

TECHNOLOGY ACCELERATION

+

FRONTLINE COMMUNICATION

=

Measurable Operational Results



PentaStar
COLLABORATIVE
The Business of Care.

1.877.977.9625

www.pentastarcollaborative.com

DELIVERED...

**STRAIGHT TO YOUR
BOTTOM LINE!**

Manage Your Five-Star Rating – Don't Let It Manage You!

Now more than ever, your organization is identified – and perceived by consumers – by the quality of your data, external communications and knowing how to better compete on a national level:

✦ **MORE TRANSPARENCY DEMANDS...**

MDS 3.0, culture change and governmental crackdown with the Five-Star Rating System...and more data demands are on their way to the LTC industry

✦ **MORE MARKET DEMANDS...**

Shifting market conditions *du jour*, more technology churn and increased, national competition

✦ **GET MORE CONTROL...**

Facilities and vendors that accelerate operationally – from systems that drive data to how outcomes are communicated – will be the winners!

Those facilities with high Five-Star ratings want to shout it from the mountaintops – and point consumers to Nursing Home Compare; while those facilities with low ratings may want to ignore it and hope it will go away or not be noticed.

At PentaStar Collaborative, we know there are more effective ways to manage either end of the spectrum and position your facility regardless of rating.

We're here to help.



The Power of PentaStar Collaborative

If you're looking to boost your Five-Star rating, maintain an already positive rating, and manage public perception, turn to the strategic and creative expertise of PentaStar Collaborative.

We're no ordinary consulting firm. PentaStar Collaborative offers a unique hybrid of expertise in technology and frontline communication and marketing. We'll help you to immediately increase your ability to:

✦ **OPERATE LIKE A BUSINESS** – Get processes, systems, data and communication into stellar shape before you report to CMS.

✦ **COMMUNICATE MORE EFFECTIVELY** – Improve your communication to consumers, staff, surveyors, CMS; and telling them how your facility meets wants/needs for each – in clear, precise terms.

✦ **COMPETE** – You may believe you compete just with the facility down the road. Not true. Today, you compete nationally.

✦ **MANAGE THE MEDIA** – Partnerships with the media are key to your reputation; and knowing how and when to communicate good/bad news effectively.

PentaStar Collaborative is here to work with you on the well-being of your organization from two operational standpoints: **process, data and technology** management as well as more effectively **communicating and marketing** your successes to consumers and other key stakeholders.

The result? Manage your data, your communications to internal and external audiences – and your Five-Star rating – don't let them manage you! *Let us show you how.*

Our Model for Providers



Approach and Services

PentaStar Collaborative gets measurable results.

Rather than just recommending random projects or technologies, we begin with your strategic business issues and work directly from them to formulate and execute effective, consistent solutions that best complement your objectives and communication initiatives.

Our approach helps both LTC vendors and providers learn how to better compete by getting processes, systems and data into stellar shape; how to better communicate successes with consumers, staff, surveyors and other key stakeholders; and how to build and manage internal and external communications to promote your successes, including learning how to get the media on your side.

We offer a three-step process that enables you to:

1. **Assess** current processes, technology and frontline communications identify the gaps.
2. **Implement** a process to close the gaps and bridge the island between technology, marketing, sales and management.
3. **Track** results that clearly show ROI from your technology acceleration and frontline communication.

Get ready to change your operational focus from a perceived cost-center into a results-driven profit center!

We take an operational approach to help you get bottom-line results. Every step of the way, we'll chart progress at key milestones, measure ROI and track Five-Star progression.

