



HEALING HEARTS

HOME HEALTH

A COMPREHENSIVE MANAGEMENT AND
MARKETING PLAN

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EXECUTIVE SUMMARY

Current Situation

Healing Hearts Home Health is a small home health business located in Moorcroft, Wyoming. The owner and operator is Lacy Davis. Although the company has not opened its doors yet, there are many strengths and opportunities the company possesses. Strengths and opportunities of Healing Hearts Home Health include Lacy Davis, who has had seventeen years of experience in the home health industry, the monetary, emotional, and physical benefits of home health, and the limited competition in the Campbell and Crook County areas. Weaknesses of Healing Hearts Home Health include the lack of brand awareness, the fact that Lacy Davis' face may be connected with her past employer, and Lacy Davis is uncomfortable with public speaking which may pose a challenge when she is attempting to personally sell her company. These strengths and weaknesses will be addressed, as well as goals and objectives, opportunities, and other factors that will help Healing Hearts Home Health improve their company.

Goals and Objectives

The focus of this plan is to help patients receive exceptional home health care provided by Lacy Davis and her company. Because Healing Hearts Home Health is a very new company, this plan is designed to help the company generate awareness and educate members in the community about the wonderful services offered by Healing Hearts Home Health. In addition to marketing to prospective patients, this plan will help Lacy Davis market to physicians' offices, nursing homes, hospitals and potential employees in the area.

Recommendations

Due to the nature of the company and the fact that Healing Hearts Home Health has not yet opened their doors, the recommendations outlined in this plan are based off interviews with the owner, secondary research, and marketing strategies that will create the best outcome for Healing Hearts Home Health. These recommendations are broken down into short-term, mid-term, long-term, and extended.

- ♥ Short-Term (0-6 Months)
 - Begin marketing to target audiences via brochures, flyers, and face-to-face meetings

- Obtain 8 to 10 clients in the first month and grow at this rate each month
- Continue hiring employees
- Begin public relations campaign
- ♥ Mid-Term (6-12 Months)
 - Begin search into implementing telehealth
 - Update Facebook and website
 - Begin implementing larger public relations events
 - Purchase more advertisement platforms
- ♥ Long-Term (1-2 Years)
 - Implement and market telehealth
 - Prepare for an expansion
 - Brainstorm new PR plan
 - Reevaluate business
- ♥ Extended (2-5 Years)
 - Expand business into Casper
 - Purchase advertisements in Casper
 - Increase marketing budget
 - Restart and revamp marketing plan

Conclusion

Once the doors are opened, Healing Hearts Home Health will provide a great home health service to the residents of Campbell and Crook County. Due to competition and the small population size, marketing efforts will have to be effective in displaying the mission of the company and building sufficient brand awareness. Healing Hearts Home Health certainly has the ability to become the leader in home health in the Campbell and Crook County areas if these marketing recommendations are implemented.

COMPANY OVERVIEW

Healing Hearts Home Health is a home health provider, located in Moorcroft, Wyoming, owned and operated by Lacy Davis. This company is extremely new and has not yet opened its doors. With seventeen years of experience, Lacy Davis is extremely well educated and experienced in the home health industry. The mission of Healing Hearts Home Health is to provide patients with outstanding customer experience and exceptional care in the comfort of their own home.

The belief of this company is home is where the heart is, and the home is where the best healing will occur. Healing Hearts Home Health works with patients and their families to ensure that all at-home needs are being met. Staff of Healing Hearts Home Health, whether they be nurses, therapists, social workers, or home aides, are available 24 hours, 7 days a week to provide assistance and/or advice to patients. Lacy Davis is passionate about her company and patients. Healing Hearts Home Health prides itself on being compassionate providers by developing strong relationships, giving confidence to patients, and providing peace of mind to families that their loved one(s) can remain safely at home.

MISSION STATEMENT

“Our mission is to improve the quality of life for those in need of home health services. Our highly trained staff will give their hands and hearts to those in need of skilled care and non- skilled care in the convenience of the patient’s home. Care will be provided with compassion and heart to each client. Our employees are committed to ensuring patients have the resources to stay in the comfort of their own home. We aim to enhance the lives we serve while giving clients confidence, and their families’ peace of mind knowing their loved one can remain safely at home.” – Healing Hearts Home Health

SITUATIONAL ANALYSIS

Environmental Analysis

The four main environmental factors that Healing Hearts must analyze in order to successfully market their business include cultural, social, economic, and political factors.

- ♥ Cultural: Most people would prefer to receive their medical care in the comfort of their own home rather than at a hospital or nursing home, which presents an advantage for Healing Hearts Home Health. However, the main cultural drawback is the lack of education on the topic of home health. Many people are unaware of the quality and benefits of home health. They do not realize that home health is delivered by certified health professionals and, in most cases, is covered by insurance. The solution to this problem is to educate the target audience through various marketing tactics, which will be discussed later on in this plan. Another cultural drawback is the fact that some people do not like the idea of being dependent and do not want strangers taking care of them in their own home.
- ♥ Social: Home health is usually utilized at the discretion of a physician due to some form of medical condition. The market for home health is expected to grow as the number of senior citizens in the U.S. expands due to medical advancements. Many of these seniors will require home health. Technology use has also created an opportunity for home health providers to implement telehealth services. Socially, affordability is a major factor in consumer behavior and decision-making. This is beneficial for Healing Hearts, because home health is more affordable than most other health assisting businesses.
- ♥ Economic: Home health is covered by Medicare and Medicaid if
 - the patient is under the care of a physician
 - therapy is required to help the healing process
 - skilled nursing is needed
 - the patient is homebound

Private pay can cover home health treatments and services not covered by Medicare or Medicaid.

