

Aegis Census Advantage provides online training to assist you with your long-term care marketing. Below is a list of modules currently available.

## Online Library of Current LTC Marketing Director Modules

(20–30 minute modules)

- How to Conduct a Successful Open House
- How to Capture the High Paying Rehab Admissions
- How to Create a Winning Newsletter
- Personality Profiling in LTC
- Conducting Presentations
- Referrals With In-House Events
- Time Management
- Managing Census in a Competitive Market
- Marketing Events—What Works, What Doesn't?
- Marketing Is Everything
- 5 New Ideas to Marketing
- What Does Attitude Have to Do With Success?
- Marketing to Baby Boomers
- Managing Your Administrator's Census and Marketing Expectations
- The Successful Activity Program
- How to Avoid Ineffective Collaterals
- The Four Seasons of Publicity
- Become the SOURCE of the Senior Living Information
- Increasing Your Value in Your Market
- 10 NEW Tips for Networking
- Top 12 Healthcare Marketing Wastes
- Outrageous Holidays—Your Community Niche
- Understanding Insurance Based Census Building SNF
- Brainstorming for Successful Marketing Ideas

## Online Library of Aegis Therapies Training Modules

- Freedom Through Functionality (FTF)
- Balance Management
- Dementia Management
- Geriatric Enhanced Modalities (GEM)
- Rehabilitation Outcome Measure (ROM)
- Pain Management
- Contenance Management

## Online Library of Current LTC Administrator/VP of Marketing Modules

(20–30 minute modules)

- Hiring a Dynamic Marketer
- The Administrator's Role in Marketing
- Coaching in LTC
- Sharpening Leadership Skills
- Managing Teams
- Boosting Team Productivity
- Creating the Ultimate Marketing Program Using Your Entire Staff
- A Practical Approach to Empty Bed Syndrome
- Hire for Attitude, Train for Success
- The Administrator's Guide to Facilitating Staff Meetings
- Preparing Your Staff for the Culture Change in LTC Healthcare
- A Tactical Plan for Reducing Staff Turnover in Healthcare

## Core Training (Live)

(4 weeks/1.5 hours per week)

- Preparing to Market/Tours (MOD 1)
- Establishing Your Role in Your Market (MOD 2)
- Target Marketing (MOD 3)
- Pre-Call Goals (MOD 4)
- The Appointment (MOD 5)
- The Buy-In (MOD 6)
- SNF Closing Techniques (MOD 7)
- ALF/ILF Closing Techniques (MOD 8)
- Marketing Momentum (MOD 9)