



Genesis HealthCareSM

**PROGRESSION TCU BRANDING
GUIDELINES**



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INTRODUCTION

Over the next year, Genesis HealthCare plans to add numerous branded Progression Transitional Care Units (TCUs) throughout the organization. TCUs offer a new rapid recovery alternative for patients requiring post-acute rehabilitation and medical services related to an acute illness or injury. TCUs offer enhanced clinical capabilities, amenities and education, all with a patient-centered, outcome-focused approach.

The following pages are designed to give you the tools and timelines for officially branding your new Progression TCU. These guidelines should be followed after your receive sign-off from your regional president that the unit has met all the requirements for Progression TCU status.

Progression TCU Marketing Time Line

Time Line	Event	Who?	Goal	Section Appendix Item
	<p>Receive Sign-Off from Regional President that the Center is on track to receive approval of Progression TCU status w/i next 105 days.</p>	<ul style="list-style-type: none"> ▪ Regional President ▪ RMD ▪ VPs of Sales and Mktg 	<ul style="list-style-type: none"> ▪ This is your queue for the center and RMD to begin the pre-branding process. We want to get the buzz out there as quickly as possible. 	
<p>Immediately after Sign-off</p>	<p>Begin Pre-Branding Process</p>	<ul style="list-style-type: none"> ▪ RMD 	<ul style="list-style-type: none"> ▪ Announce via email to center staff, RVP, case manager and ECC that the center is on track to complete the requirements for a branded TCU within 105 days ▪ Provide a list to all players of the items marketing will be coordinating over the next several months. 	<p>Marketing “To Do” Email with List</p>
	<p>Order your Progression TCU brochure via work order form</p>	<ul style="list-style-type: none"> ▪ RMD 	<ul style="list-style-type: none"> ▪ The Progression TCU brochure is the same regardless of center, except for the back panel. When placing your work order, please specify the information you want included on the back panel (i.e. clinical specialties, special amenities, covering physician if applicable, center address and phone) ▪ Order enough brochures for pre and post opening use. Note, 1,000 brochures costs approx. \$1,200. ▪ If the TCU is not open yet and you plan to distribute the brochures before opening, you will also need to order stickers that say “Coming Soon” or “Corporate Branding in process”, etc... 	<p>Progression TCU Brochure Example</p>
	<p>Make sure you update your mailing lists now.</p>	<ul style="list-style-type: none"> ▪ Ctr. Staff ▪ ICM ▪ RMD (assist) ▪ Corporate Marketing 	<p>Put hospital VIPS, referral sources, insurance contacts, politicians, key community contacts, physicians into mail list and send to Jeff Moore to be used for mail drops throughout this process.</p>	<p>Mail List Format</p>

TCU Marketing Time Line

Time Line	Event	Who?	Goal	Section Appendix Item
	Signage	<ul style="list-style-type: none"> ▪ Regional VP of Sales and Marketing/RMD ▪ Regional Property Manager 	<ul style="list-style-type: none"> ▪ Order indoor sign through property management (Jim Noddin, Perry Valentine or Tom Marshall) ▪ Determine whether you can add a teaser sign to your road sign. This is also ordered through property management. Begin this process now as there are zoning regulations that must be researched and resolved. 	<p>Example of Indoor Progression TCU sign</p> <p>Example of teaser sign</p>
	Postcard Mailers	RMD	Order your Progression TCU postcards immediately.	Postcard Example
90 Days Before Opening Unit	Center Training Meeting	<ul style="list-style-type: none"> ▪ Ctr. Staff ▪ RMD 	<ul style="list-style-type: none"> ▪ There has been a lot of confusion around what a Progression TCU is and how it is different than some of our other clinical specialties. ▪ Share attached talking points and make sure everyone is comfortable speaking about the product 	Talking Points
	ECC Training Meeting	<ul style="list-style-type: none"> ▪ RMD ▪ ECCs 	<ul style="list-style-type: none"> ▪ There has been a lot of confusion around what a TCU is and how it is different than some of our other clinical specialties. ▪ Set up a conference call with ECC's covering the center with a TCU. ▪ Share attached talking points and make sure everyone is comfortable speaking about the product. 	Talking Points
	Letter / Press Release	<ul style="list-style-type: none"> ▪ RMD ▪ Center Administrator ▪ Regional President 	<ul style="list-style-type: none"> ▪ Order Progression TCU letter and press release now. We want to give referral sources and physicians a heads up that the units are coming soon. ▪ Letters will be mailed by Jeff Moore once the letter receives final sign-off from the center and RMD. 	Letter example

