

Partners in Caregiving

Resources featured here are the result of 21 years of research, training and technical assistance in the field of adult day services by Partners in Caregiving, a national program initially funded by the Robert Wood Johnson Foundation. Adopted by the field as a national adult day services resource center, Partners in Caregiving became known for its national newsletter, marketing training products, and mobile colleges across the country.

Adult Day Program Marketing

Marketing Adult Day Programs: Targeting Caregivers to Reach Participants

By Greg Newton and Rona Smyth Henry

Enroll more participants by targeting caregivers. Learn more about the caregiver market segments and detailed strategies about how best to reach each segment:

- *Information Seekers* - who want information but are not ready for service.
- *Respite Seekers* - who need occasional time out from caregiving.
- *Care Seekers* - who want full day center services (including extended hours and ancillary services such as transportation and bathing).

The basic concepts of marketing as they apply to adult day programs are presented, including the five P's of marketing — Public, Product, Price, Place and Promotion. 83 pages.

NADSA Member price \$25 • List price \$30

Marketing Adult Day Services to Businesses and Working Caregivers

By Greg Newton

Marketing to businesses and working caregivers requires special strategies. *Marketing Adult Day Services to Businesses and Working Caregivers* features eldercare marketing presented in a series of easy-to-used charts and tip sheets that will show you how to:

- Reach working caregivers
- Decide on which eldercare products to offer
- Develop promotional materials targeted to working caregivers
- Market to businesses
- Make that first contact with businesses, including presentation tips.

58 pages.

NADSA Member price \$15 • List price \$20

Referral Source Marketing for Adult Day Programs

By Greg Newton and Rona Smyth Henry

One of the most effective ways to market your program is by marketing to referral sources. Packed with useful tips for meeting with and promoting to referral sources, this manual will help you:

- Understand and identify your best referral streams
- Follow the critical steps in referral source marketing
- Track important marketing data.

Includes recommendations for developing referral source promotional materials. 89 pages.

NADSA Member price \$25 • List price \$30

Marketing Tool Kit for Adult Day Programs: Computer Templates to Create Effective Marketing Materials

by Melanie Arthur, Greg Newton, Rona Smyth Henry, Nancy J. Cox, and Sarah B. Cheney

Never before has creating effective marketing materials been so easy! The *Marketing Tool Kit* includes computer templates (in Microsoft Word and Microsoft Publisher formats) to create:

- Caregiver and Referral Source Brochures
- Working Caregiver Flyer
- Letter to Physicians and Businesses
- Advertisements
- Caregiver Checklist and Tip Sheet
- Newsletter
- Caregiver Satisfaction Survey
- Referral Source Satisfaction Survey
- Billing Invoice

Each template is based on proven marketing strategies and techniques specific to adult day centers. Included are recommendations and production tips so that you can take the materials provided and, after making only minor changes to include specifics about your program, quickly and easily put these materials to use—today and on any budget!! 97 page guide-book with templates on accompanying CD.

NADSA Member price \$55 • List price \$60

New Customers for Adult Day Centers: Results of a Focus Group on Serving New and Expanded Populations

By Greg Newton

New Customers for Adult Day Centers reports on the opportunities, risks, and special challenges of moving beyond serving only the frail elderly. For day centers interested in serving new and expanded populations, this report will help you:

- decide if this approach is right for you;
 - develop strategies to initiate this program development option;
 - expand your efforts in this area (if you have already begun);
 - by providing ideas on how to make the decision to expand work; and
 - by sharing what others (who have implemented this strategy) have learned.
- 34 pages.

NADSA Member price \$15 • List price \$20

Special Marketing Issues for Adult Day Programs: Product Line Marketing, Marketing Within Larger Organizations, and Rural Challenges & Opportunities

By Greg Newton

Special Marketing Issues for Adult Day Programs focuses on three marketing issues: product lines, being part of a larger organization and rural challenges. 84 pages, spiral bound.

