

2010 Home Care & Hospice Sales and Marketing Survey

Survey Worksheet

Leading Home Care has launched the **2010 Home Care & Hospice Sales and Marketing Survey**. This survey was designed to determine which sales and marketing techniques are used by successful home health agencies, hospices, and private duty home care companies. We will also determine which practices are most effective for bringing in referrals that turn into admissions.

This detailed study will analyze financial and statistical data vital to decision-making for home care and hospice sales and marketing leaders. The purpose of this data collection is to identify financial and statistical benchmarks that will help you compare your business to other similar companies in your peer group.

Participants in the 2010 study will receive a complimentary copy of the summary report when it is published.

How to use this worksheet:

On the following pages, you will find all of the questions that are asked on the survey. Please print out a copy of this worksheet.

Go to your financial statements and statistical reports for the calendar year 2009. Complete the answers to the questions on the worksheet.

Please do not guess. Fill out the survey questions based on actual data that you have tracked in your business. If you have not tracked data to answer a specific question, leave that question blank. The more accurate and precise you are in answering the questions, the more valuable the results will be in the final report.

Only eligible participants who provide complete and accurate data will receive a copy of the final report. Responses that are obviously inaccurate, distorted, or incomplete will be deleted from the data set, and orders for the final report will not be fulfilled.

Once you have the worksheet completed, go to the following web site to enter the data.

Enter Your Survey Data

www.leadinghomecare.com/survey

If you have questions about the survey process, please email

editor@leadinghomecare.com

or phone 502-339-0653

**Approximately eight weeks after the close of the survey on September 10,2010,
you will receive by email a summary of the survey results.**

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Introduction

Welcome to the 2010 Home Care & Hospice Marketing Study sponsored by Leading Home Care ...a Tweed Jeffries company and their publications, Home Health Care Today and Private Duty Today.

This study will be a three phase study. Today you will be completing a survey about techniques your company uses to promote your home care services.

This survey should take 7-10 minutes to complete.

* 1. Which phrase best describes your organization?

Stand alone medicare certified home health agency or hospice

Stand alone private duty home care company (non-medicare)

Stand alone hospice organization

Home health agency owned fully by a hospital or health system

Home Care or Hospice franchisee

Home care company with 10+ locations

Franchiser or membership network

Professional association

Investor, consultant or venture capital firm

Press organization

Other (please specify)

Your Role in the Company

Please tell us about your individual role in your organization.

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* 2. Which choice best describes your role in your company?

Owner, chief executive, or executive director

Director of Operations or office manager

Director of marketing and/or sales

Salesperson or marketing assistant

Direct care team leader or supervisor

Board member, investor or other stakeholder

Administrative assistant

Other (please specify)

Company Size and Depth of Service

Please answer these questions about the size of your home care operations. If your company offers services outside of home care, please include only facilities that provide home care services.

3. What services does your home care organization provide? Please include only services that represent more than 10% of total home care revenue. (Check all that apply)

Medicare Home Health Care

Hospice care

Home care for Medicaid Waiver or other government funding

Private pay home care

Other (please specify)

4. From how many locations does your company provide home care services?

Single location

Single operation with satellite offices

2-5 locations

6-10 locations

More than 10 locations

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5. Considering home health, hospice, and non-medical home care services only, which category best describes your total client annual revenue for 2009?

- Less than \$1 million
- Greater than \$1 million, less than \$5 million
- Greater than \$5 million, less than \$10 million
- Greater than \$10 million, less than \$25 million
- Greater than \$25 million

6. What was the total revenue of your agency in calendar year 2009? (Please use whole numbers with no decimal points, do commas, and no dollar sign)

Total Revenue

7. How rapidly did your agency grow in each of the past two and one half years? (Please use whole numbers. Do not use % sign. If your agency decreased in revenue, leave the question blank.)

Percentage growth from 2007 to 2008?

Percentage growth from 2008 to 2009?

Percentage growth during first six months of 2009 compared to first six months of 2010?

Sales, Marketing, Advertising and Public Relations

We'd like to learn more about your total marketing staff and expenditures.

8. How many individuals dedicate more than 20 hours in a typical week to sales, marketing, advertising or public relations?

