Targeted Referral Outreach and Relationship Building Key to Client’s Assisted Living Attrition

THE SITUATION: Keeping up with AL attrition
Asbury Place is a multi-campus CCRC at the base of the Smoky Mountains in Tennessee that holds a comprehensive management contract with The Asbury Group.

In December 2013, the Asbury Place Maryville campus was facing a low assisted living census. Always a marketing challenge due to its high attrition rates, assisted living and skilled nursing require a different marketing approach than residential living.

In health care marketing, referrals and provider relationships are key. It is critical to make sure your community is top of mind in provider networks and responds to referrals immediately.

THE SOLUTION: Relationship-building strategies
The Asbury Group Marketing created a layered marketing approach that is the difference between trying to keep up with census and having a continual pool of referrals:

1. Community outreach to primary and secondary referral sources
2. Link & Learn e-newsletter for brand awareness and relationship building
3. Provider referral events
4. Convenient methods of contact and quick response time

THE RESULTS
Before TAG: 88% occupancy rate in 77 AL apartments in January 2014
After TAG: 95% occupancy rate in April 2014, exceeding budget

Today, through a combination of these and other strategies, Asbury Place enjoys a steady stream of referrals from the community at large.

“The Asbury Group Marketing understands the client, the product and the sales process. But, best of all, they know how to package it together to create the sale!”

-Kim Golly, Director of Marketing and Community Relations, Asbury Place Maryville

Call The Asbury Group Marketing today for a review of your health care marketing plan. 877.993.4824