APPENDIX

Item 1

Marketing “To Do” Email with List

Email this letter to the covering Regional VPs of Operations, Center Staff, ECC's and whomever else you feel will be involved in the branding of the Progression TCU Unit.

As you may know, X center is in the process of completing the requirements to receive a branded Progression Transitional Care Unit (TCU). I just receive notice from [Paul Bach, Dick Blinn or Dave Almquist] that X center is 105 days away from completing the requirements for establishing a branded Progression TCU. As such, we will be working over the next several months to create the following materials and collateral to get the word out to our referral sources, physicians, community and political dignitaries. I would appreciate your help as needed as we go through the process. In the coming months, we will complete the following:

1. Progression TCU Brochure
2. Updated Center Mailing Lists
3. Postcard Mailer
4. Indoor and Outdoor Signage
5. Staff and ECC Training Events
6. Press Releases
7. Letters
8. Advertisements
9. Buzz Gifts

As we go through the process, I may require your input on collateral and other materials. I will be in touch regarding specifics.

Regards,

XXX

APPENDIX

Item 2

Progression TCU Brochure Example

EDUCATION MAKES A DIFFERENCE

In a Progression Unit, patient and family education is essential to the development of an effective and safe care and discharge plan. Within our units, we offer education on the following:

DIAGNOSIS SPECIFIC EDUCATION

- Lifestyle management related to condition
- Medication management
- Nutrition management

PREPARING FOR HOME

- Home evaluation strategies
- Rehabilitation /activities
- Available community resources
- Follow-up appointments

While patients' diagnoses may vary, our goal is to help our patients rejoin their communities as quickly as possible. We encourage patient and family participation in every aspect of care.



Inglemoor Center
Genesis HealthCare™

The Progression Transitional Care Unit at Inglemoor Center is led by Dr. Harvey Gross and Associates, specializing in Family and Geriatric Medicine.

- Specialty Services Include -

Pulmonary Disease Management
Wound Care and Treatment
Rehabilitation Services with a focus on Orthopedics
(Physical, Orthopedic and Speech Therapy)

We would like to make your transition back home as easy as possible. Please call us at 201-568-0900 or visit our Center to begin your recovery process.

333 Grand Avenue
Englewood, NJ 07631
201-568-0900



**PROGRESSION
TRANSITIONAL
CARE UNITS**

Providing a Rapid Recovery Alternative



GENESIS CARELINE: 866-745-CARE

WWW.GENESISHCC.COM

**WE UNDERSTAND CARE,
WE PRACTICE COMPASSION.**

PROGRESSION TRANSITIONAL CARE UNITS

ENHANCED AMENITIES

PATIENT-CENTERED & OUTCOME-FOCUSED

Serving more than 50,000 individuals a year, we understand the varying needs of our patients. Now, with our new Progression Transitional Care Units, we offer a new rapid recovery alternative for patients requiring post-acute rehabilitation and medical services related to an acute illness or injury.

OUR UNITS OFFER ENHANCED CLINICAL CAPABILITIES:

- Daily coverage by medical staff with expertise in post-acute care
- Physicians fully integrated with the care team
- 24-hour coverage by nurses specially trained in patient assessment and evaluation
- Expanded nursing clinical education and competency requirements
- Primary care nursing model of care
- Weekly interdisciplinary care meetings
- Rehabilitation Services tailored to individual patient needs (available 7 Days/Week)
- State-of-the-art medical equipment and therapy gyms
- Capability to support high flow oxygen patient needs
- Comprehensive patient and family education
- Post discharge follow-up

Our Progression Units are distinct units that provide post-acute patients with the appropriate setting to recover. This typically includes a newly renovated environment offering hotel-like amenities for a patients added comfort and positive experience.

