

How Do You Show Families That Your Facility Puts "Care and Comfort" First?

(If You Do It Better Than Your Competitors, Then Don't Read This.)

Dear _____,

Dignity and respect are two things we all want and expect to have as human beings -- from the instant we take our first breath to the moment we breathe our last.

As children, our parents often fought for these basic human rights on our behalf. So what happens when we, as adults, are too old to fight anymore?

It's easy to say that your staff values a resident's dignity and respect. But how do you *show* people that your staff is caring and that your facility puts care and comfort first?

There's no one magical way, but I think a website can help. My name is Dan Malo, and I am the President and Founder of Ionix Studios. We are a leading web development firm in Massachusetts. What separates us from other web development firms is that we are knowledgeable about the long-term care industry. One of our writers worked and volunteered in a nursing home. We're aware of elder issues. And we're passionate about what we do.

According to the 2000 U.S. Census, the number of people aged 65 and over increased by 12% from 1990 to 2000. But the percentage of people 65 and over living in nursing homes *declined* from 5.1 in 1990 to 4.5 in 2000.

The good news is more people are living independently for a lot longer. At the same time, this increases competition among long-term care facilities such as yours. How do you stay competitive? Well, it all goes back to dignity and respect -- you need to *show* people that your facility puts "Care and Comfort" first. A website can help accomplish this.

Nursing home and ALF searches are going to begin on the Web. A quality website will ensure your facility stays on the "Visit List." But let's face it -- even *after* a positive visit to a long-term care facility, people will still have questions -- many questions. As well they should.

The National Citizens' Coalition for Nursing Home Reform Recommends Over 40 Questions For Prospective Residents And Their Families To Ask During Nursing Home Visits.

Are you prepared with the answers? Remember the old saying in storytelling, "Show, don't tell." A website will not only answer these 40+ questions, but also *show* the answers through pictures, videos, and supporting text and links.

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Here are just a few "answers"...

1. **What Are "Deficiencies?"**

What is a deficiency? How often are facilities surveyed? What happens during a survey? What happens when deficiencies are cited? What's the national deficiency average? By providing people with as much information as possible, you're helping to create an educated consumer, which is the best kind of consumer there is. Ionix Studios will show you how to answer these questions in an easy-to-read format.

2. **Is The Administrator Friendly? Does He Or She Know The Residents?**

From the administrator to the receptionist to everyone in between, this is the place to provide pictures, bios, and contact information for your key staff members. It's comforting to walk into a facility and recognize names and faces. Ionix Studios can show you how. Learn more from our **FREE** guide.

3. **Who Are The Doctors?**

Pictures (videos are even better -- ask us about this!) and bios listing the MD's credentials will go a long way at putting a future resident and his or her family's mind at ease. Download for **FREE** *19 'Website Ways' to Show That Your Facility is #1 in Patient Care and Comfort* to learn more.

Are your competitors answering these questions? Well, there's good news and bad news. Out of the 550+ nursing homes and assisted living facilities in Massachusetts, nearly 2/3 of them have a website. That's the bad news. The good news is that most of the sites we've seen don't adequately address questions concerning comfort and care.

In other words, it's not too late to get a website. The other good news is that you can learn from your competitors' mistakes and benefit from our experience, knowledge, and passion for the long-term care industry.

But Don't Take Our Word For It...Download Our FREE guide:

***19 'Website Ways' to Show That Your Facility
is #1 in Patient Care and Comfort***

And Discover For Yourself The Benefits Of Having A Website.

I don't expect you to make any decisions based on the merits of this letter. That's why I invite you to check out our **FREE** guide so you can decide for yourself. Simply go to www.ionixstudios.com and click on "Articles and Resources." Then enter this **promotional code: car + the first three letters of your last name** (so if your last name is "Jones," the code will be: carjon).

Best wishes,

Dan Malo, President
Ionix Studios

PS -- If you'd rather receive the guide in the mail, call 508-845-0540 and we'll send it out for FREE.