four key steps that have ensured successful launches and internal adoption of Web-based admissions for our multi-location clients.



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