OUR UNITS OFFER ENHANCED AMENITIES:*

- Newly renovated facilities and patient rooms
- Enhanced rehab gyms
- Designated unit
- In-room televisions with cable/satellite
- In-room telephones
- Computer with internet access
- Enhanced dining experience
 - "Always available" menu
 - Select meal options
 - In-room and restaurant style dining

* May vary by Center.

A patient-centered, outcome-focused interdisciplinary approach is used by our professional clinical team with expertise in assessing the patient's clinical course and treatment plan with the goal of stabilizing the patient and returning them to their prior living conditions.

OUR TEAM WILL BE FOCUSED ON:

- Patient satisfaction
- Discharge to home
- Functional gain
- Pain management
- Minimizing unplanned transfers to hospitals
- Skin integrity
- Minimizing weight loss
- Reducing falls

GENESIS CARELINE: 866-745-CARE

WWW.GENESISHCC.COM

Incorporating family, friends and caregivers in the treatment process allows for the best possible outcome for each patient.



Genesis HealthCare™

APPENDIX

Item 3

Mailing List Format

Mailing lists should be updated for Physicians, Referral Sources, Community and Local Political Dignitaries. For each category, create a separate spreadsheet using the following format (or update the lists you already have):

Type Center Name Here

Date: 7/20/2005

Contact List Type: Physicians

Please double check data to ensure accuracy.

	Salutation	First Name	Last Name	Job Title	Organization	Address 1
<i>Example</i>	<i>Mr.</i>	<i>Jeff</i>	<i>Moore</i>	<i>Manager, Marketing and Communication</i>	<i>Genesis HealthCare</i>	<i>515 Fairmount Ave.</i>

Continued...

Address 2	City	State	Zip Code	Phone Number	Fax Number	Email Address
<i>8th Floor</i>	<i>Towson,</i>	<i>MD</i>	<i>21286</i>	<i>410-494-7629</i>	<i>410-828-7244</i>	<i>jeffrey.moore@genesishcc.com</i>

APPENDIX
Item 4
TCU Sign Examples

Indoor Sign:



Outdoor Dangler Sign

Progression Transitional Care



APPENDIX

Item 5

Talking Points

PROGRESSION Talking Points

(For Physicians and Referral Sources)

1. Progression Units are distinct short-stay wings for patients that require transitional care between hospital and home.
2. Progression Units typically serve patients requiring post-acute medical services and/ or rehabilitation services following surgery or illness.
3. Specialized therapies include orthopedic, cardiac, ventilator and pulmonary. Physical, occupational, speech therapies delivered 6 days (available 7 days) a week to get patients home quickly.
4. Genesis has been providing rehabilitation services since 1985 and currently treats more than 8,000 patients nationwide each day.
5. Progression Units include a wide variety of disciplines, including, but limited to, therapists, physicians and nurse practitioners.
6. Offer pre-operative services to answer any questions and to include a tour of Progression Unit 6 to 8 weeks prior to surgery.
7. Once patient is transitioned to a Progression Unit, referring physicians can be assured that clinical progress will be facilitated and will be updated as the patient progresses. Physicians can have as much or as little involvement as desired.
8. Thorough patient assessment takes place upon admission for the development of an individualized plan of care with the goal of returning the patient to home as quickly and safely as possible.
9. Progression Units have enhanced amenities and comforts including flexible dining options, Internet access, personal TVs and phones, etc...
10. It is expected that 100% of our short-stay patients will return to their home setting.
11. Reporting of patient outcomes (to discharge planners & physicians) following discharge

PROGRESSION Talking Points

(For Consumers)

