



Grow Your Business with an OpenPlacement Subscribed Profile

Helping Qualified Patients Find You Quicker

Benefits for Post-acute Providers



Market directly to patients who are actively searching for post-acute providers.



Differentiate from your competitors with a unique profile about your facility and/or care service(s). Share images, videos, testimonials and more.



Visibility allows discharge planners and those seeking care to see your company when it matters most – at the point of transition.



Grow your business faster with pre-qualified patients and customers in immediate need of your service.



Connect directly with potential clients and their family to get all the information you need.



Modify your listing on demand and ensure your information is always up to date and accurate.

Through your provider dashboard, you can:



OpenPlacement makes **marketing to patients easy**.

- » Create and modify your profile from our web-based system or easy-to-use mobile app.
- » Upload images and videos.
- » Respond directly to patient requests.
- » Evaluate your traffic growth and analytics.
- » Manage open beds and share availability.

Grow your business!



- » 500% more patient views
- » Ranked in the Top 2 of patient's choice, on average
- » 3 ½ times more bookings

Source: www.openplacement.com 2016 study of subscribed vs. non-subscribed providers.

Basic vs. Subscribed Profile

BASIC

Senior Home at Westgate
ATLANTA, GA

OVERALL MEDICARE RATING: ★★☆☆☆

Medicare Ratings

Health Inspection ★★☆☆☆ How the facility performs in health inspections	Quality Measures ★★★★★ How well the facility cares for residents' needs
Staffing ★★☆☆☆ How well staffed the facility is	

Location

Senior Home at Westgate is located near Herbert Taylor Park and Rock Spring Presbyterian Church.

SUBSCRIBED

Senior Home at Westgate
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About

At Senior Home at Westgate, our focus is to ensure you're comfortable with your new environment. As a not-for-profit organization, we answer to our residents - not stockholders. From the first day of your arrival, you'll sense a unique, personal commitment to your wellbeing, whether it's in our daily chats, our outings together, or the ways we become part of your extended family.

Location

Senior Home at Westgate is located near Herbert Taylor Park and Rock Spring Presbyterian Church.

Additional Services

- 3 meals per day and snacks
- Internet or Wifi
- 24-hour Assistance
- Transportation
- Entertainment (TV, Books, Board Games, Cards, etc.)
- Housekeeping and Laundry
- Religious/Spiritual Services nearby

Your Provider Profile

You can access a basic profile at no cost, or set up a subscribed profile for an annual subscription fee. Benefits of subscribed profile are detailed in the following table:

	Basic Profile	Subscribed Profile
Contact information	✓	✓
Provider information	✓	✓
Detailed service information		✓
Images and videos		✓
Testimonials		✓
Availability listing		✓
Profile metrics		✓
Directly connect with patients		✓

About Ensocare

Ensocare provides care coordination solutions to help manage patient care transitions, reduce length of stay and reduce readmissions. Unique technology and a proactive service model enable Ensocare's no-cost, all-inclusive post-acute provider network. Our software integrates with existing EHR platforms to encourage patient compliance, build operational efficiencies and improve patient satisfaction.

Contact us to learn more!



www.ensocare.com/choice



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ENSOCARE
— Care Coordination Solutions —

