

make admissions your competitive advantage

To maintain the maximum capacity of patients under care, nursing homes, home healthcare agencies, hospices and other continuing care providers must respond as fast as possible to referral sources and streamline their referral review processes. That's no easy task when the fax machine and the telephone serve as the primary tools of admissions, along with handwritten logs, photocopies, sticky notes and spreadsheets. The average skilled nursing facility receives and manages 1,100 referrals and 27,000 pages of referral documents each year. These inefficient processes hinder responsiveness and delay acceptance of qualified referrals, often sending patients to competing providers—which means lost revenue. And long-term care providers struggle to manage marketing tasks and report on admissions activity to identify areas for improvement.

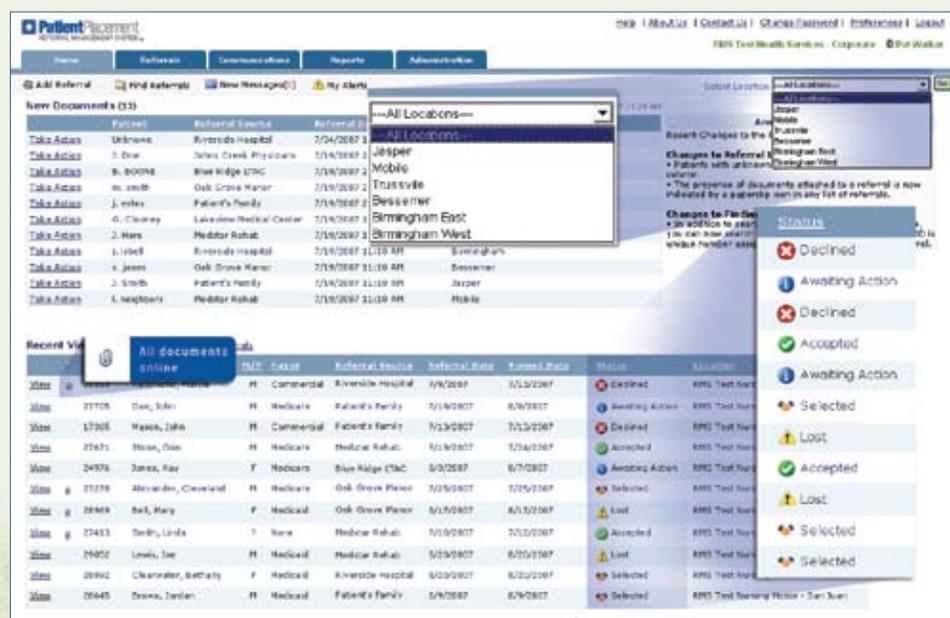
accelerate and automate admissions and referral management

Patient Placement designed the low-cost Web-based Referral Management System specifically to fix the fax problem and automate *every* step of the long-term care admissions process, including:

- Verify insurance from any carrier instantly online.
- Track marketing campaigns and associated activities, and link them to specific referrals.
- Enter a new referral and assign for review in just seconds.
- Identify watch list referrals that require additional review.
- Generate standard admissions and patient forms quickly with patient information already entered.
- Receive instant referral and task alerts by fax, email, online or mobile device.
- Trigger immediate communications to referral sources when accepting a patient.

There's much more. Inbound faxes convert automatically to online documents—no more long fax waits and mountains of paper. Review, track, approve and manage all referrals from all sources, whether received by fax, phone, email, Web or in person. One simple, low-cost solution provides the functions of a fax server, document database and archive, and communications service.

The Web-based service provides anytime, anywhere access. Marketing and admissions teams can even enter, track and approve patient referrals from their portable mobile devices, including PDAs and cell phones. Your admissions team also can set, assign and track tasks with ease. And instant reports of all referral activity and sources, reasons for decline, acceptance rates, and other admissions information drive smarter processes and decisions.



Big payoff for continuing care providers

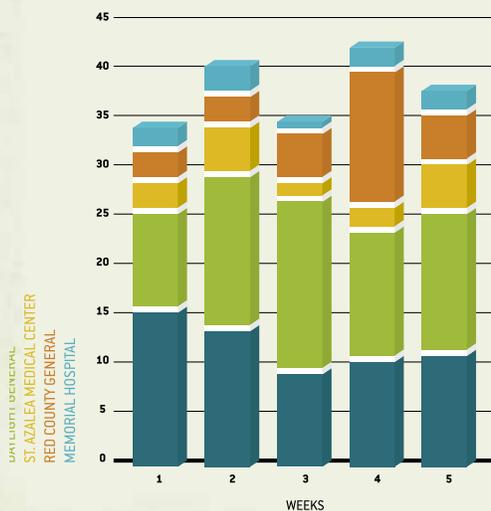
The Web-based Referral Management System automates and accelerates continuing care admissions, helping providers accept more patients, generate more revenue, compete better and respond faster. One six-location skilled nursing provider has seen tremendous gains in responsiveness and efficiency using the PatientPlacement.com Referral Management System. An analysis suggests that the provider will save an estimated 1,175 hours, or 29.5 work weeks per year, by expediting referral review and communications processes. This helps the provider meet goals to improve responsiveness and maintain a competitive advantage in its marketplace.

Pay little or nothing up front and a minimal subscription fee—as low as \$99 per month. Setup takes about an hour. With all admissions and referral activities automated, your admissions team can react immediately to capture opportunities before they get away. If being more nimble, efficient and responsive helps your admissions team accept even one additional patient per month, the solution pays for itself many times over.

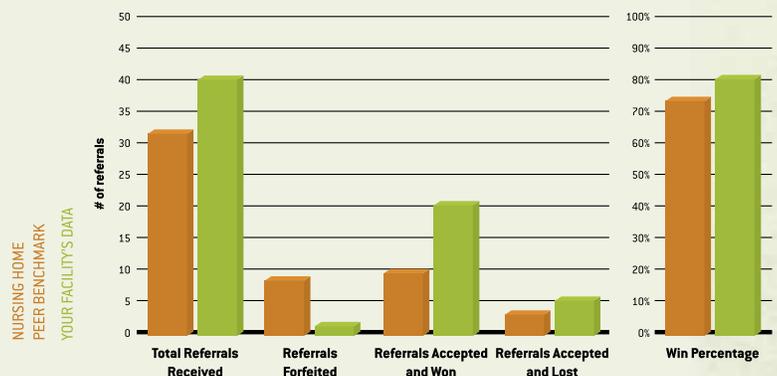
results: respond faster, accept more patients

- Admit more patients faster, and increase revenue.
- Strengthen relationships with referral sources.
- Outmaneuver competing providers.
- Throw out those handwritten logs, spreadsheets and folders littered with sticky notes.
- Fix the fax problem by eliminating as many paper faxes as possible.
- Measure and modify marketing and relationship management based on real data.
- Prevent lost referrals due to delayed responses.
- Make smarter business decisions and adjustments based on complete, accurate reporting of admissions and marketing activities.
- Allow liaisons and marketers in the field to enter new referral information live.
- Pay little or no upfront costs and low, predictable subscription pricing.
- Get up and running fast, with no internal IT resources or investment required.

REFERRALS BY SOURCE SAMPLE REPORT



WIN/LOSS ANALYSIS SAMPLE REPORT



For more information go to www.PatientPlacement.com or call **800-832-8397**.

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