Marketing to the Mature Marketplace: 6 Pathways to Success in Challenging Times

December 1, 2016

OHCA Office
Lewis Center, Ohio
Marketing to the Mature Marketplace: 6 Pathways to Success in Challenging Times

Date & Location:
December 1, 2016
Ohio Health Care Association
55 Green Meadows Drive South, Lewis Center, Ohio 43035, 614-436-4154

Course Description:
We have reached a unique moment in our nation’s history, when one in three Americans is now over the age of 50, with the expectation of living longer than previous generations. For health care professionals, especially those in Assisted Living and Long-Term Care, the ability to better understand and communicate with this unique target audience will be the pathway to increased patient satisfaction and long-term business growth. This course has been presented at more than 200 senior-healthcare conferences, seminars and workshops, before thousands of business owners and marketing professionals from 50 states and eight foreign countries.

Objectives:
• Learn the “5 Key Concepts” that motivate the 50+ Mature Marketplace.
• Understand how the unique physical and cognitive changes that occur with aging impact the decision-making process.
• Develop enhanced relationship-building skills for all staff levels that lead to increased patient satisfaction and long-term business growth.
• Create traditional marketing programs proven to be effective with this target audience, especially in times of economic challenge and limited budgets.
• Develop new programs, including E-Marketing, Social Media, Free Media and Community Outreach, reflecting changes in consumer preferences.
• Engage audience members in a series of interactive exercises designed to educate and entertain.

Continuing Education Credit:
6 hours of continuing education credit are available for Nursing Home Administrators, CEAL, Social Workers and Nurses.

Agenda and Location:
8:30 am  Check In & Continental Breakfast
9:00 am  Program Begins
12:00 noon  Lunch (included)
12:30 pm  Program Resumes
3:45 pm  Program Adjourns

Course Instructor:
Don Marsh has 44 years of marketing experience and is the author of one book, and more than 200 articles. In 2009, he completed a series of CDs for CareCredit, based on his presentation on “Marketing to the Mature Marketplace”. As a professional speaker, he has been a featured presenter at more than 200 senior-healthcare conferences, seminars and workshops, before tens of thousands of business owners and marketing professionals from 50 states and eight foreign countries. As a marketing consultant, he has conducted staff training workshops and created customized marketing programs for hundreds of business owners. After spending years under contract to leading senior-industry corporations and non-profit organizations, he now works as a Professional Speaker and Independent Marketing Consultant. As a result, his presentations contain no bias toward any company or product.

Registration
www.efohca.org

Name: ______________________________________________________________________________________
Title: _______________________________________________________________________________________
Email Address (required): ______________________________________________________________________

Company Information:
Facility: _____________________________________________________________________________________
Address: ____________________________________________________________________________________
City: _________________________________________________ State: __________  Zip: __________________
Phone: ( _______ ) ____________________________________________________________________________

Credit Card:  
MC ___     VISA ___     AMEX ___     Discover ___

Card Number: ____________________________ Expiration Date: ______ / _______
Card Holder: ______________________________ Signature: ________________________________

Payment must be included to be processed.
Send this completed form and payment to:
EFOHCA, 55 Green Meadows Drive South, Lewis Center, Ohio 43035  •  Fax: 614/436-0939
Checks accepted with mail-in registrations. Credit cards accepted with online registrations.

Marketing to the Mature Marketplace: 6 Pathways to Success in Challenging Times

Registration Fees:
Members:  $125 (prior to November 23)  $155 (November 23 and after)
Non-Members:  $295 (prior to November 23)  $370 (November 23 and after)