Home health is a cheaper alternative to nursing homes and other 24/7 in-home care alternatives.

- ♥ Political: Home health businesses must have a Home Health Agency License, have a state license, and employ certified nurses to operate.

Product Analysis

Healing Hearts Home Health offers quality, convenient, in-home medical care. The available services are listed below.

- ♥ Skilled Nursing
 - Provides nursing care treatment and instructions for patients and family members. Nurses coordinate with other individuals responsible for the care of the patient. The services from Healing Hearts' nurses include, but are not limited to, supervision of medication, instruction, injections, catheter care, health counseling, diabetic care, dressing changes, wound care, and the care of the terminally ill.
- ♥ Physical Therapy
 - Assists patients in regaining their range of motion, functional mobility, and strength through therapeutic exercises, therapy equipment, as well as rehab and fall prevention techniques. However, physical therapy services are not limited to these.
- ♥ Occupational Therapy
 - Involves teaching adaptive methods to patients regaining the ability to perform daily functions.
 - Teaches patients how to use special equipment, as well as safe transfer and fall precautions in the home.
- ♥ Speech Therapy
 - Involves assisting in therapy regarding speech, cognitive issues, and swallowing which may have been impaired following an accident or illness.
- ♥ Medical Social Work
 - Skilled workers will help the family and patient with financial and social problems that arise due to the patient's condition.
 - Medical social workers ensure that these problems do not interfere with the patient's ability to recover and have stability.
- ♥ Home Health Aide
 - Involves assisting patients with everyday activities such as bathing, cleaning, meal preparation, hygiene, and exercise.
 - Aids will observe and report on any changes in the patient's condition and needs.

Consumer Analysis

There are four main aspects considered when analyzing the consumers: demographics, psychographics, socioeconomics, and geographics.

♥ Demographics

- Patients
 - Includes all ages and all genders
 - 82.6% of home health users are elderly (65+)
 - People requiring assistance due to a disability or condition
 - Homebound
 - People covered by Medicare and Medicaid
- Potential Employees
 - Registered Nurses (RN)
 - Local graduates (University of Wyoming and community colleges in the area)
- Physicians' offices are another key consumer demographic for Healing Hearts. The physicians' offices located in the region where Healing Hearts will be doing business include the Moorcroft Clinic, Hulett Medical Clinic, and Crook County Medical Services District.

♥ Psychographics

- People who strongly believe in keeping family members close during their treatment
- Individuals who do not find the idea of utilizing a nursing home appealing
- Individuals who prefer being close to their family
- Employees who are determined, hardworking and display attention to detail

♥ Socioeconomics

- Due to its affordability and coverage, home health patients vary across all classes (lower, middle and upper)
- Insured residents
- Individuals with lower levels of education (perhaps due to a disability) to individuals with higher education (physicians, employees and patients)

♥ Geographics

- Primary
 - Crook County, WY and Campbell County, WY
 - Office is located in Moorcroft, WY
- Secondary (Future Goal)
 - Natrona County, WY (specifically Casper area)

Competitive Analysis

- ♥ Primary competitor is Sharon’s Home Health, located in Moorcroft, WY
 - Sharon’s is the only current home health provider in Crook County
 - Lack of competition has relieved Sharon’s from having to do any marketing
 - Advertising resources are slim
 - Does not have high marks in customer satisfaction compared to other home health businesses around the state and nation
 - Lost a knowledgeable employee in Lacy Davis
 - Other than Sharon’s Home Health, Healing Hearts Home Health will not face many competitors initially due to the small size of the target region.

Below, in *Figure 1*, is a SWOT analysis for Sharon’s Home Health.

Figure 1: SWOT Analysis of Sharon’s Home Health

| | |
|--|--|
| <p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> ♥ Well known personnel ♥ Has clients ♥ Has lots of experience ♥ Provides a much less expensive alternative to nursing homes and assisted living facilities ♥ Gives patients the ability to stay in their home ♥ Patients have the ability to receive assistance and/or advice 24 hours, 7 days a week | <p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> ♥ Limited competition in the Crook and Campbell County areas ♥ By 2030, more than 70 million Americans will be age 65 and older with 90% of them wanting to age in place ♥ Ability to expand services ♥ May increase marketing due to competition |
| <p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> ♥ Has not received great reviews specifically on customer experience ♥ Targeting a small area of Wyoming ♥ May have limited client base due to small population ♥ No current marketing | <p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> ♥ Healing Hearts Home Health ♥ Shortage of health care employees ♥ Regulations of home health ♥ Weather/travel in Wyoming ♥ Burnout of employees in the medical field |

SWOT Analysis

The main purpose of a SWOT analysis is to help determine where the business needs to improve the most as well as where its main strengths are. This helps in the strategic creation of the marketing objectives. A short summary of the SWOT analysis for Healing Hearts Home Health can be found in *Figure 2* below.

Strengths

Coming from a small community, Healing Hearts' main strengths are its well-known personnel. Lacy Davis and her partner, Mary Beth, are well known figures in the local medical community. Lacy Davis has 17 years of home health experience, which has allowed her to develop close connections with home health patients in the community. Patients have already expressed their interest in doing business with Healing Hearts as soon as they open their doors.