1. Progression Units are distinct short-stay wings for patients that require transitional care between hospital and home.
2. Progression Units typically serve patients requiring post-acute medical services and/ or rehabilitation services following surgery or illness.
3. Specialized therapies include orthopedic, cardiac, ventilator and pulmonary. Physical, occupational, speech therapies delivered 6 days (available 7 days) a week to get patients home quickly.
4. Genesis has been providing rehabilitation services since 1985 and currently treats more than 8,000 patients nationwide each day.
5. Progression Units have enhanced amenities and comforts including flexible dining options, Internet access, personal TVs and phones, etc...
6. Progression Units include a wide variety of disciplines, including, but limited to, therapists, physicians and nurse practitioners.
7. Offer pre-operative services to answer any questions and to include a tour of Progression Unit 6 to 8 weeks prior to surgery.
8. Thorough patient assessment takes place upon admission for the development of an individualized plan of care with the goal of returning the patient to home as quickly and safely as possible.
9. Upon admission, patient is welcomed by a “partner” who will be the patient’s resource for information and concerns.
10. Patient and family education based on individual diagnoses will be conducted before discharge.
11. Follow-up with patients after they go home. Make sure they’re doing well.

APPENDIX

Item 6

Letter and Press Release Example

**PRESS RELEASE:
FOR IMMEDIATE RELEASE**

CONTACT: **Hilltop Center**
Saddle Shop Road, P.O. Box 125, Hilltop, WV 25855
Denise Worley, *Administrator*
denise.worley@genesishcc.com
Phone: (304) 469-2966
FAX: (304) 469-6280

HILLTOP CENTER ADDS A PROGRESSION TRANSITIONAL CARE UNIT

Hilltop, WV (June 2007) – **Hilltop Center** today announced the addition of a Progression Transitional Care Unit as the final phase of its \$1.0 million renovation. Hilltop's Progression TCU offers a new recovery alternative for patients requiring post-acute rehabilitation and medical services related to an acute illness, surgical procedure or injury. Hilltop Center, a 120 bed Genesis HealthCareSM Skilled Nursing Facility located in Hilltop, WV, also offers ShortStay / Sub-Acute and LongTerm Care as well as Respite Services.

Hilltop Center's 16-bed **Progression TCU** provides a patient-centered, outcome focused approach to treatment with the goal of helping patients recover and return to their prior living situation as quickly and safely as possible. The **Progression TCU** offers:

- state-of-the-art medical equipment and therapy gym;
- 24-hour coverage by RN's who have specialized training, education and experience with the care of post-acute patients. The nursing staff is CPR and AED certified and can manage medical emergencies and provide care such as infusion therapy and wound management;
- Respiratory services available;
- Daily availability of physician or nurse practitioner;
- Rehab Services tailored to individual needs (available 7 days/week);
- A highly-skilled interdisciplinary care team which works with the patient and family to develop an individualized care plan;
- The care team is specially trained to proactively manage subtle changes in condition that commonly occur in geriatric patients;
- The care team works with referring physicians and transferring hospitals to follow disease specific protocols and/or care paths;
- comprehensive patient and family education and discharge planning;
- designated unit with newly renovated patient rooms;

- a deluxe Shower Room with a spa-like atmosphere featuring towel warmers, plush towels and aromatherapy;
- in-room flat screen televisions and telephones;
- computer with Internet access; and

“We are excited to offer additional options for patients requiring rehabilitation and medical care after a hospital stay,” remarks Administrator, Denise Worley. “Our new **Progression TCU** will focus on step-down care in order to promote wellness and enhanced recovery for our short-term patients. Hilltop Center is extraordinary because we can work with a variety of patient needs, all based on what the individual requires.”

Genesis Healthcare Corporation is dedicated to improving the lives we touch through the delivery of high-quality healthcare and everyday compassion.

For More Information

For more information, contact Denise Worley, *Administrator* of Hilltop Center, at (304) 469-2966. Hilltop Center is located at Saddle Shop Road, P.O. Box 125, Hilltop, WV 25855. The Center serves primarily Raleigh General Hospital and Appalachian Regional Healthcare, both of which are located in Beckley, WV, as well as neighboring Plateau Medical Center in Oak Hills, WV.

