



REFERRAL PROGRAM

POLICY

Any active Heritage Healthcare/HealthPRO associate that refers a licensed professional for employment with the company, or who generates a qualified lead for a new contract facility, will be paid a “referral bonus.”

FORMS

1. Candidate Referral Form
2. Facility Referral Form

GENERAL APPLICATION

1. Refer A Friend “Recruiting Program”

A. Eligibility

- a. There is no limit to the number of referrals an associate may make.
- b. The Recruiter must receive a completed Candidate Referral Form from the company’s associate or a Refer-A-Friend referral from the company website, prior to initiation of any recruitment efforts. (HealthPRO associates can go online to the HealthPRO website under “Careers” and there is a link to refer an associate. Heritage associates will go to the Heritage website/Associate Section main page and you will see a link to refer an associate. Manual forms can be sent to the appropriate HR Dept.). If the recruiting staff has not already been working the candidate, then the associate is eligible for the bonus. Recruiting must be aware of the associate’s participation in the recruitment efforts prior to the Recruiter making contact with the candidate.
- c. When the same candidate is referred by two associates and is subsequently hired, the associate submitting the earlier “Candidate Referral Form” will receive the award.

- e. The associate referring a licensed professional to recruiting must be a current associate at the time of the referral.
- f. Once the new hire completes ninety (90) days of employment with the company, the referring associate will receive a referral bonus based on the status of the referred associate on their 90th day of employment. Both the new hire and the referring associate must be employed with the company at this time in order to receive the bonus.
- g. Re-hires, casual upgrades, students, contractors or those hired as a result of an acquisition or conversion do not qualify for the “Refer-A-Friend” Bonus.
- h. All candidates must start working within 6 months of the date of referral or no bonus will be paid out.

B. Payment

When an active associate refers someone to the Company for employment, the Company will reward that associate with a “referral bonus” as follows:

Full-Time Therapist or Assistant (30+ hours/wk) \$500.00
(SLP, PT, OT, PTA, OTA)

Note: All referral bonuses are subject to Federal and State withholdings.

2. **Refer a Facility “Sales Program”**

A. Eligibility

Effective for all new referrals on or after July 1, 2015

The Refer-A-Facility Program is designed to reward associates for generating qualified leads that result in new full service rehabilitation contracts for HealthPRO or Heritage Healthcare, LLC.

(Associates at the Regional Vice President level or above will not be eligible for this program)

B. Program Guidelines

Qualified Facility

A qualified skilled nursing facility (SNF), continuing care retirement community (CCRC) or assisted living (AL) that needs to contract for therapy services.

Qualified Leads

To qualify as a lead, the SNF, CCRC or AL decision-maker must express dissatisfaction with their current rehabilitation provider and be willing to meet with a HealthPRO/Heritage Healthcare Regional Vice President of Business Development. Referrals do not qualify if the associate does not verify that the potential customer is looking to change or is unhappy with current provider. In other words, it cannot be obtained by driving past a facility or choosing one from the phone book (unless it is a brand new facility).

Therapy services agreement

Only full service (PT, OT, & SLP) therapy services agreements are eligible. Temporary and PRN contracts are excluded. Services must be started at the designated facility within 120 days of the initial meeting.

Refer a Facility Bonus

Associate will be paid a refer a facility bonus in the amounts listed for each Referral:

Qualified SNF or CCRC:	\$1000
ALF	\$500
Hospital	\$2000.

Bonus will be paid in the paycheck at the end of the month following 30 days from the start of the contract.

Shared bonuses

Only one referral bonus (\$1,000 or \$500) will be paid for each “signed and started contract”. If more than one associate collaborates for the same referral, each will receive an equal amount of the bonus amount (less applicable taxes).

Multiple referrals

Any associate who refers two qualified referrals within a calendar year-and both referrals lead to “signed and started” contract-will be paid a bonus of \$500 in addition to the regular bonuses.

Procedure for Referring a SNF, CCRC or ALF

Step 1: Associate identifies a SNF, CCRC or AL that would be a prospect for our company services.

Step 2: The associate completes the Refer-A-Facility Program referral form or completes the Refer-A-Facility online form via the website; with particular emphasis on the reason the referral is a good lead. (Note: The referral form must be filled out completely in order to be processed. An incomplete form will be returned to the associate for completion).

Step 3: The associate faxes/e-mails the completed form to Erin Gregory at egregory@heritage-healthcare.com (unless completed online) or 1-877- 508 8714.

Erin will provide it to the Regional Vice President of Business Development (RVPBD).

Step 4: Regional Vice President of Business Development will contact associate to discuss referral.

Step 5: Within 24 hours of talking with the referring associate, the RVPBD gathers all other relevant information and contacts the qualified SNF, CCRC or AL to schedule a meeting for discussing therapy opportunities.

Step 6: RVPBD will keep associate up to date with progress via e-mail.

Step 7: If the meeting results in a contract being “signed and started,” the RVPBD sends a copy of the signed referral form plus a copy of the signed contract to the Chief Strategy & Development Officer for approval.

Step 8: The RVPBD insures that the appropriate first payment bonus amount is forwarded to accounting for payment. Payment will be made at the end of the first month after the contract starts.



Candidate Referral

Associate Name: _____

Facility: _____

Date of Referral: _____

Candidate to be referred for potential employment:

Name **Discipline**

Address

Phone

Facility/Area available to work:

Please fax your completed form to the Human Resources Department.



Facility Referral

Associate Name: _____

Facility: _____

Date of Referral: _____

Facility to be referred for potential contract:

Name

Address

Phone

Contact Name

How did you find out about the lead? _____

Have you contacted anyone at the facility? If so, who and what was discussed?

Regional Vice President Business Development

07/15

Date