

Emily Darcy: Action Plan

Date Revised: 10/06/09

| Priority | Team Member Goals & Action Items | Who | Year End Target | % Complete/ YTD | Status/ Variance | Start Date/ End Date | Comment |
|--|---|-------------|-----------------|-----------------|------------------|------------------------|---------|
| 1.2. Capture a larger geographical area from referrals : 1.2.1. Implement a referral program that brings in 20 new patients from outside the area monthly. (# of new patients monthly.) | | | | | | | |
| | 1.2.1.1. Offer giftcards to area merchants to patients who refer their friends and family members. | Emily Darcy | 100% | 95 % | | 7-1-2008, 6-30-2009 | |
| 1.1. Provide education to the contracted insurance payers on services available : 1.1.1. Provide group tours, deliver educational materials, and contact information (Quarterly) | | | | | | | |
| | 1.1.1.1. Follow-up on leads received. | Emily Darcy | 100% | 75 % | | 7-1-2008, 6-30-2009 | |
| 4.2. Offer education on new programs/services : 4.2.2. Conduct presentations to local and rural communities on services/programs available (Yearly) | | | | | | | |
| | 4.2.2.2. Create list of potential attendees. | Emily Darcy | 100% | 100 % | | 9-1-2008, 10-15-2008 | |
| | 4.2.2.2.1. Create invitations to off-site trainings. | Emily Darcy | 100% | 0 % | | 9-15-2008, 10-15-2008 | |
| | 4.2.2.2.2. Send out invitations for trainings. | Emily Darcy | 100% | 0 % | | 10-15-2008, 11-15-2008 | |
| 8.1. Develop marketing plan to present new brand. : 8.1.2. Develop media campaign to present new brand through TV, newspaper, magazines, and billboards. (% complete) | | | | | | | |
| | 8.1.2.1. Have a Press Day to allow the media to tour the facilities and hear about the new programs and services. | Emily Darcy | 100% | 100 % | | 8-1-2008, 9-15-2009 | |
| 8.1. Develop marketing plan to present new brand. : 8.1.3. Establish schedule for regular press releases. (% complete) | | | | | | | |
| | 8.1.3.1. Use human interest stories and interesting educational facts for the press releases. | Emily Darcy | 100% | 100 % | | 9-1-2008, 6-30-2009 | |