About Genesis HealthCare Corporation

Genesis HealthCare Corporation is one of the nation's largest long term care providers with over 200 skilled nursing centers and assisted living residences in 13 eastern states. Genesis also supplies contract rehabilitation therapy to over 600 healthcare providers in 20 states and the District of Columbia.

Visit our website at www.geneshcc.com.

LETTER:

As you may have heard, Genesis HealthCare has started an extensive renovation and modernization initiative creating new post-acute care units, called **Progression Transitional Care**, at many of our centers. Our units offer a new recovery alternative for patients requiring post-acute rehabilitation and medical services related to an acute illness, surgical procedure or injury. As part of this initiative, **Hilltop Center** located in Hilltop, WV, has undergone a \$1 million transformation, featuring a new Progression TCU.

Hilltop Center's 16-bed **Progression Unit** provides a patient-centered, outcome focused approach to treatment with the goal of helping patients recover and return to their prior living situation as quickly and safely as possible. The **unit** offers:

- state-of-the-art medical equipment and therapy gym;
- 24-hour coverage by RN's who have specialized training, education and experience with the care of post-acute patients. The nursing staff is CPR and AED certified and can manage medical emergencies and provide care such as infusion therapy and wound management;
- Respiratory services available;
- Daily availability of physician or nurse practitioner;
- Rehab Services tailored to individual needs (available 7 days/week);
- A highly-skilled interdisciplinary care team which works with the patient and family to develop an individualized care plan;

- The care team is specially trained to proactively manage subtle changes in condition that commonly occur in geriatric patients;
- The care team works with referring physicians and transferring hospitals to follow disease specific protocols and/or care paths;
- comprehensive patient and family education and discharge planning;
- designated unit with newly renovated patient rooms;
- a deluxe Shower Room with a spa-like atmosphere featuring towel warmers, plush towels and aromatherapy;
- in-room flat screen televisions and telephones;
- computer with Internet access; and

We look forward to working with you. Your feedback and involvement with our Progression TCU's encourages successful outcomes to our patients.

Thank you for your continued support of Genesis and Hilltop Center.

Sincerely,

Executive Vice President/President - Southern Area

APPENDIX

Item 7

Standard Ad

**PROGRESSION...
REDEFINING THE TERM PROGRESS**

Illness? Surgery? Accident?

Progression, one of Genesis HealthCare's ShortStay Rehabilitation programs, offers therapy and treatment *after* you leave the hospital but *before* you return home. Give yourself the chance to get home fast . . . and be pampered at the same time.

**PROGRESSION
TRANSITIONAL
CARE UNIT**

Genesis HealthCare™

www.genesishc.com

Call 1-866-745-CARE to learn more about Genesis HealthCare's quality care services and the Progression program that best suits your transitional care needs.

Radio Ads: 30 and 60 Second Scripts

60 Second: You've had an illness, operation, maybe an accident. Your doctor advises more rehabilitation therapy and treatment *after* you leave the hospital but *before* you return home. Consider Progression, a new, short stay transitional care option from the Genesis Healthcare professionals in your neighborhood. Whether orthopedic, respiratory, even heart related, your personal team of doctors, nurses, and therapists assures daily progress and a speedy recovery. Completely renovated Genesis Progression suites pamper guests with hotel-like services and amenities from warm, inviting décor and delectable gourmet style dining to cable TV, DVD players, and Internet access. Learn about all the Genesis Healthcare quality care services and the Progression program that best suits your transitional needs. Call 1.866.745.CARE. Or visit genesishcc.com. Genesis Progression. It gives the word progress a healthy new meaning.

30 Second: On release from the hospital, your doctor advises more rehabilitation therapy and treatment, *before* you return home. Consider Progression, the new transitional care option from Genesis Healthcare. Hotel-like amenities comfort your short stay, while your personal medical team assures a speedy recovery. There's a Progression program suited to your needs. Call 1.866.745.CARE or visit genesishcc.com. Genesis Progression. It gives the word progress a healthy new meaning.