Section 1: Product Line Marketing

Organizing services to effectively market to caregivers and referral sources; bundling and unbundling core and ancillary products; packaging and pricing; and, using product line marketing to generate referrals, increase enrollments, and develop revenue.

Section 2: Marketing Within Larger Organizations

Unique marketing implications of being part of a larger organization; techniques to capture opportunities (and negate risks); and, marketing ideas internally to get the respect you deserve, resources you want, and participants you need.

Section 3: Rural Challenges and Opportunities

Nine critical marketing issues confronted by rural adult day centers; and, strategies to successfully respond to these rural-specific problems.

NADSA Member price \$40 • List price \$55

Programming and Activities

Now What? A Handbook of Activities for Adult Day Programs

Edited by Vikki Thews, Antonia Monk Reaves, and Rona Smyth Henry

Packed full of dementia programming ideas this handbook is designed to serve as a resource guide for adult day program staff members, as well as caregivers, and to share a variety of activities that have worked well over time with dementia participants. The 87 activities featured in this handbook are divided into nine sections:

- Arts and Crafts
- Cooking and Recipes
- Games
- Holidays and Special Events
- Intergenerational
- Music and Movement
- Outings
- Personal Care
- Socializing/Sensory Awareness

Photos accompany most activities, all of which specify group size, materials and supplies needed, length of time, staffing requirements, estimated cost, method and therapeutic value. Additionally, this handbook includes samples of adult day center activity calendars and assessment forms and an activity resource list. 166 pages.

NADSA Member price \$20 • List price \$25

Respite Report Collection (Fall 1988 - Fall 1993)

The first five years of *Respite Report* (a national newsletter about adult day programs) are collected, bound and subject-indexed to make it easier for you to learn about two successful programs of The Robert Wood Johnson Foundation - the Dementia Care and Respite Services Program (1988-1992) and its successor, Partners in Caregiving: The Dementia Services Program. This 16-issue collection focuses on adult day centers and includes articles on activities for people with dementia; music, art and work therapy; challenges of in-home and overnight care; using volunteers to provide direct participant care; financial issues; fund raising; billing tips; insurance coverage; marketing to caregivers to bring in more participants; site descriptions; staff information; management issues and more.

NADSA Member price \$15 • List price \$20

Respite Report Collection II (Winter 1994 – Summer 1997)

Four years of *Respite Report* are collected, bound and subject-indexed to provide a comprehensive reference of lessons learned and best practices gained through the experience of Partners in Caregiving: The Dementia Services Program. As with the first collection, this 11-issue second volume focuses on adult day centers and includes articles on programming and activities; caregiver support; customer satisfaction; environmental design; strategies for expanding services; financial self-sufficiency; management issues and strategic planning; staffing considerations; marketing, promotion and media relations; transportation and much more.

NADSA Member price \$20 • List price \$25

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Research

The only comprehensive **National Study of Adult Day Services** was conducted in 2001 by Partners in Caregiving (with PMD Advisory Services, LLC and the Seniors Research Group of Market Strategies, Inc.). The study revolved around three major activities:

- a **census of adult day service providers** to determine how many adult day centers exist and where they are located
- a **survey of all providers** to determine populations served and services offered
- identification of **gaps in the current service delivery system**. Gap analysis included utilization gaps (i.e., where centers exist but are underutilized) and availability gaps (i.e., where no centers exist despite a probable need), illustrating counties that are under served, in equilibrium, or have excess capacity.

The study confirmed 3,407 adult day centers in the United States, with growth in the adult day services industry evident. Growth, however, lags behind the need for the service, with 56% of the counties in the United States under served. With current need not being met, 5,415 new adult day centers are needed nationwide.

Study results are featured on a compact disc and include:

- **Executive Summary** (2 pages)
- **Survey Results** (55-page document with all responses to the 43-question survey tool)
- **Key Findings – National** (39-page document)
- **Key Findings by State** (52-page document)
- **Service Gaps by State** (200+ pages of state service gap maps and county tables)
- **Conclusions** (1 page)

NADSA Member price \$150 • List price \$200

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