

**FINANCE MEETING  
COMMISSIONERS' HEARING ROOM**

**Wednesday, March 25, 2015, 1:30 PM**

**Present:** Commissioners Barbara Cross, Jim Hertzler and Gary Eichelberger; Larry Thomas, Chief Clerk; Dana Best, Finance; Lynette McCulloch, CNRC Finance; Heather Ilgenfritz, Megan Silverstrim, Chris Sechrist, Communications Team; David Holland, Helen Schultz, Claremont Nursing & Rehabilitation Center (CNRC); Alex Smyser, IMTO; Daniel Walmer, The Sentinel; and Steve Marroni, The Patriot News

**CNRC MARKETING UPDATE**

Chief Clerk Thomas opened the Finance Meeting for an update discussion of the Marketing Program since the opening of the Rehab Center *Transitions at Claremont*. He called on the Communications Team to provide an update on the CNRC Marketing Plan.

**Presentation on CNRC Marketing Update Plan:** Helen Schultz presented a PowerPoint Presentation on the CNRC Marketing Update for *Transitions at Claremont* (see attached).

- **Initial Marketing Strategies used:**
  - Comcast Commercials
  - Web Pages
  - Billboards
  - Sentinel Ads
  - Holy Spirit and Carlisle Regional Patient Guides
  - Take-home cards & construction update sheets placed in doctors' offices, libraries, pharmacies, senior centers and County Buildings.
  - Admissions and Tours Survey (see attached)
- **Continued Marketing Strategies:**
  - Digital Billboards: current 4 week campaign; 3-9-15 through 4-5-15 with future quarterly campaigns proposed and plan to overlap them with network commercials. The contract will come before the Board at a future workshop.
  - Print Media with Sentinel, West Shore Connect Magazine, Central Penn Business Journal, and updated take-home cards.
  - Digital Advertising on Sentinel and PennLive Websites.
  - PennLive will geographically target the ads in tracking how many ads per month are received. They can also track the gender, age and income of people viewing the ad.
  - Place 3 minute video loop in pharmacy waiting rooms and County Buildings.
  - Submitted an application for a Marketing Intern from Shippensburg University.
  - Compiling Radio Advertising Proposals.
  - ABC 27 Network Commercials.
- **Analysis:**
  - Lynette McCulloch reviewed the analysis of the targeted Rehab Unit monthly admissions and stated that there is an anticipated ramp-up of census starting at the beginning of the year around 14 and around 21 mid-year and at the end of the year in December with 28; with the final ramp-up of 32 coming in the 1<sup>st</sup> quarter of 2016. In order to maintain the census that is being budgeted and the step up of the census increase, we need to identify and target admissions at the rate that would sustain the census.
  - Currently there are 9 short-term transitioned rehab residents since the opening on March 10, 2015.

- Commissioner Cross asked if there was an exit survey for the Rehab Unit to capture what is being done well and what might need improvement.
- Ms. McCulloch stated that there have been conversations about having a discharge survey made up for the Rehab Unit. (Larry asked that it be put on the agenda for March 30<sup>th</sup> CNRC Review Team).
- Commissioner Hertzler asked what the proposed long-term budget amount was and Ms. McCulloch stated that it was \$69,000 for 2015 including advertising and marketing.
- Commissioner Hertzler questioned whether TV viewing was higher with Channel 27 or with cable. Ms. McCulloch discussed the Nielsen Rating Indicator.
- Commissioner Hertzler suggested putting the 30 second ad on TV's in the provider's offices in the area as an inexpensive way to reach a lot of people. Ms. Best stated that they were starting to put the ads at the pharmacies and then they may look at putting them in provider's offices.
- Commissioner Hertzler noticed that the sample of the handout for the Rehab Unit did not include the name *Transitions at Claremont* on it, but Ms. Schultz stated that Chris Sechrist is in the process of making new handouts.
- Chief Clerk Thomas stated that the Board of Commissioners would like to see a scoreboard of tracking the patients in order to see how the Rehab Unit is doing, and to see how effective the marketing efforts are. The numbers would be looked at to make sure we are on target. Ms. McCulloch stated that there were eight tours conducted, ten admissions processed, and one recruitment of a staff member for the Nursing Home due to the advertising of the Rehab Unit.
- Ms. McCulloch reported that the Rehab residents have two basic payer sources that are considered much higher than Medicaid or Private Pay. Those are Managed care through commercial insurances or the Medicare Traditional Coverage. She stated that multiple high payers will be in rehab and there will be Medicare high paying entities with residents not in the Rehab Unit.
- Ms. McCulloch reported that on the 24 targeted admissions: 11 moved from the NH Tower on day one down to *Transitions at Claremont*; 9 new admissions came in; 5 discharges occurred; and as of today they are at 15.
- Commissioner Hertzler asked why we couldn't attribute last year's improvement in the fund balance at Claremont since *Transitions at Claremont* was not in existence last year, but we saw significant improvement in our revenue. Ms. Best answered that on the revenue side, there was an improved payer mix and on the expenditure side, overall expenses improved by 2% all of the operating expenses remained relatively flat from year to year. Chief Clerk Thomas asked Ms. Best if we could get a little more detail and explanation on the increase to the balance.
- Commissioner Hertzler stated that he would like to know if the Nielsen Ratings included cable in their analysis.
- Commissioner Eichelberger asked if the *5 Star Rating* was taken off the billboards and updated. Ms. Schultz stated they have been updated. He asked if any type of media professionals assisted in the development of the strategy. Ms. Schultz stated there were none. He asked Chief Clerk Thomas if there was a spreadsheet that projects revenue targets looking to the future on a month-to-month basis so we can measure if the Rehab Unit is generating revenue on schedule. Chief Clerk Thomas stated that as we get to a more scientific way of approaching this, he would also like to get the information together to assess the revenue of the Rehab Unit.

Respectfully Submitted,

Ruth Ann Ciecierski  
Administrative Assistant