Lacy Davis' experience is an important strength for the business. She is able to educate her target audience on the topic of home health as well as provide a wide array of high-quality home health services. These home health services also tend to be less expensive than nursing homes and other assisted living facilities due to the different payment coverages available.

Another important strength for Healing Hearts is their level of organization. They know what they want to do and where they want to be in the future. They already have employee contracts set up, they have a friend with information technology experience aiding with their Facebook page and website and they have a focused and exceptional mission statement.

Weaknesses

The biggest weakness for Healing Hearts is their lack of brand awareness. Since they are a brand-new business, it may take time to develop brand recognition. Differentiating Healing Hearts from Sharon's Home Health will also be difficult due to the fact that Lacy Davis is a former employee of Sharon's, and differentiating her business from Sharon's, in the eyes of potential consumers, may be difficult.

The size of the target population is also going to present a challenge. Since Moorcroft is such a small community, Healing Hearts' client based may be limited. It will be difficult for the business to experience steady growth while working in a small area of Wyoming. In the future, it would be smart for Healing Hearts to expand to more populated counties.

Another current weakness of Healing Hearts is Lacy Davis' comfort level with public speaking. Since the business is so personal in nature, it is crucial for Lacy Davis and her employees to utilize personal selling tactics. This means face-to-face conversations with physicians, prospective employees, and patients. Personal selling is the best way to market the service, because it is important to show patients that they really care and that they are going to treat them like family. Personal selling, and how to effectively do so, will be further discussed in the marketing strategies section.

Opportunity

Home health also has a lot of opportunity for success. Since the Crook County and Campbell County areas are not large areas, Healing Hearts should see a limited amount of competition. Their primary competitor, Sharon's Home Health, does not currently utilize any marketing, which presents an opportunity for Healing Hearts to market its way above them.

One of the biggest opportunities for Healing Hearts is for them to market their business as family-oriented. Recent reviews have shown that Sharon's is not doing well in creating a positive customer experience, and an interview with Lacy Davis revealed that Sharon's operates more systematically rather than on a caring level. This is most likely due to the fact that they have no current competition in home health. This provides an opportunity for Healing Hearts to excel. By showing their patients that they are family, more people will opt for their service over Sharon's Home Health. It might also sway physicians and potential employees in favor of choosing their business over other home health businesses. This is another way Healing Hearts will differentiate itself.

The aging population presents another opportunity. By 2030, more than 70 million Americans will be age 65 and older. Of these 70 million, a majority of them want to "age in place". This increase in the number of senior citizens should give Healing Hearts more business since the majority of people using home health are senior citizens.

In an interview with Lacy Davis, it was determined that Healing Hearts wants to implement telehealth as another service provided in the future. This is a smart move due to the rise in the use of technology among the general population. Telehealth services will expand Healing Hearts' reach since the service can be performed at a distance. It will be important for the business to educate patients on how to use the technology, which may be difficult since a large portion of the target market are elderly.

Threats

The external threats for Healing Hearts Home Health include, Sharon's Home Health, difficulty contacting physicians, finding qualified employees, home health regulations, and travel restrictions.

As previously discussed, competition will primarily come from Sharon's Home Health. Healing Hearts will have to pay attention to any changes in Sharon's marketing efforts so that the business can adjust its own marketing tactics accordingly. It might also be difficult for Lacy Davis to market to physicians since they are so busy and may not have time to discuss home health

opportunities. This is an obstacle for Healing Hearts since many of its potential clients need to be referred to home health by a physician.

Finding qualified employees will also be a challenge for the business. Although there may be many graduates eager to work in home health, finding the ones who are mentally ready for the demand and stress of the job might be difficult.

Finally, travel restrictions and changing home health regulations will have an impact on the business. Since Healing Hearts is a mobile service, they have to be cautious of travel conditions, which can be particularly challenging in the Wyoming winter. Bad weather could easily prevent employees from being able to treat a patient, which can be a serious issue if the patient is depending on the service. Along with travel issues, changes in home health regulations can be a threat to Healing Hearts. Unlike most services, home health is heavily regulated due to the nature of the business. Changes in these regulations can present speed bumps that really slow down operations.

Figure 2: SWOT Analysis of Healing Hearts Home Health

| | |
|---|---|
| <p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> ♥ Lacy Davis has 17 years of experience ♥ Provides a much less expensive alternative to nursing homes and assisted living facilities ♥ Gives patients the ability to stay at their home ♥ Patients have the ability to receive assistance and/or advice 24 hours, 7 days a week ♥ Not much money will have to be spent on marketing ♥ IT professional working on Facebook page, website, and brochures ♥ Can service both Medicare/Medicaid users and those who will privately pay ♥ Lacy Davis and partner have many connections in the Crook County areas ♥ Already have potential patients that are waiting for Healing Hearts Home Health to open their doors | <p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> ♥ Limited competition in the Crook and Campbell County areas ♥ Sharon's Home Health has not received great reviews specifically on customer experience ♥ By 2030, more than 70 million Americans will be age 65 and older with 90% of them wanting to age in place ♥ Ability to expand services into areas such as telehealth ♥ Will have a marketing advantage since Sharon's does not utilize marketing ♥ Differentiation through sincere, affectionate care |
| <p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> ♥ Lacy Davis' face may be connected with Sharon's Home Health ♥ Targeting a small area of Wyoming ♥ May have limited client base due to small population | <p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> ♥ Sharon's Home Health ♥ Inability to find nurses to employ ♥ Shortage of health care employees ♥ Regulations of home health ♥ Weather/travel in Wyoming |

| | |
|--|---|
| <ul style="list-style-type: none"> ♥ Lacy Davis is uncomfortable with public speaking and is unsure how to sell her services ♥ Currently there is no brand awareness | <ul style="list-style-type: none"> ♥ Burnout of employees in the medical field ♥ Physicians not being available or open to speaking with Lacy Davis |
|--|---|