APPENDIX

Item 8

Sample Reminder Flyer

PROGRESSION... REDEFINING THE TERM PROGRESS

Illness? Surgery? Accident? Progression, one of Genesis HealthCare's ShortStay Rehabilitation programs, offers therapy and treatment *after* you leave the hospital but *before* you return home. Give yourself the chance to get home fast . . . and be pampered at the same time.

Our Transitional Care Units Offer Enhanced Clinical Capabilities and Comfortable Amenities:

- Rehabilitation Services tailored to individual patient needs (available 7 Days/Week)
- State-of-the-art medical and therapy equipment
- Enhanced rehabilitation gyms
- Medical staff with expertise in post-acute care
- 24-hour coverage by nurses specially trained in patient assessment and evaluation
- Comprehensive patient and family education
- Post discharge follow-up
- Newly renovated facilities and patient rooms
- In-room televisions with cable/satellite
- In-room telephones
- Computer with internet access
- Enhanced dining experience

PROGRESSION TRANSITIONAL CARE UNIT

Call 1-866-745-CARE to learn more about Genesis HealthCare's quality care services and the Progression program that best suits your transitional care needs.



Genesis HealthCare™

www.genesisbcc.com



APPENDIX

Item 9

Sample Postcard

PROGRESSION...
REDEFINING THE TERM PROGRESS

Illness? Surgery? Accident?

Progression, one of Genesis HealthCare's ShortStay Rehabilitation programs, offers therapy and treatment *after* you leave the hospital but *before* you return home. Give yourself the chance to get home fast . . . and be pampered at the same time!

**PROGRESSION
TRANSITIONAL
CARE UNIT**

1-866-745-CARE

Call today to learn more about Genesis HealthCare's quality care services and the Progression program that best suits your transitional care needs.

 **Genesis HealthCare™**
www.genesisbcc.com



We Offer an Unparalleled Experience:

- Rehabilitation Services tailored to individual patient needs (available 7 Days/Week)
- State-of-the-art medical and therapy equipment
- Enhanced rehabilitation gyms
- Medical staff with expertise in post-acute care
- 24-hour coverage by nurses specially trained in patient assessment and evaluation
- Comprehensive patient and family education
- Post discharge follow-up
- Newly renovated facilities and patient rooms
- In-room telephones & TVs with cable/satellite
- Computer with internet access
- Enhanced dining experience

Genesis HealthCare
515 Fairmont Avenue
Towson, MD 21286

APPENDIX

Item 10

Open House (Optional)

Some centers may decide to unveil their new Progression TCU with an Open House. If you and your Regional VP of Sales and Marketing proceed with such an event, here are a few pointers to guide you.

Time Line for a TCU Open House (optional)

Time Line	Event	Who?	Goal	Section Appendix Item
Immediately after Sign-off	Set a tentative date for the grand opening event—not all centers will do open houses for these units.	<ul style="list-style-type: none"> ▪ Ctr. Staff ▪ RMD 	<ul style="list-style-type: none"> ▪ Coordinate with the center to pick a date for a grand opening event. Give yourself enough cushion in case something is delayed with the unit. ▪ We recommend that you host a wine and cheese event vs. themed galas. These are upscale units for a younger population and they should have a more sophisticated image. ▪ To give yourself enough time, you should plan at least 90 days out from today. ▪ Events should not be held between Christmas and New Years or in the months of July and August. 	A wine and cheese invite
90 days before your grand opening	Grand Opening Planning Meeting	<ul style="list-style-type: none"> ▪ Ctr. Staff ▪ RDO ▪ RMD ▪ ICM ▪ ECC 	Sit down with the center to: <ul style="list-style-type: none"> ▪ Confirm date for grand opening ▪ Confirm items for keepsake and place order – either through Geiger on your own or via a work order. ▪ Start to identify food service and level for the events ▪ Distribute the Open House checklist for group and begin to populate key fields and determine key items 	Event Checklist