9. Which category best describes your annual marketing budget including salaries?

- Less than \$100,000
- Greater than \$100,000, less than \$500,000
- Greater than \$500,000, less than \$1 million
- Greater than \$1 million

Direct Sales Activities

Direct sales activities (also known as outside sales) typically consist of salespeople calling on individuals or groups with the specific task of promoting your services.

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10. Of the following direct sales techniques, which have your company used in the past twelve months?

- Sales calls to physicians offices
- Sales calls to hospital discharge planners
- Sales calls to other health care facilities
- Sales calls to social service agencies
- Participation in health related support groups
- Participation in senior advocacy or recreation groups
- Participation in disabled advocacy or recreation groups
- Direct sales activities with faith based groups
- Networking in professional health care associations
- Networking in business related associations
- Continuing education programming
- Presentations to service clubs
- Ad specialty items (i.e. Giveaways)

Other (please specify)

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11. Of these techniques, which do you consider HIGHLY EFFECTIVE? (Check all that apply)

- Sales calls to physicians offices
- Sales calls to hospital discharge planners
- Sales calls to other health care facilities
- Sales calls to social service agencies
- Participation in health related support groups
- Participation in senior advocacy or recreation groups
- Participation in disabled advocacy or recreation groups
- Direct sales activities with faith based groups
- Networking in professional health care associations
- Networking in business related associations
- Continuing education programming
- Presentations to service clubs
- Ad specialty items (i.e. Giveaways)

Other (please specify)

12. Does your company employ at least one full time direct sales staff?

yes

no

13. If yes, which category best describes salesperson compensation?

Salary only

Base salary plus individual performance incentives

Base salary plus company performance incentives (i.e. profit sharing)

Individual commission or performance incentives only

Other (please specify)

Paid Advertising

Paid advertising are techniques which target a mass audience. These techniques include those where potential customers must put themselves in a place to hear your message. This would include mass media, general literature

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distribution, and signage.

14. Which passive advertising methods has your company used in the past twelve months? (Check all that apply)

- Local cable television
- Local talk/news/sports radio
- Local music radio
- Daily newspapers
- Weekly newspapers or special inserts
- Business or trade journals
- Consumer magazines
- Outdoor advertising
- Literature racks left in health facilities
- Literature racks other
- Signage on your building
- Street signage at your location
- Telephone directory ads (i.e. Yellow Pages)
- Sponsorship of community events
- Placemat space ads
- Other (please specify)

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15. Of these methods, which do you consider HIGHLY EFFECTIVE? (Check all that apply)

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- Local music radio
- Daily newspapers
- Weekly newspapers or special inserts
- Business or trade journals
- Consumer magazines
- Outdoor advertising
- Literature racks left in health facilities
- Literature racks other
- Signage on your building
- Street signage at your location
- Telephone directory ads (i.e. Yellow Pages)
- Sponsorship of community events
- Placemat space ads
- Other (please specify)

16. Does your organization use an ad agency or public relations firm to manage or create marketing materials or programs?

yes

no

Targeted Marketing and Public Relations

These are methods targeted at a specific audience. These audiences may include consumers, referral sources or media outlets.

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17. In the past twelve months, which of these active promotion methods has your company used in an organized campaign? (Check all that apply.)

- Direct mail
- Coupon mailers
- Printed newsletters
- Employee newsletter (printed)
- Telemarketing/inside sales
- Health care professional trade shows
- Health fairs and community events
- Press releases
- Interviews on local TV or radio
- Writing for local magazines or newspapers
- Other (please specify)

18. In your experience, which of these methods would you consider HIGHLY EFFECTIVE? (Check all that apply.)

- Direct mail
- Coupon mailers
- Printed newsletters
- Employee newsletter (printed)
- Telemarketing/inside sales
- Health care professional trade shows
- Health fairs and community events
- Press releases
- Interviews on local TV or radio
- Writing for local magazines or newspapers
- Other (please specify)

Web and Technology Based Marketing

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Technology and the internet are changing the way we market services. This final category of marketing techniques includes all online marketing, social media and networking.

19. Of the following techniques, with which has your company used in ORGANIZED AND REGULAR CAMPAIGN in the past twelve months? (Check all that apply.)