Market Research

- ♥ Primary Research
 - The primary research for this integrated marketing plan was coordinated through interviews with the owner, Lacy Davis. These interviews were key factors in creating the situational analysis for the company.
 - Some of the information gathered to create this integrated marketing plan was taken from primary documents created by Lacy Davis. This information included the services offered, the vision of the company, and the company logo.
- ♥ Secondary Research
 - Secondary research was conducted to find out more about what home health is and the different requirements surrounding home health businesses. Most of this information was found on informative government sites and medical articles.
 - Other online articles helped in determining who the target audience is for home health.
 - Home health review sites helped with completing the situational analysis for Healing Hearts.

Research Objectives

- ♥ Develop a better understanding of what home health actually is
- ♥ Determine who exactly will be using Healing Hearts Home Health services
- ♥ Determine the type of media in which people look for home health services
- ♥ Learn more about the demographics of the target market

Healing Hearts may need to conduct more primary research in its region. They can gather more information on the target market in the region by conducting surveys that ask the public for its opinion on home health. This can include questions regarding how likely they are to use the service or if they would use the service in the future if needed.

Target Audience

The target audience of Healing Hearts Home Health is broken up into three different groups: primary, secondary, and tertiary. These audiences are broken down in *Figure 3*.

♥ Primary Target Audience

- Healing Hearts Home Health's primary target audience is potential clients and their families. Although home health is most associated with the elderly, the disabled population and those who are managing a chronic illness and recovering from a medical setback also use home health. Due to this, all ages and genders are potential clients. Home health is widely used by those who have Medicare and Medicaid, and those who are willing to privately pay for the service. Medicare and Medicaid patients will have to show a significant need in order to get the cost of home health care covered. Potential clients will generally want to stay in the comfort of their own home and receive care that themselves or their families cannot provide.

♥ Secondary Target Audience

- Healing Hearts Home Health's secondary target audience is physicians' offices and other health care facilities. Lacy Davis wants to personally sell her company to health care facilities that can refer patients to Healing Hearts Home Health. These health care facilities include physician offices, especially Geriatric Care Specialists and Primary Care Doctors, nursing homes, rehabilitation facilities, and hospitals. These facilities will be in the Crook County and Campbell County areas, and eventually the Natrona County area.

♥ Tertiary Target Audience

- Healing Hearts Home Health's tertiary target audience is potential employees. The number one need of Healing Hearts is registered nurses. These health care employees will be any age and any gender, as long as they are health care employees that have the necessary qualifications to work in the state of Wyoming. It will be much easier for Lacy Davis to recruit employees from community colleges in the state, specifically Gillette College, Sheridan College and Casper College. These potential employees will have to be willing to travel and work flexible hours. In addition, these potential employees will have to be willing to stay and live in Wyoming, specifically in the Crook County and Campbell County areas.

Figure 3: Target Market Profile of Healing Hearts Home Health

| Potential Clients and Their Families | Physicians' Offices/Nursing Homes/Hospitals | Potential Employees (Specifically Nurses) |
|---|---|---|
| <ul style="list-style-type: none"> ♥ All ages <ul style="list-style-type: none"> ○ Elderly ○ Disabled ♥ All genders ♥ Live in the Crook, Campbell and Natrona county areas ♥ People who have Medicare and/or Medicaid ♥ People who are willing to pay out-of-pocket ♥ People who want to stay in their home and receive care ♥ People who want their loved one(s) to stay in their home and receive care ♥ People who need assistance that either themselves or their families cannot provide ♥ People who cannot leave their home for an extended period of time | <ul style="list-style-type: none"> ♥ Wyoming physician offices/nursing homes and rehabilitation facilities/hospitals <ul style="list-style-type: none"> ○ Specifically Crook County and Campbell County ○ Eventually Natrona County ♥ Geriatric Care Specialists ♥ Primary Care Doctors | <ul style="list-style-type: none"> ♥ All ages <ul style="list-style-type: none"> ○ Specifically students who are graduating from Gillette College, Sheridan College, and Casper College ♥ All genders ♥ Willing to work flexible hours ♥ Willing to stay in Wyoming <ul style="list-style-type: none"> ○ Specifically Crook County and Campbell County ♥ Willing to travel |

OBJECTIVES

Create Brand Awareness and Personally Sell

The main marketing objective for Healing Hearts Home Health is creating brand awareness. Being that Healing Hearts is a completely new business, many members of the community may not be aware of Healing Hearts Home Health. Lacy Davis and her team will need to pursue multiple avenues of marketing. With the Moorcroft area being so sparsely populated, word spreads quick. Having an aggressive personal selling marketing strategy will be key to Healing Hearts' success. Some physical products can aid in this strategy. These include items such as brochures, flyers, and business cards. In addition, promotional items such as pens, notepads, and mugs will constantly remind the client or physician of their services.