TCU Marketing Time Line

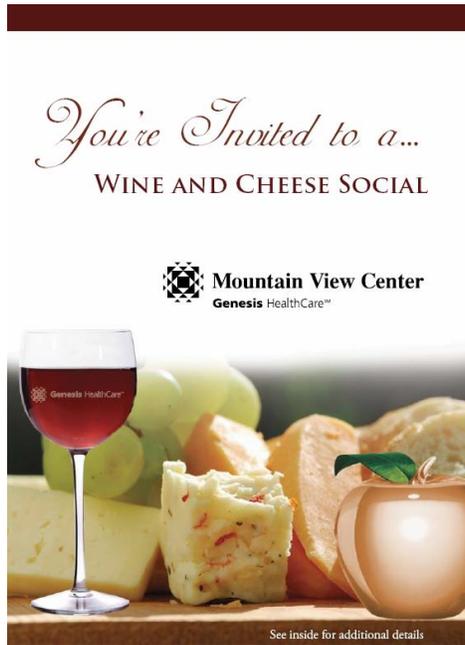
Time Line	Event	Who?	Goal	Section Appendix Item
	Invitation	<ul style="list-style-type: none"> ▪ RMD 	<ul style="list-style-type: none"> ▪ Order your generic invite or wine & Cheese Invite now. ▪ Proof and finalize invitation immediately after it is sent back to you for approval. ▪ When placing the work order, include RSVP procedure (suggest e-mail in addition to phone #) 	
	Save the Date Card	<ul style="list-style-type: none"> ▪ Ctr. Staff ▪ RMD 	<ul style="list-style-type: none"> ▪ Order your save the date card via a work order now. We want to mail this 60 days before your event. 	
60 Days before your event	Next Planning Meeting occurs	<ul style="list-style-type: none"> ▪ RDO ▪ Ctr. Staff ▪ RMD ▪ ICM ▪ ECC 	<ul style="list-style-type: none"> ▪ Complete all assignments on open house planning list ▪ Know your key items such as: <ol style="list-style-type: none"> 1. food 2. parking 3. guest list are in process and confirmed ▪ Check your budget 	
	Mail Save the Date Card	<ul style="list-style-type: none"> ▪ Jeff Moore 	<ul style="list-style-type: none"> ▪ Jeff Moore will handle this for you assuming that we have received the appropriate approvals and mailing lists 	
30 days before your event	ECCs take promotional item to hospital to generate “buzz”	<ul style="list-style-type: none"> ▪ RMD ▪ ECC 	<ul style="list-style-type: none"> ▪ Initial giveaway goes to the hospital to start the “buzz” for Grand Opening event and generate excitement about the project 	

TCU Marketing Time Line

Time Line	Event	Who?	Goal	Section Appendix Item
	Grand Opening Planning Meeting	<ul style="list-style-type: none"> ▪ Ctr. Staff ▪ RDO ▪ RMC ▪ RMD ▪ ICM ▪ ECC 	<ul style="list-style-type: none"> ▪ Finalize all components of the checklist and begin to set-up count down to the event, calendar. 	
	Mail final invitations to your contact list	<ul style="list-style-type: none"> ▪ Jeff Moore 	<ul style="list-style-type: none"> ▪ Jeff Moore will handle this for you assuming that we have received the appropriate approvals and mailing lists. 	
15 days before the grand opening	ECCs follow-up with key hospital invites	<ul style="list-style-type: none"> ▪ RMD ▪ ECC 	<ul style="list-style-type: none"> ▪ Flyer to remind people of the event and to RSVP if they have not (make sure you order these two weeks before you need them). Promote the quality of both the event and the center. 	Sample Reminder Flyer
	Center staff follow-up with key community invites	<ul style="list-style-type: none"> ▪ Administrator ▪ Admission Director ▪ DON 	<ul style="list-style-type: none"> ▪ Phone calls to key community guests to promote the event and encourage attendance 	
7 days before event	Open House Meeting	<ul style="list-style-type: none"> ▪ Ctr. Staff ▪ RDO 	<ul style="list-style-type: none"> ▪ Include key center staff that will be working the meetings ▪ Finalize all items on checklist and confirm number of guests 	
Day of your event	Be host of your grand event			

Invite Example

This invite would be customized by center and event.