PentaStar Collaborative's service model complements AAHSA's suggestions for managing Five-Star ratings:

- ✦ **Check your data, your rating and prepare your story about your care**
- ✦ **Be prepared to tell the media your story.** Engage your staff, residents and families in personal testimonials
- ✦ **If you're among the 12% of facilities with a five-star rating, toot your own horn**

PHASE ONE: We'll conduct an onsite assessment in five core areas of operation that impact Five-Star data:

- ✦ **Resident Flow and Quality Measures**
- ✦ **ADLs and Point-of-Care Documentation**
- ✦ **Data Management and CMS Reporting**
- ✦ **Chart Abstraction/Migration** (paper to paperless via EHR)
- ✦ **Internal and External Communications**

PHASE TWO: We'll present our key findings and recommendations:

- ✦ We'll show where you stand today.
- ✦ We'll provide a roadmap as to where you need to go to achieve a higher ranking.

PHASE THREE: Depending on the gaps, we'll provide services in the following areas of technology and marketing:

✦ **Technology-Related:**

Discovery-180 is a fact-based, systematic selection and decision-making process that requires technology vendors to show how they'll meet your exact specifications.

Deployment-270 delivers the resource horsepower to ensure your deployment avoids the costly delays and disruptions that are so often part of rolling out new systems.

Innovation-360 complements our Discovery-180 and Deployment-270 solutions with a wide range of technology and professional services:

- **Technology due-diligence** – If your facility needs a thorough review of the tools and infrastructure that are already in place, we have a proven analytical methodology to accomplish this.

- **Workflow and process improvements** – We'll leverage our Discovery-180 tools and methodology to ensure your processes and workflows are as efficient and productive as possible.
- **Systems interfacing and integration** – We help our clients make seamless communication and data exchanges between disparate applications – to ensure synchronization from start to finish.

✦ **Communication/Marketing-Related:**

- ✦ We understand how to initiate a strategic marketing program – with care, creativity and consistency. We'll distill your business goals into an integrated marketing approach and prepare clear, measurable strategies and tactics to achieve your objectives.

✦ **Strategic Services:**

- Brand identity strategy and development
- Marketing audits
- Marketing plans (6- or 12-months)
- Marketing and PR training programs

✦ **Census-Building Services:**

- Advertising design and placement
- Case study program development
- Copywriting services
- Direct marketing
- Newsletters (internal and external)
- Sales and product literature development

✦ **Public Relations Services:**

- Crisis communications plans
- Events management and promotion
- News release development/implementation
- Press conferences
- Media tours

✦ **Electronic/Interactive Services:**

- e-Marketing services and results tracking
- Interactive presentations
- Website development (end-to-end services)

Our Model for LTC Vendors

As an organization supporting LTC, you also need systems that help provide real-time information to your clients, seamlessly work with other service providers and improve productivity so your clients can focus on providing care.

PHASE ONE: We'll conduct an onsite assessment in core areas of operation that impact your industry competitiveness.

PHASE TWO: We'll present our key findings and recommendations:

- ✦ We'll show your organization where you stand today.
- ✦ We'll provide a roadmap as to where you need to go to achieve more market demand and competitive results.

PHASE THREE: Depending on the gaps discovered, we'll provide services in the following areas of technology and communication:

✦ *Technology-Related:*

- ✦ Product Evaluation/Enhancement
- ✦ Field Deployment/Implementation Services
- ✦ Customer Service & Support Services & Programs
- ✦ Systems Integration Services
- ✦ User Group Coordination and Programs

✦ *Communication/Marketing-Related:*

- ✦ Market Positioning & Branding Evaluation
- ✦ Demand Generation Program Tied To Sales Process – and Results
- ✦ Public Relations

Our job is to work with you to explore – and embrace – technology and marketing as inherently empowering and important levers for change.

In a recent survey conducted by PentaStar Collaborative in concert with ACHCA, nearly 2/3 of responding LTC providers recognize that marketing and technology can help improve Five-Star ratings.

Ready to Manage Your Five-Star Rating?

Visit us at www.pentastarcollaborative.com or call **877.977.9625**. Spend just 30 minutes learning more about us and you'll quickly see how your operations can go from the ordinary to the extraordinary...and how that can positively impact your operations and Five-Star rating.





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