The integrated marketing communication objectives for Healing Hearts is to create awareness, by creating buzz with brochures, word of mouth, personal selling, and self-promotion. Creating awareness is simply getting the word out that Healing Hearts is an available service. Lacy Davis will need to use her seventeen years of knowledge to highlight the features, advantages, and benefits of her business, as well as explaining what makes her business different than other providers. Emphasis on the family aspect will be a large selling point for a lot of physicians, clients, their families, and employees. Healing Hearts will also need to create comprehension with the potential clients. This will ensure clients can understand the benefits of Healing Hearts' services. Comprehension is simply confirming that what Lacy Davis explains and talks about is understood by the customer and/or physician. Healing Hearts will need to use the brochures, word of mouth, and personal selling to create conviction with the clients. Conviction is important, because relating to and understanding the clients' needs will incorporate the family element. The family element is important in Healing Hearts strategy to differentiate from the competition. Healing Hearts wants to care for their patients like they are their own family. By creating awareness, comprehension, and conviction, Healing Hearts will create action by the client to consider using Healing Hearts Home Health services.

The target market for Healing Hearts is potential clients and their families, physicians' offices, nursing homes, hospitals, and potential employees. Healing Hearts aims to create most of their awareness in physicians' offices. Reaching out to physicians and setting up a time to meet face-to-face is important in building a relationship with physicians. Physicians refer many clients to home

health, so it is important that Lacy Davis builds her brand with physicians by her side. Having brochures and other promotional items, to hand to physicians, will create added value.

Since Healing Hearts is a young company, Lacy will need to be creative with recruiting employees. She can use many of the same techniques listed above to recruit. Targeting community colleges in Wyoming, specifically Sheridan College, Gillette College, and Casper College, will be a great tactic for Lacy Davis as many graduates are unsure of where to look for their first job. Simply posting job listings, handing out flyers in schools, and physically speaking to students on their campuses are great ways to promote the Healing Hearts brand and make students feel more comfortable working for the company.

Expand

Once Healing Hearts Home Health has created a solid foundation and client base, the company will then have the cash flow to invest into bigger and stronger advertising techniques. Lacy Davis will need to set aside at least five percent of Healing Hearts' profits to maintain the current position in the market. To be aggressive and expand, Lacy Davis will need to set aside ten percent of her profit for marketing purposes. Expanding deeper into the online and social media avenues will help increase Healing Hearts' reach. Using local newspaper and radio advertisements will be the most useful avenue to reach her primary target audience.

In the future, creating awareness, and gaining both a strong client base and strong relationship with physicians will allow Healing Hearts to expand. Lacy Davis will have a good head of momentum to take another risk and expand into Casper. Healing Hearts will need to start by advertising in the Casper area to create awareness and get a feel for how many people are in the market for home health services. Healing Hearts Home Health will need to use the same principals and marketing avenues as they used in the Moorcroft, Wyoming, area. When Healing Hearts looks to expand into a bigger city, Lacy Davis will need to invest heavily in marketing. She will need to be prepared to compete with strong established home health businesses. Once Healing Hearts establishes themselves in Casper, Lacy Davis will need to choose to reinvest and expand or maintain their current image.

STRATEGY

Marketing Strategies

Healing Hearts is a brand-new company with the ability to expand and grow. Through the use of various marketing strategies, Healing Hearts will be able to meet or even surpass their goals. Lacy Davis has served in the home health industry for over seventeen years, therefore her face and name are very well recognized within the community. This is a big advantage and is something that people in the Moorcroft community will be comfortable with.

With that being said, Lacy Davis needs to use her previous experience to work in her favor and capitalize on a personal selling approach. Within a small community, the connection between people is far more effective compared to other forms of marketing. Personal selling needs to be Lacy Davis' main marketing strategy. Lacy stated that she has some hesitance with public speaking, and a long-term goal might be to hire someone who can be the public relations representative. A secondary form of marketing would be to simply create a brief and informational brochure for her to take in to physicians' offices. Being in a small town like Moorcroft, word of mouth will be her second form of marketing. Lacy has patients who are patiently waiting for her business to get up and running. The more patients that hire Healing Hearts Home Health, the more the brand will begin to expand and grow based off of good reviews from past patients.

Media Strategies

Although there are many different forms of media, most of them do not make sense for a company who is just starting out. Living in a tight knit community like Moorcroft, Lacy Davis will need to start by generating awareness of her newly open and operating business. Lacy Davis will need to finalize her Facebook and website before opening her doors. Both the website and social media presence will allow consumers to put a face with the company, in-turn educating them on what makes Healing Hearts such a great company. The media presence will also allow potential clients to find out more information and help Lacy Davis to build a connection with her clients, even before she meets them. The second task at hand is going to be trying to differentiate herself from an already established business. Given that Moorcroft is a smaller community, it does not make much sense to spend a bunch of time and money designing high priced items such as billboards and TV ads. In the short-term, it makes sense to utilize more of the cheap or free methods of media in order to differentiate

her business from the competitors. Print ads such as brochures, flyers, and newspaper ads are all affordable and effective methods to help get her business rolling.

Lacy Davis has an established logo, and if she is open to changing this logo, two options have been provided below. In addition, it is recommended that Lacy Davis uses either “Home is where a healthy heart is” or “your family is our family” as the Healing Hearts Home Health’s slogan.

