



yorCMO
FRACTIONAL MARKETING SYSTEM

Nye
Health Services

Multiple Locations... One Marketing Strategy

Creation of companywide marketing system brings more people home.

Executive Summary

Nye Health Services (www.nyehealthservices.com) is an award-winning, family-owned company that prides itself on making seniors feel at home across seven campuses in Nebraska and Wyoming. They tailor their services to each individual's unique needs in a variety of areas including short-stay rehabilitation, traditional skilled care, independent and assisted living, outpatient, therapy, home care, respite care and eventually home health care. Decreasing occupancy numbers and a lack of marketing direction for all locations left Nye feeling as they were not focused on the right marketing and sales objectives to connect and engage with the communities they serve.

yorCMO helped Nye Health Services implement strategic marketing plans and processes to increase occupancy while aligning internal teams with Corporate business objectives.

“yorCMO significantly helped to simplify this process for us. They were continually looking at the big picture and ways to keep structuring and simplifying. This process was unique to us - Nye didn't lose its identity and our opinions and wishes were always taken into consideration. During a time of overwhelming uncertainty, yorCMO helped to guide us and take the burden off our shoulders,” commented Marcey Darmento.

Challenges

Nye's marketing challenge began when a reorganization eliminated its business development position, and dispersed those responsibilities to multiple members of their leadership team. As resident occupancy numbers declined, it became clear that concrete marketing and growth plans were needed for all locations and digital visibility needed to be heightened. As Nye looked for partners to assist, they found that the agencies they met with were only looking to solve the short-term through advertising campaigns.

Solutions

Nye partnered with yorCMO because of its strategic vision, aptitude to build the in-house marketing competency, and ability to put structure and accountability around marketing programs through adaptive and repeatable processes.

“The agencies we considered focused on ad campaigns, not strategy,” said Marcey Darmento, Nye Health Services’ Director of Human Resources and Marketing. “We needed a partner who could focus on what our landscape looked like, branding, and strategic procedures to improve our sales and marketing processes, advertising plans and to assist us with what our next steps should be.”

We implemented our marketing audit and strategic foundation process to determine the customer journey, align the team’s goals and actions, as well as document the activities between the seven locations, multiple service lines and home office.

Simplify

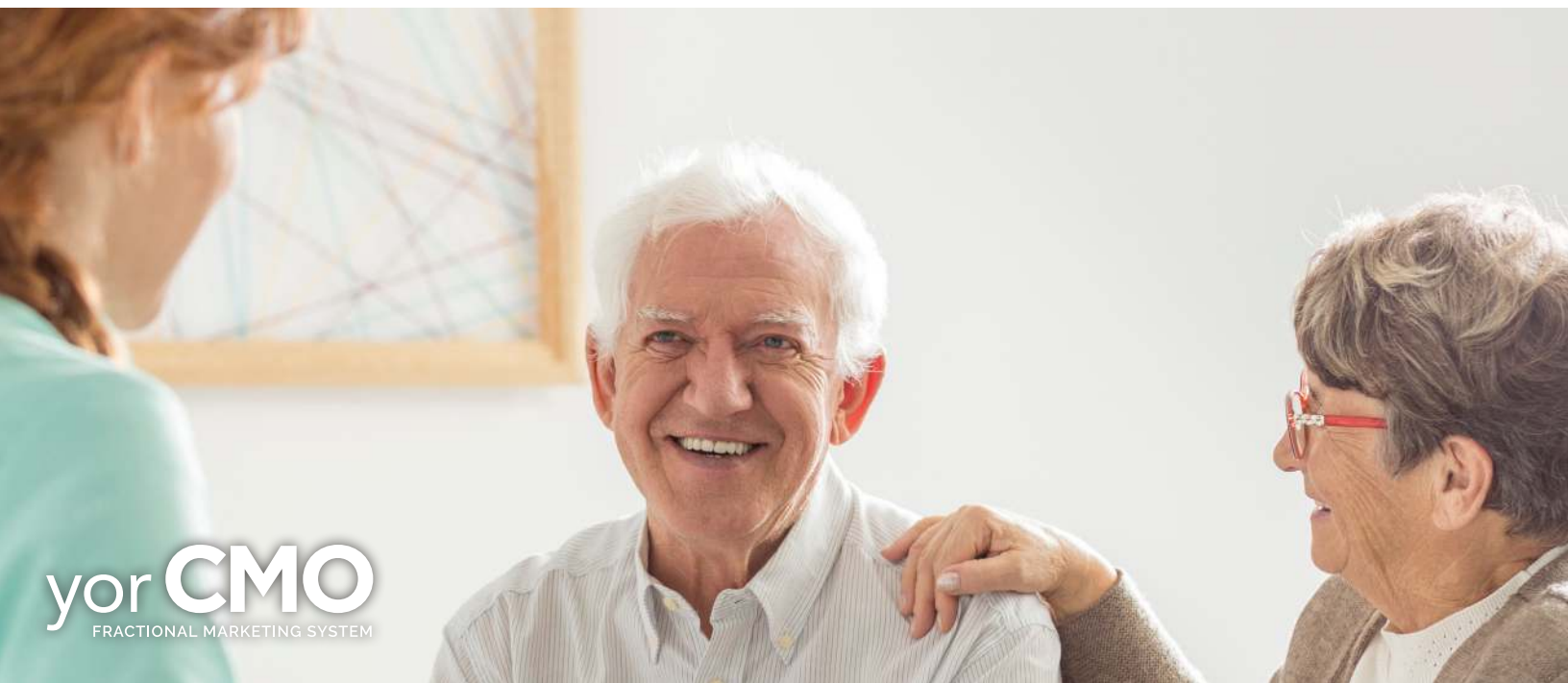
The path to choosing a senior housing and healthcare service or location can be long, emotional and sometimes unexpected. yorCMO met with residents and their family members from around the country to better understand the deciding factors in their journey to choosing a Nye campus. yorCMO then put a marketing plan in place to grow awareness. A short-term marketing plan specific to each location was launched through TV, print and digital search.

Unify

Next, a 52-week marketing calendar and budget was established by location to address specific location census needs. The foundation was laid out for budget, campaign planning and necessary tools for tracking, such as a CRM. Weekly check-ins with each location kept everyone in alignment and on goal.

Enhance

To grow consistent awareness, yorCMO began the process of enhancing Nye’s digital presence. A partner was utilized to conduct a search engine audit which identified Nye locations and services that were not showing up where a market leader should. Based on these findings, our team made sure Nye appeared on senior living websites such as www.aplaceformom.com and other industry-related sites.





Results

Within three months of working with yorCMO, Nye Health Services **saw a 20% increase in occupancy**, averaged across all seven locations. This was obtained through consistency in marketing efforts (budget, message, process) at the local level. Several months later, the census remains strong and consistently above goal.

Today, **each location effectively utilizes a clearly defined marketing process with budgets, accountabilities, and content development processes** that aligns to company goals. Perhaps even more importantly, **a good working relationship between the home offices and the individual locations** has developed that is much more efficient and productive, and the team is more connected to each other than ever before.

yorCMO makes it a priority to become part of the team. "The working relationship I have with yorCMO has been phenomenal. I genuinely enjoy working with Jay and Joe, and know they have our best interest at heart," said Darmento.

Bringing more people home with systemized marketing approach!

"yorCMO was diligent about sticking to our budget, message and goal. Unlike other agencies, who seem to want to place ads without purpose," said Marcey Darmento.



Experienced a 20% increase in occupancy after 3 months



Established consistent companywide marketing system (budget, message, process)



Improved internal communications and alignment between locations and home office related to sales and marketing activities and objectives