

Achieving Your Occupancy Goals:  
The magic formula!



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### Occupancy is About Your Facility Focus Upon

- Maintaining a \_\_\_\_\_-driven culture
  - not just specific sales-related tasks
- Analyzing data (& leveraging what it tells you)
- Addressing of internal \_\_\_\_\_
- Creating/offering a compelling \_\_\_\_\_

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Most Facilities Don't Really \_\_\_\_\_



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\_\_\_\_\_ Yourself



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### Trumpet Your Accolades.

- \_\_\_\_\_ star rating
- U.S. News & World Report Best Nursing Homes in America
- The Joint Commission
- \_\_\_\_\_ awards you've won
- \_\_\_\_\_ awards you've won



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## Talk About \_\_\_\_\_.

- Calculate the average \_\_\_\_\_ of employees in your facility.
- Newspapers, etc. are scaring everybody with current and impending \_\_\_\_\_
- Share positive results from \_\_\_\_\_ that you've conducted

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## The GREATEST Opportunity

- Utilize “\_\_\_\_\_” as a primary message within your marketing materials, website, presentations and tours.
- Incorporate Likert Scale queries
  - Strongly agree, agree, neutral, disagree or strongly disagree

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Focus on

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## Know Your Funnel



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## Your (Hypothetical) Facility

- You can care for 100 residents; you only have 85
- Budget is 90% occupancy
- Each month
  - You admit 12 residents on average
  - You discharge/lose 12 residents on average
- This simply keeps you at a 'steady state' of 85% occupancy.

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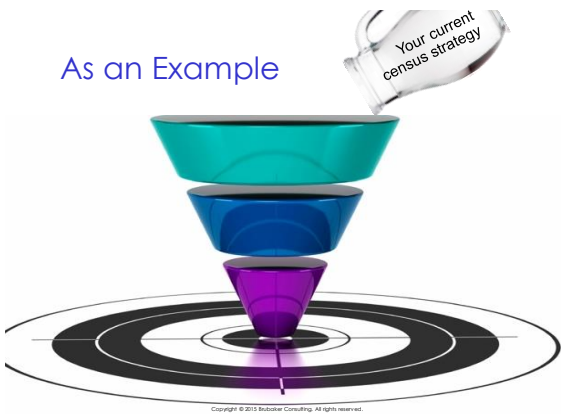
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## As an Example



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## First, Calculate Your Inquiry Needs

- Exercise: Assuming your % of \_\_\_\_\_ and % of \_\_\_\_\_ remain constant,
  - calculate how many \_\_\_\_\_ drive a **single** admission for your facility?
  - calculate how many \_\_\_\_\_ drive a single admission for your facility?
- ANSWER:
  - \_\_\_\_\_ = 1 admission **OR**
  - \_\_\_\_\_ = 1 admission

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## Then Calculate

- How many **more** \_\_\_\_\_ do you need in September to reach 90% occupancy for the month?
- OR How many **more** \_\_\_\_\_ do you need in September to reach 90% occupancy?

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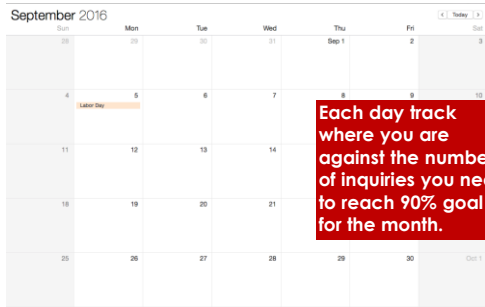
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## You Need \_\_\_\_\_ RAW Inquiries in September PER DAY.



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## Are There Other Options Available to You?

	Your current	Increase to best practice of	Resulting in
<i>Inquiries stay the same</i>			
<i>but your % of viables improves</i>			
<i># Inquiries &amp; viability % stays the same</i>			
<i>but your conversion rate improves</i>			

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Your Benchmarks Drive Your Immediate Steps

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## Response Strategies

Numbers drop	Your immediate response
<i>Reduction in Inquiries</i>	
<i>Reduction in % of viables</i>	
<i>Conversion rate drops</i>	

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## Another Opportunity

Inquiries up for month	You can
Ahead of projected/needed inquiries by 20%	

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Sometimes the biggest barriers to achieving SNF/ALF census are \_\_\_\_\_



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## Walk the Building Every Day

- Stuff that matters:

**Exterior** –

**Receptionist** –

**Interior** –



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## Walk the Building Every Day

- Stuff that matters:
  - Surfaces/Offices –
  - Hallways –
  - Dining rooms –
  - Nurses stations –
  - Residents –
  - Staff/resident interactions --



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## Opportunities That Fall Through the Cracks



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## Where Inquiries are Lost

- Admissions staff often leave packets of information at the \_\_\_\_\_.
- \_\_\_\_\_ how many are there on Monday morning?
  - You should have contact information for EVERY person who picked one up.
  - at least a name and phone number.

Receptionist doesn't say \_\_\_\_\_ about your organization  
"I'll have you speak to \_\_\_\_\_."



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## You Have to Create Alignment



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## Who Does Care If You Do?

- The elderly woman who
  - is a current resident & \_\_\_\_\_ from familiar surroundings because she is easily confused.
  - has been in the hospital for a week & \_\_\_\_\_.
  - OH -- and her \_\_\_\_\_ prior to her arrival and it' s \_\_\_\_!

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## Describe the Benefits/Proof.

Your feature	The benefit.	The proof.
Dining venues		
Food/dietary services		
Life enrichments/activities		
Rehab program		
Physician services		

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A Bit About Other Processes



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\_\_\_\_\_ = Good Care

- Nobody is EVER kept waiting past appt. time.
- Marketing representative offers choice of \_\_\_\_\_  
 - No \_\_\_\_\_, Use \_\_\_\_\_, Use nice napkin,  
 - \_\_\_\_\_ and \_\_\_\_\_.
- Thank you letter goes out \_\_\_\_\_ with any further needed information.
  - Follow up call is made within \_\_\_\_\_ to see if the prospect has any questions.



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