Healing Hearts



Home Health

Healing Hearts Home Health’s Current Logo

**Healing
Hearts**

Healing Hearts Home Health’s Proposed New Logo 1

**Healing
Hearts**

Healing Hearts Home Health’s Proposed New Logo 2

CREATIVE BRIEF

Overview

The creative brief for Healing Hearts Home Health summarizes how the business will effectively sustain brand positioning in the marketplace.

Communication Objectives

The communication goals for this plan are to generate brand awareness, create a strong, positive brand attitude that emphasizes the personal connections developed through home health, highlight the benefits of the emerging use of telehealth, and impart knowledge about home health to the target audience. These objectives will be reached through personal selling tactics, using social media, building personal connections with consumers, and various channels of informative media.

Target Audience

The primary target audience for Healing Hearts Home Health includes patients of all ages who require home health services as warranted by a physician, physicians' offices, hospitals, nursing home patients, and quality nurses looking for employment. Much of the target audience will include Medicare and Medicaid beneficiaries and the elderly. One of the most important groups to market to will be physicians' offices. Marketing to these groups will be crucial to the success of Healing Hearts Home Health. This success can be achieved through using personal selling. Lacy Davis has purchased items such as mugs and pins that will provide a way for clients to see Healing Hearts Home Health's logo. In addition, Lacy Davis has hired a professional to spruce up Healing Hearts Home Health's Facebook page, website, and brochures/flyers. Lacy Davis and her partner will be responsible for contacting physician offices and requesting a meeting with physicians to speak about her company and why these doctors should refer Healing Hearts Home Health to patients. In addition, it is recommended that Lacy Davis prepare a presentation she may put on at physician offices. Lacy Davis should direct these presentations toward the elderly and disabled, and Lacy Davis will speak about her company and why patients should hire Healing Hearts Home Health. In addition, Lacy Davis will post flyers and brochures around colleges in Wyoming that will be directed towards nurses and certified nursing assistants. It will also be recommended that Lacy Davis contact professors at these colleges and ask to speak with classes about Healing Hearts Home Health and why health care

professionals should work for her upon graduation. Finally, Lacy Davis and her partner will post flyers and brochures around nursing homes and hospitals while also talking to the administration who may help her get Healing Hearts Home Health's name out there. Lacy Davis has much experience in the home health field, and with the contacts that she and her partner have around the state, the focus will be to communicate that Healing Hearts Home Health is open for business and ready to take clients.

Barrier

The main consumer barrier that Healing Hearts Home Health may encounter is the lack of education on home health. Another challenge will be separating Healing Hearts from its competitors in the mind of the consumers.

Benefit Claim (Focus)

The key benefit of Healing Hearts Home Health is that the company will offer clients with great care combined with great customer service. The staff of Healing Hearts Home Health will treat their clients just as their families would. Home is where the heart is, and the home is where the best healing will occur. Healing Hearts Home Health will allow patients to heal in the comfort of their home, and at a much lower price than care provided at a nursing home or assisted living facility.

Creative Guidelines

The creative marketing efforts for Healing Hearts Home Health include:

- ♥ The implementation and utilization of a Facebook page
- ♥ The creation and utilization of a user-friendly website
- ♥ The consistent use of the company logo to ensure brand awareness and recognition
- ♥ Creating a brand image that makes the business seem more like a family than just a service provider
- ♥ Sell the service, so it engages the audience

Tone of Voice

Healing Hearts Home Health must be sincere, caring, and confident when communicating with their audience. Since the business involves such a sensitive, personal setting, they must communicate with assurance. The audience has to know they are in good hands with Healing Hearts, so they have to focus on these tones in their communication efforts.

ADVERTISING AND MEDIA PLAN

Facebook

Although Healing Hearts Home Health currently has a Facebook page, it is important it stays current and up-to-date. Because home health stresses the importance of family, Facebook is the perfect platform to advertise such a service. Many family members have access to Facebook, so this platform has potential to offer great Word of Mouth (WOM) marketing capabilities. WOM is one of the strongest forms of marketing, and one of the biggest benefit is it is free. Consumers trust their friends and families more than someone they don't know. If Healing Hearts has a strong Facebook presence, along with great reviews and testimonials, Facebook could be a great place to begin to get Healing Hearts' name and mission out to the community without even touching the budget.

Website

Facebook is a great alternative to a formal website, as it seems more personal; however, in order for Healing Hearts to be taken seriously in the home health business, it is highly recommended they should create a professional website where patients and family can easily receive the information needed. As Lacy Davis has mentioned prior, Healing Hearts Home Health currently is having a website created for them. Because home health is very unfamiliar to many people, this is a critical step in order to keep potential patients, current patients, families, etc., informed about the company and services offered. By having a well-designed and professional website, customers will be able to have many of their questions answered in one place and view a list of services. In order to create a functioning and effective website, it is suggested that the company has the following tabs or menu items: "About Us" (mission statement, benefits, etc.), "What is Home Health?", "Services", "Areas of Operation", "Pricing" (a good place to explain the different options with Medicare vs. Medicaid vs. Personal Payment), "Contact Info" (phone and email), "Staff" (doctors, nurses, Contracted partners, etc.), and "Testimonials".

