

The Challenge of Marketing Skilled Nursing & Rehab Facilities Multiple Messages to Multiple Audiences

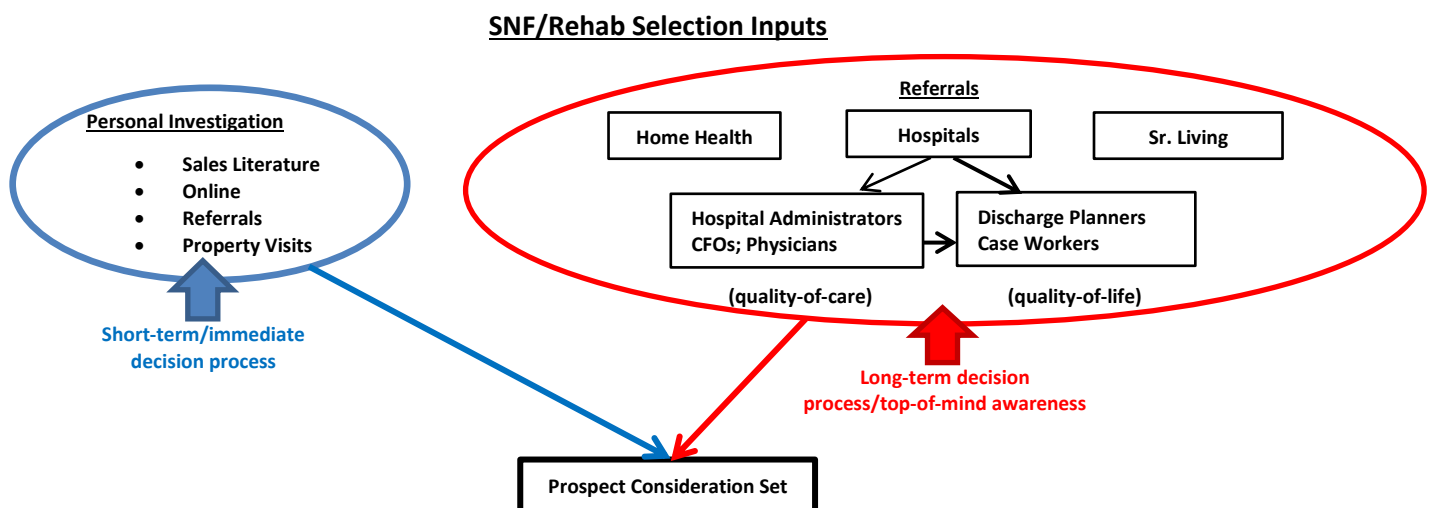
There is a variety of target audiences that a skilled nursing facility or rehab provider should consider when planning its marketing activities. While the prospective patient and caregiver will make the ultimate post-hospital recovery selection, they will depend heavily on input from referral sources. A short-list of a SNF's potential audiences includes:

- The **rehab patient**, who is being released from a hospital, but not ready to return home
- The **rehab patient's caretaker(s)**, most likely a daughter or daughter-in-law who may or may not live in the area
- **Hospital administrators** and **CFOs**, who do not want readmits resulting from some sort of setback occurring at the SNF/rehab facility. These titles can influence the discharge planners'/case managers' recommendations
- **Physicians** who are concerned about the ultimate outcomes for their patients
- Hospital **discharge planners/case managers**, who will recommend rehab options for the patient to consider
- Other **senior living centers** that do not provide rehab services
- **Home healthcare organizations** that cannot provide adequate rehab care for their clients/patients

Referral sources have different agendas and expectations regarding SNF/rehab communities:

- Case managers and discharge planners want discharged patients to rehab in facilities where they will have a good experience (quality-of-life).
- Hospital administrators, CFOs and physicians want their discharged patients to convalesce where they will receive the quality-of-care necessary to ensure the patients will not require readmission to the hospital (quality-of-care).

Dynamics related to the timing of marketing communications are very different for rehab patients/caregivers versus referral sources. The decision-making process for the patient/caregiver is very short, requiring marketing communications to be immediate. Conversely, it is important to establish and maintain top-of-mind awareness with referral sources that are regularly providing SNF/rehab recommendations to patients being discharged from a hospital.



Hospital Administrators/CFOs/Physicians

Their Priorities: Minimize readmits.

Free up hospital beds.

- Your Actions:
1. Serious tracking of outcomes.
 2. Demonstrate fewer patients are readmitted into the hospital.
 3. Become the “best” at something.

Discharge Planners/Case Workers

Their Priorities: Happy placements.

- Your Actions:
1. Find what about your facility makes a patient/resident smile.
 2. Paint a picture – help referral sources envision their patients happily residing at your facility.
 3. Stay in contact and stay top-of-mind.

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