- Direct emails to referral sources
- Website
- Email newsletter to referral sources
- Email newsletter to clients and families
- Email newsletter to employees
- Company blog
- General social networking (i.e. Facebook, MySpace)
- Micro-blogging (i.e. Twitter)
- Professional social networking (i.e. LinkedIn, Ning, etc)
- Article writing for third party websites
- Visual media (i.e. YouTube)
- Lead generation directories or websites (i.e. CareScout, SelectACaregiver.com)
- Pay-per-click advertising (i.e. AdWords)
- Banner advertising on third party websites
- Other (please specify)

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20. In your experience, which of the following techniques have been HIGHLY EFFECTIVE? (Check all that apply.)

- Direct emails to referral sources
- Website
- Email newsletter to referral sources
- Email newsletter to clients and families
- Email newsletter to employees
- Company blog
- General social networking (i.e. Facebook, MySpace)
- Micro-blogging (i.e. Twitter)
- Professional social networking (i.e. LinkedIn, Ning, etc)
- Article writing for third party websites
- Visual media (i.e. YouTube)
- Lead generation directories or websites (i.e. CareScout, SelectACaregiver.com)
- Pay-per-click advertising (i.e. AdWords)
- Banner advertising on third party websites
- Other (please specify)

21. Does your company have someone dedicated to social media and social networking?

- Yes - a part time employee or a portion of an employee
- Yes - a full time employee dedicated to these activities
- Yes - we use an outside organization or individual
- No

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22. When comparing activities in the past twelve months to activities of the previous twelve months, which statement best describes your use of internet based marketing?

- Our company is significantly increasing resources to online promotion.
- Our company is increasing resources to online promotion.
- Our company is using online promotion about the same as last year.
- Our company is reducing resources to online promotion.
- Our company is significantly reducing resources to online promotion.

Comments

Allocation of Marketing Expenses

Of your total marketing budget including salaries, how do you allocate your funds in general?

23. What was your total budget expenditure for sales, advertising, marketing, and public relations in calendar year 2009?

Total Expenditure?

24. For the following general sales, marketing and PR categories, what percent of your budget is allocated to each category of activity? Your total should equal 100%. (Use whole numbers without the percent sign.)

- | | |
|---|----------------------|
| Direct sales | <input type="text"/> |
| Paid Advertising | <input type="text"/> |
| Targeted marketing and Public Relations | <input type="text"/> |
| Web based marketing | <input type="text"/> |
| Fees paid to franchiser, marketing co-op, or parent company | <input type="text"/> |

Marketing Return on Investment

Organizations track return on investment (ROI) for marketing techniques with varying degrees of effort and success. Please describe your ability to make decisions based on tracking ROI.

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25. How would you evaluate your company's ability to track the performance of your sales and marketing efforts

Excellent

Very Good

Good

Fair

Poor

Comments

26. How would you evaluate your company's ability to use data to make decisions about your sales and marketing efforts?

Excellent

Very Good

Good

Fair

Poor

Comments

27. Overall, how would you rate the effectiveness of your agency's direct selling efforts to generate referrals that turn into admissions?

Excellent

Very Good

Good

Fair

Poor

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28. Overall, how would you rate your agency's effectiveness in marketing and public relations to generate referrals that turn into admissions?

- Excellent
- Very Good
- Good
- Fair
- Poor

Thank You

Thank you for your participation. Unfortunately, you are not eligible to complete additional questions for this study. You may exit this survey now, or if you would like to receive information about survey results, continue to the next page.

Thank You for Your Participation

Thank you for your participation in Phase One of our survey. Your previous answers will not be attached to personal data collected on this page.

All information on this page is optional.

29. If you would like to be receive a copy of the results of this survey, and be notified of future surveys, please fill in the following form. Your personal information will not be connected to any data previously provided in this survey.

All contact information will remain confidential and will not be shared with any other parties.

Name:	<input type="text"/>
Title:	<input type="text"/>
Company:	<input type="text"/>
Mailing Address:	<input type="text"/>
City:	<input type="text"/>
State:	<input type="text" value="6"/>
ZIP:	<input type="text"/>
Email Address:	<input type="text"/>
Phone Number:	<input type="text"/>