 **Mountain View Center**
Genesis HealthCare™
9 Haywood Avenue
Rutland, VT 05701
802-775-0007

Please RSVP by May 8th by calling 802-747-6428

PLEASE JOIN US FOR A
WINE AND CHEESE SOCIAL

MAY 10TH
4:00 P.M. - 6:00 P.M.

WINE, CHEESE AND HORS D'OEUVRES

Take this opportunity to meet the Rehabilitation Department at Mountain View Center and learn more about the therapy programs available. Tour the therapy gyms including the new therapy room located directly on the Transitional Care Unit (TCU) with new equipment including the Lite Gait. In addition you will meet the Program Director of our TCU while having the opportunity to see all the Unit has to offer.

We look forward to seeing you!

www.geneshcc.com

Guide to a Successful Grand Opening Event

Your Grand Opening is an opportunity to get as many people as possible into your center to see your unit. The majority of our referrals come to us from two very distinct routes that may be best served by different forums.

- First we have the professional resources in the healthcare community and this group may be the toughest audience to arrange as these individuals have many demands on their time. To access their time, you may need to offer them something to make it worth their while
- The second route is the word of mouth referral that comes directly from satisfied family members. These folks have an investment in the program and may want to have a more personal approach provided.

Consider the following:

1. **CEU's** - Nurses and Social Worker must collect Continuing Education Units on a yearly basis. So offer them CEU's for coming to see the Open House and attending an educational seminar while there. This places a value on their time, which makes it personally worthwhile. Just be sure to allow yourself up to 6 weeks to get everything approved.
2. **Charity** – Host a fundraising event for an associated charity as part of your ribbon cutting ceremony. It shows that you are giving back to the community. Be creative.
3. **Caterer**- Find out which caterer is well respected in your community. Include in your invitation mention that this service will be planning the food.
4. **Invitations** – Mail the invitations with an RSVP date two weeks prior to the event. Make sure you list a name and phone number for the RSVP. For example, list the NHA or PD so that they can begin to become familiar with you.
5. **Chamber of Commerce** – Ask them to cut the ribbon. This may help to encourage better attendance from other chamber members.
6. **Time and Day** – Know your community to determine the best times and days

GRAND OPENING TASK LIST

Activity	Coordinator	Due Date	Budget	Actual	Variance	Comments
INVITATIONS						
Design						
Printing						
Mailing List						
Mailing Labels						
Stuffing/addressing						
Drop Date						
RSVP Procedure						
FOOD						
Menu/Costs						
Staff (Prep & wait staff)						
Liquor						
Dish/linen/table rentals						
Uniforms/Tux's						
PROGRAM						
Name tags						
Location plan – rain plan						
Recognition (internal & external)						
Ribbons and stanchions						
Giveaway item						
Logistics – coat rack, umbrella stand						
Guest Sign-in book						
Special scissors						
Special Presentation						
PUBLICATIONS						
Press Release						
Photographer						
Advertisements (determine best publications)						
Press Kit						
Giveaways						
Press coverage						
FLOWERS						
Where						
# of arrangements						
Staff/Dignitaries corsages						
MUSIC						
Booking						
Location set-up						
Cost-payment process						
POLICE/FIRE DETAILS						
Alarm shut-off						
Police traffic control						
Fire dept. representation						
SIGNAGE						
Interior						
Exterior						
PARKING						
Reserved						
Off-site						
Transportation – shuttle						
TOTAL						

Don't forget about your residents and staff too. One or two days before the event, you may want to host an informal reception. Those not in the unit will want to know what is happening. Provide snacks and beverages.