Newspaper

As a main demographic for Healing Hearts is the elderly, a great platform to advertise Lacy Davis' services would be in Moorcroft's and the surrounding target area's local newspaper. This form of media is especially important because a large segment of Healing Hearts' target market is more likely to have

a subscription to the local newspaper, as the older generation is still very unfamiliar with the new age of social media.

Radio

It is important that Lacy Davis also advertises Healing Hearts Home Health on a local radio station that also is available in the surrounding areas. Radio advertising will be a great form as many people, including patients and family members, listen to the radio on a daily basis. Due to the size of the town, and number of radio stations, it is likely the ad will be heard by many potential consumers. Radio advertising will be a great platform for Lacy Davis to get her voice and name into the community. It is recommended that Lacy speak about her business in a radio ad and deliver a strong message about why Healing Hearts Home Health is a greater alternative to another company and how “your family is our family.” In order to make the ad most effective, Lacy Davis should make it personable. This also is a great platform to have prior or current patients testify about Lacy Davis’ services and their Healing Hearts experience.

Brochures

Brochures are a great form of advertising. As Lacy Davis’ service is one that is unknown to many, it is vital for her to have an educational medium that she can bring with her and leave with potential clients to reference and explain her services. Brochures are very practical for Healing Hearts, as they give important information in a handheld document and are also easy to leave with physicians as well. Also, as a main advertising and selling component will be face-to-face selling, a brochure will be a perfect tool to aid Lacy Davis while she is presenting to local physicians. She can use these brochures as her “talking points” in her pitch to the physicians about why they should recommend Healing Hearts Home Health to their patients.

After Lacy Davis secures a relationship with a physician, brochures will also be beneficial because the physician will be able to pass them on to potential clients. As Lacy Davis will not be able to explain her company face-to-face with the client, it is important for her to have an educational brochure that sells her service, without the need for her to be there physically. Obviously, there will need to be a more in-depth meeting with the client if they choose Healing Hearts as their home health care provider, but a brochure is a great starting point. This will also aid the physician to help recommend Healing Hearts by giving them a guideline as to why they recommend Healing Hearts over competing home health providers.

Face-to-Face

Due to the nature of Healing Hearts' unique target market including physicians, it is critical Lacy meet face-to-face and form a relationship with local physicians as they are in control of the recommendation process with Medicaid and Medicare. As Lacy has discussed her concern about personally selling, it will be crucial for her to do so in order to adequately sell her company. This will ensure the physicians feel comfortable recommending Healing Hearts Home Health to patients who are needing a home health service. In order for Lacy to feel more comfortable speaking with physicians, she should have materials prepared for her meetings. As stated previously, a brochure would be an easy and effective deliverable Lacy Davis could give to a physician. In a sense, the brochure would serve as a "presentation note card" so she will have a guideline of all important aspects she needs to cover, helping aid her fear of public speaking. As Lacy Davis has been in the community for over 17 years, she is very credible and knowledgeable, and it is important she highlights these in her sales pitch.

Job Search Listings

Sometimes finding good employees is one of the toughest things a business owner can do. In today's day and age, technology takes away some of the hassle in finding hardworking and loyal employees. Search engines like monster.com, indeed.com, and ziprecruiter.com help new businesses connect with hundreds of potential employees at the click of a mouse. This would be a perfect tool as Lacy Davis begins her search for potential nurses and other health care personnel.

Hiring employees who recently graduated from colleges around the state will provide Healing Hearts with confident and competent employees. This will give Healing Hearts the competitive edge needed to stay ahead of the competition. Having health care professionals fresh out of school will give the company a youthful and energetic atmosphere that is needed for a strong company.

PUBLIC RELATIONS PLAN

Communicating with customers on a personal level will be an important thing for Healing Hearts to do in order to maintain a positive brand image. The company can do this with the help of a public relations plan. It would be wise for Healing Hearts to start with just a few PR ideas, and then continue to slowly grow these ideas, since it is a brand-new company. Some of the things that would benefit Healing Hearts' image the most are hosting a fundraiser for a cause of their choice, providing a free class/learning session at hospitals or nursing homes relating to different ways patients can maintain a healthy, independent life, or even sponsoring a community event. If it does not have the necessary funds to sponsor an event such as a 5k or community supper, Healing Hearts could offer free discussions/seminars on health topics as a guest at community events that are already established.

Of these public relations ideas, the free classes will be the best option for Healing Hearts to implement within the first few months. Being a new company, Healing Hearts does not currently have any extra money to invest in large PR events. Offering an occasional educational class will be beneficial in building relationships with the public without losing any money.

Once more revenue is generated, Healing Hearts will be able to implement larger events that have a bigger impact on the whole community. As stated before, these events will be things such as fundraisers, sponsorships, community suppers, discussions/seminars, etc. Eventually, Healing Hearts may have to develop a new PR campaign plan once the business is developed to maintain a positive brand image.

These are great opportunities for Healing Hearts to show that they care for their target market, as well as their whole community. This closely follows one of the main brand image goals for Healing Hearts which is to be family oriented.

SUSTAINABILITY AND ETHICS PLAN

Sustainability

Since the home health market is expected to grow in the future, sustainability will be very important to secure trust and viability for future generations. Below are suggestions for Healing Hearts Home Health that follow the triple bottom line rule for business sustainability.

