The Oprah Magazine

Exclusive…
Marketing in a Tough Economy

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On The Cover

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The Content

- Objectives
- Define marketing in a tough economy
- Explain the necessity of marketing in promoting a service
- Review Code of Ethics for members
- Review the Standards of Practice for Professional Geriatric Care Managers
- Discuss cost effective marketing in break out groups.
- Compare our cost effective marketing efforts
- List resources for cost effective marketing

We Hear You!

What are your expectations for today’s presentation?

- Please complete our evaluation form

Here We Go!

- IAHHC Code of Ethics
  Revised November 2008

  This Code of Ethics is intended to inform the public that IAHHC and its members endeavor to operate their businesses and provide care to their patients with honesty, integrity, and in a manner that comports with the highest ethical standards. Because this Code is intended to provide a broad statement of the high standards to which IAHHC and its members strive, under no circumstances shall this Code be interpreted or construed as establishing a minimum standard, or any evidence of a minimum standard, of the safety, due care, or any other obligation which may be owed by IAHHC or its members, or either of their employees, agents, contractors, or volunteers.

Here We Go!

- MARKETING AND PUBLIC RELATIONS
  Members shall not engage in misleading or false advertising. Oral and/or written statements to the public, patients, and other health care providers shall honestly and accurately represent services, benefits, cost, and provider capability.
  Members shall not knowingly and willfully solicit, receive, offer, pay, or give anything of value to induce, or in return for, referring, recommending or arranging for, any federally reimbursable health care business.
  Members shall neither use coercion or harassment as a tool to recruit patients, nor allow an employee or agent to use such tactics. If a member has knowledge of such actions by an employee, volunteer, subcontractor, agent or anyone else acting on behalf of the member, the member shall take such steps as are reasonable and necessary to stop the misconduct by the individual.
  Members shall not engage in door-to-door solicitation of clients.
Here We Go!

IAHHC mission is "to advance the cause of home health, hospice, and personal care services through leadership, advocacy, and education." We represent all of home care: traditional home health nursing services home-based and inpatient hospice care, and "private duty" home care - including non-medical services that allow Hoosiers to remain independent in their own homes.

Pledge of Ethics for Professional GCM

Referrals/Disclosure
I will refer you only to services and organizations I believe to be appropriate and of good quality. I will fully explain to you any business relationship I have with any service I propose and give you information on alternatives.

Love that! Standard

Standards of Practice
#8 Advertising and marketing of services should be conducted within all guidelines and laws governing the advertising of professional management services as they relate to the provision of professional geriatric care management.

Love That! Standard

Standards of Practice
#11 The professional Geriatric Care Manager should provide full disclosure regarding business, professional, or personal relationships she/he has with each recommended business, agency, or institution.
**O Love That! Standard**

- Standards of Practice
- #13 The Professional Geriatric Care Manager shall not exploit professional relationships with clients and families for personal gain.

**O Live Your Best Life**

- Formal definition of marketing

  The commercial processes involved in promoting and selling and distributing a product and service.

  —wordnetweb.princeton.edu/perl/webwn

**O Live Your Best Life**

Our definition

Promoting and selling our services by maintaining a truer standard of professionalism throughout the care partnership.

"Honoring the wisdom of adults in the fullness of their life by positively embracing their wishes and support system."

**O Live Your Best Life**

“The truth is there is nothing new about being in a new economy.”

—From Good to Great, Jim Collins

Jim Collins refers to “timeless principles” as the saving grace through any economy.
Our “Aha! Moment”

The necessity of marketing in promoting our services is to persevere through all economic situations with respect from all layers of the care continuum.

We are in a rising economy!

Advice, etc.

Last year’s marketing presentation
Jan Hannasch, RN, CMC
ElderLife Consultants
- 1. be responsive
- 2. be reliable
- 3. be knowledgeable
- 4. provide what you promise

What I Know for Sure

Example

“Caring for Your Aging Parents without Killing Your Siblings”

May 2008
Allen County Public Library with PBS 39
Lecture Series for Older Americans’ Month
Free to public

What I Know for Sure
**What I Know for Sure**

**Cost**
- Time to prepare
- Designed and copied postcards: $.07/copy
- Logo shirts: $130.00
- Buttons: “Mom Likes Me Best” $37.74
- Professional Photographer: $332.00
- Color copies of power point slides

**Reading Room**

“Make Your Mess Your Message”

---From the Heart: 8 Rules to Live By
Robin Roberts

**What I Know for Sure**

June 2008
- Auburn’s Professional Women’s Retreat
  no cost

September 2008
- Red Hot Mama’s at Dupont’s Resource Center
  no cost

April 24, 2009
- Tapestry, A Day For Women
  Platinum Co-Sponsor $1,250.00

**What I Know for Sure**

Articles
- Senior Life’s Proforum $333.00/month
- Business People’s ProSpeak
- Posted on web site
- Angel Corps’ Client newsletter
- Midwest Chapter GCM newsletter
Features

- 2008 Siblings
- 2009 Elders and Abuse
- 2010 ???

List’s Shop Guide

- Great marketing buys for free
- Great marketing buys for under $100
- Great marketing buys for under $500
- Great marketing buys over $500

Connections

- Great marketing buys for free
- Great marketing buys for under $100
- Great marketing buys for under $500
- Great marketing buys over $500

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