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Systematic sales & marketing!

Outsourcing the Marketing Function For Multi-Facility Sponsors

Systematic Results: Single site communities, small and large systems can all benefit from the process and procedures that large systems have created to increase the effectiveness of their sales and marketing efforts.

In the past three years RD has had the opportunity to work with some of the largest, not-for-profit senior focused systems in the country. It has been an education and we appreciate the opportunity to learn and share some of the strengths and challenges of those organizations who benefit so many older lives.

The advantages of systems are readily apparent: balance sheet strength, buying power, lower cost of capital, operating and staffing efficiencies and best practices honed at more than one community or service. There are specific marketing and sales strengths in the umbrella messaging as well as the ability to pool resources so that periodic shifts for one community or service can be supported by or benefit the others. On the other hand, financial risks during recessionary times are greatly amplified and the larger the systems usually have strong process and procedures that are challenging to move through or change quickly. RD is always focused on sales and we have found the larger the system the more consistent the need for fresh sales talent.

The Loomis Communities have been serving the Pioneer Valley of Massachusetts for more than 100 years. RD served as the Corporate Director of Marketing and Sales for The Loomis Communities with responsibility for all their communities but with a specific focus on a new acquisition.

"We engaged a consulting firm after we had recently acquired a financially-challenged community and two organizational changes were in process," said Margaret Manton, CFO of The Loomis Communities in Western Massachusetts. "Our CEO retired and our Corporate Director of Sales and Marketing moved out-of-state. We knew we needed to maintain high occupancy in our existing communities while we built occupancy in the new one, and we were able to achieve this by bringing in Retirement DYNAMICS to fill the corporate sales and marketing function."

Riverside Health System is the largest provider of services for older adults in the Commonwealth of Virginia. Riverside's Lifelong Health and Aging Related Services includes CCRCs, PAC E programs, Home Care, Palliative, Hospice and in home technology programs, and dedicated physician, provider and therapy services, a Center for Aging In Excellence in Lifelong Health in addition to dozens of other services and programs. The system includes 5 hospitals and serves an area that stretches from Richmond to Norfolk. It made perfect sense for

them to create the first continuing care at home program in Virginia. Being part of the team creating ChooseHome, their new Community Based Continuing Care program, has been an exciting education in the complexity of designing and delivering such a wide array of services and service levels. We congratulate the Riverside team for doing such a good job of keeping that complexity from overwhelming the start-up team and more importantly the customers. It has been an exciting partnership and we are proud to be a small part of the next generation of aging services in Virginia.

We are happy to share some of the lessons we learned through our work with these partners. It is humbling to think in 100 year blocks of time while you are focused on creating sales for the next week, quarter and year. Thanks for giving the RD team the chance to think generationally and systematically.