

CLAREMONT NURSING AND REHABILITATION CENTER

MINUTES

Monday, September 29, 2014, 3:30 PM

Claremont Nursing and Rehab Center

Present: Commissioners Barbara Cross, Jim Hertzler and Gary Eichelberger; Larry Thomas, Chief Clerk; Sandra Moyle, Deputy Chief Clerk, Meetings Manager; Helen Schultz, CNRC; Heather Ilgenfritz, Communications; Mick Burkett, Human Resources; Dana Best, Lynette McCullouch, Finance; Leisa Spence, Director of Nursing, CNRC; Kathleen O’Hagan, WHP CBS 21; and Tyler Prickett, WGAL 8.

Call to Order: Chairman Cross called the meeting to order.

Roll Call: Commissioners Cross, Hertzler and Eichelberger were present.

Public Comment: None.

Approval of Minutes: Commissioner Hertzler moved to approve the minutes of August 18, 2014. Commissioner Eichelberger seconded the motion and it unanimously carried.

Marketing Presentation WHP CBS 21: Kathleen O’Hagan, Marketing, WHP CBS 21 stated that after speaking with Karen DeWoody, she put together a marketing package to help brand the CNRC facility in the marketplace. She presented some sample commercials and discussed three concepts that are needed: continuity and consistency; speaking to the right audience and having the right message. The advertising is based on programs that CBS has found appeal to “older viewers” ages 35 – 45 plus. She stated that TV connects emotionally with people and Reaches almost 300,000 adults aged 50 plus. Along with TV, they can apply a digital component to the package, which includes Facebook likes, mobile sites, etc. The package would include 50 commercials a month. Pre-roll before the news story, banner ads, mobile apps, would all be incorporated into the monthly commitment. The package includes the production of two commercials and a charted schedule for \$3,330 a month which includes the digital component. By committing for a year, there would be a 25 – 50% break and the total cost would be \$39,960 a year for everything (see attached). She discussed some options for add-ons to consider in regards to digital options. Sponsor Content is an option that would allow CNRC to partner with CBS 21 to have a page on their site that could contain tips, videos or topics to get more information out and would be searchable. Chief Clerk Thomas asked a question with so many other nursing homes on their channel, how do we not get lost in the shuffle? Ms. McHiggin stated that not all the homes are exactly the same and everyone offers something a little bit different. They would not run the commercials back-to-back and our commercial would be distinctly different. She stated that CBS 21 is the leader in adults 45-50 plus TV shows.

Admissions and Census Report – August 2014 : Lynette McCullouch reviewed the Admissions Report for August, 2014 (see attached). There were 62 referrals, 16 admissions, 28 denials, 8 discharges and 11 deaths. There was 9 MA approved, 20 MA Pending – at CAO and 12 MA Pending – other. The census is at 271 with two admissions coming in today. The Actual Census to Budget reports that through the eight months, the average census is 269, in comparison to 272, which is budgeted. Average census variance is down 3.43 per day or 834 bed days for the eight months (see attached).

CNRC Staffing: Mr. Burkett reported on the staffing. There is a candidate for the CNRC Director of Finance submitted through the recruiter. There are two openings for RN Supervisors and three LPNs. There are still openings for CNAs, both part-time and full-time. Ms. Spence stated that there is a shortage of desirable CNAs to choose from that have the work experience or skills desired.

Marketing Presentation – WGAL 8: Tyler Pricket, WGAL 8, provided a marketing presentation on WGAL, Channel 8's options for advertising (see attached). He discussed how to keep Claremont in the forefront of peoples' minds - have something affordable with staying power. He showed a video commercial that demonstrated how changing words can have a greater impact that reaches out to people through empathy. The key objectives that are important to CNRC are rebranding CNRC to get away from the "poorhouse" image; introduce central Pennsylvania to a new and improved short-term rehab wing; inform prospective patients that they have a choice as to where they receive rehab care; and remain top-of-mind 12 month/year so consumers know who to call when they need rehab or nursing care. Implementation of the proposal would include 4 weeks of back-to-back weekly elements, and a production of a 30 second commercial. The Brand Awareness Campaign would include two weeks each month for 10 months with weekly elements for an investment of \$30,000. The campaign would reach about 700,000 adults 35 plus. Each month that the campaign runs, you would receive invoices with the exact times the commercial ran and on the digital side, CNRC would get a monthly report showing how many ads ran on-line and how many clicks they received.

Adjournment: Chairman Cross stated that due to the time, the rest of the agenda re the Financial Report, Other Business/Discussion and further discussion on the Marketing presentations will be rescheduled at another date when Karen DeWoody can attend. The meeting was adjourned.

Respectfully submitted,

Ruth Ann Ciecierski
Administrative Assistant