



Strategies to Maximize Census through Lead Generation

AN INTENSIVE, ONE-DAY SEMINAR
NCERS/NAB Approval for 7 Clock Hours & 7 Participant Hours!!

Program Locations & Dates

San Diego
September 28, 2010
Hampton Inn San Diego/Del Mar
11920 El Camino Road
San Diego, CA 92130
858-792-5557

Los Angeles/Van Nuys
September 29, 2010
Hampton Inn & Suites
5638 Sepulveda Boulevard
Van Nuys, CA 91411
818-785-2211

Oakland/Sacramento
September 30, 2010
Hampton Inn & Suites
Suisun City Waterfront
2 Harbor Center
Suisun City, CA 94585
707-429-0900

**Learn the knowledge, skills,
strategies & tactics your team needs
to increase the number of qualified
referrals you receive!**

**Do you want to Increase Medicare
& Private Pay Census? Then you
should attend this program!!**

- **Skilled Nursing, Assisted Living, Adult Day Care, CCRC, Home Care, Hospice & Personal Care Home Administrators**
- **Admissions Directors**
- **Sales and Marketing Managers**
- **Corporate and Regional Staff**

"This was the first workshop I've attended on this subject that offered practical, step-by-step methods."

Comments from a Participant in Strategies to Maximize Census through Lead Generation!

Overcome these common challenges to developing referrals!

- ✓ Not enough qualified leads!
- ✓ You are getting leads but they are unqualified "train wrecks"!
- ✓ Increasing competition for referrals!
- ✓ Marketing strategies that don't appear to work!
- ✓ Referral sources that compete with you!
- ✓ You offer great care but no one knows you are there!
- ✓ You have a negative reputation which affects your leads!
- ✓ Referral sources that restrict your access to them!

"An informative program; well presented that provided many strategies for growing the business."

Comments from a Participant in Strategies to Maximize Census through Lead Generation!

Benefits of Attending Maximize Census!

Increase Qualified Leads!

Improve Admission's and Marketing Team Member Effectiveness

Improve Administrator's Effectiveness @ Managing Marketing

Increase Admissions

7.0 NAB/NCERS Contact Hours/CEUs

Achieve Budgeted Revenue & Profitability

Meet Debt Covenant Requirements

Fun Filled Day of Training

Program Objectives

Learn the Critical Skills, Strategies & Tactics Proven to Grow Qualified Leads

- The difference between health care sales and health care marketing.
- The significance of patients' clinical needs to growing referrals, length of stay and census.
- How to increase referrals from health care professionals:
 - What professionals you want to target to get the best referrals
 - How to get in to meet with those referrals sources and build a relationship with them
 - Learn how to give a great in-service
- How to utilize community based marketing strategies: advertising, public relations and special events to increase referrals
- How professional referral development and community based marketing are inter-dependent
- Overcome a negative reputation and grow your census!
- How to write an effective marketing plan.
- Review 'real-life' case studies which outline census growth success.

Learn Cutting Edge Strategies Proven to Improve Results

- **Competitive Advantages:** Learn what they are and how to use them to defeat the competition for patients, residents and clients



www.premiersalesconsulting.com

Investment in Strategies to Maximize Census

\$129.00 Early Bird Registration by September 10, 2010

\$159.00 Register After September 10, 2010

Group Discount: For every 3 team members from the same organization who RSVP the 4th Attends Free!

PCT's Money Back Guarantee

Join us for this one-of-a-kind workshop and we guarantee you'll return to work energized and armed with powerful skills and the latest strategies to increase qualified leads. Or you'll get your money back!

How To Enroll

Pay on-line at
www.premiersalesconsulting.com

Mail the registration form and payment to:



PO Box 543
Unionville, PA 19375

Please call us at 866-925-4CEU if you have any questions regarding this program or would like to register!

Fax the registration form and Choose your payment method
Fax: 610-486-6371



Registration Form

Participant Information

Mr./Mrs. _____

Title: _____

E-mail Address: _____

City/Event Date: _____ \$ _____

Mr./Mrs. _____

Title: _____

E-mail Address: _____

City/Event Date: _____ \$ _____

Mr./Mrs. _____

Title: _____

E-mail Address: _____

City/Event Date: _____ \$ _____

Mr./Mrs. _____

Title: _____

E-mail Address: _____

City/Event Date: _____ FREE

Company Information

Organization _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Method of Payment

☐ Check here if you paid on-line with your credit card.

☐ Check here if check payable to Premier Coaching and Training, Inc enclosed.

Please complete and fax this form if you paid on-line.

Fax: 610-486-6371

ABOUT PREMIER COACHING & TRAINING

Premier Coaching and Training provides our clients with strategic consulting and coaching services to meet the challenges of today's every changing market. PCT's training, coaching and strategic consulting services will enable you to meet your revenue goals whether your organization provides Medicare, Medicaid, funded or private pay services.

ON-LINE TRAINING OPTIONS

Premier Coaching & Training offers its innovative training on-line. On-line training is a convenient and cost effective way to train your team. Please go to www.pctceu.com for more information.

OUR FOUNDER- Luke J. Fannon

Premier Coaching & Training was founded in April 2005. Mr. Fannon has 20+ years of healthcare sales and marketing experience with expertise generating qualified referrals and converting referrals into admissions. Luke's experience includes Acute, Sub-Acute and Outpatient Rehab, Assisted and Independent Living, CCRC, Adult Day Healthcare, Programs of All Inclusive Care for the Elderly (PACE), Home Care, Hospice & DME. Significant growth in qualified referrals, admissions and revenue are typical results for PCT's clients.

For more information please go to www.premiersalesconsulting.com.

"I usually don't do that (give a program a perfect score) it was wonderful."

Comments from a Participant in Strategies to Maximize Census through Lead Generation!

General Program Information

Registration: 8:00 am - 8:30 am

Session: 8:30 am to 4:45 pm

Continental Breakfast: Provided

Lunch: 12:00 to 1:00 pm (on your own)

Cancellations: Substitute registrants are welcome and may be named at any time. If you cancel six or more business days in advance, you will receive a full refund, less a \$20.00 service charge. If you cancel within five business days we will allow you to apply your payment toward any future Premier Coaching and Training program. If Premier cancels a program you are entitled to a full refund.

Directions: Go to www.hilton.com to view directions to the hotels hosting the event.

CEUs: This program is approved for 7.0 credit hours by NAB/NCERS. Attendees will receive a certificate for their records.

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Unionville, PA 19375
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