Economic Objectives

- ♥ Create brand awareness through various marketing tactics and platforms
- ♥ Have patients in line before business takes off
- ♥ Grow at a rate of 8-10 patients per month after inception of business
- ♥ Expand business to Casper area after revenue increases (5-year outlook)

Community Objectives

- ♥ Host informative meetings or seminars that educate the public on home health
- ♥ Establish strong connections with physicians' offices to ensure that the business is well known among one of the primary audiences for years to come
- ♥ Offer a learning session to help teach patients how telehealth works once telehealth is implemented in the business

Environmental Objectives

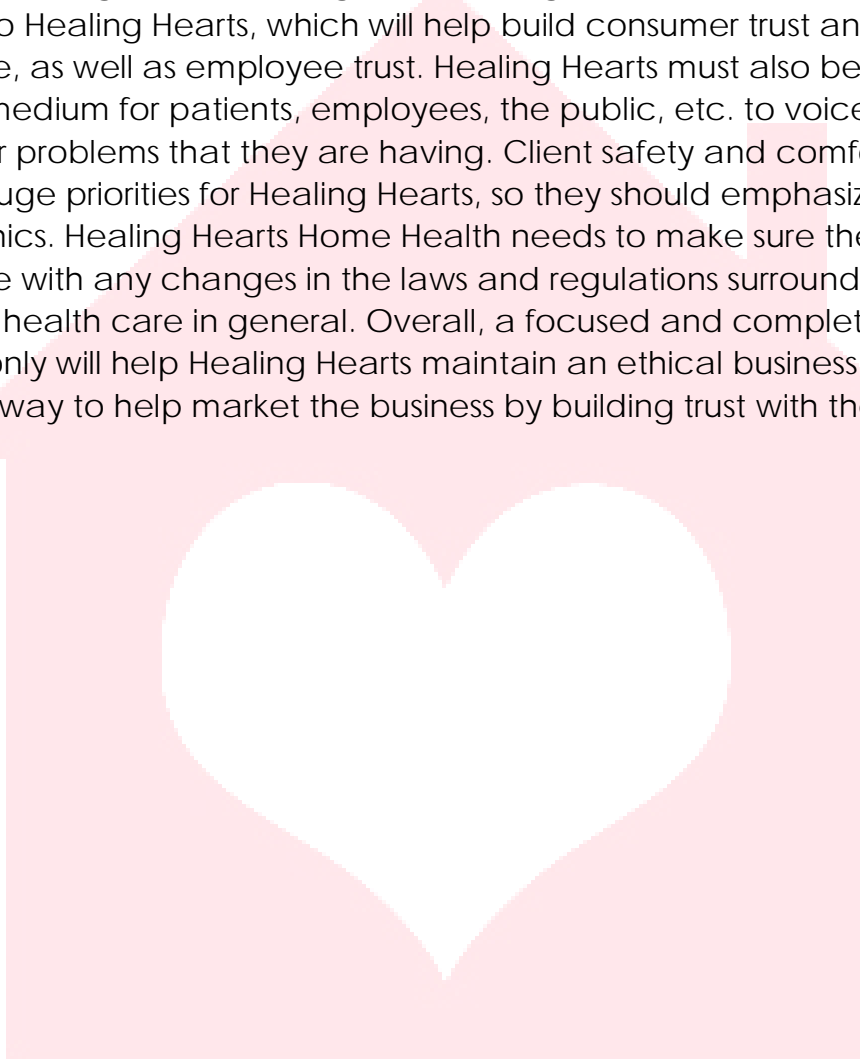
- ♥ Opt for eco-friendly materials that can be recycled
- ♥ Cut down on the amount of paper statements used by taking a more electronic approach
- ♥ Properly dispose of all used medical materials
- ♥ Develop a systematic travel schedule to avoid unnecessary back and forth trips from office to patients

These are important objectives for Healing Hearts Home Health, because people today value businesses that take a balanced approach. Not only does society want a business to be profitable and provide a high-quality service, they want it to be involved in community and environmental efforts.

Ethics

Due to the personal nature of the business, Healing Hearts must implement a code of ethics that clearly defines the values of the company and the expected behavior of its employees.

A great way to market the business is to ensure that the ethical code is visible to consumers. A code of ethics is most effective when it is a clear fixture in a business. Holding ethics meetings and training will show that ethics are important to Healing Hearts, which will help build consumer trust and reassurance, as well as employee trust. Healing Hearts must also be open to offering a medium for patients, employees, the public, etc. to voice any ethical concerns or problems that they are having. Client safety and comfort are obviously huge priorities for Healing Hearts, so they should emphasize both in the code of ethics. Healing Hearts Home Health needs to make sure they are in full compliance with any changes in the laws and regulations surrounding home health and health care in general. Overall, a focused and complete code of ethics not only will help Healing Hearts maintain an ethical business; it can also be a great way to help market the business by building trust with the target audiences.



TIMELINE

The timeline for the next five years is broken down into short-term, mid-term, long-term, and extended. This timeline should be effective starting when Healing Hearts Home Health opens its doors. However, the majority of the efforts in the short-term section can be started prior to the business being open.

Short-Term (0-6 Months)

- ♥ Pass out brochures, flyers, and business cards to physicians' offices, hospitals, nursing homes, and community colleges
- ♥ Post job openings on Indeed and other job sites
 - Hire RNs, CNAs, and Social Workers
- ♥ Reach out to physicians and schedule meetings
- ♥ Sign on the first 8 to 10 patients
 - Continue obtaining 8 to 10 patients each month
- ♥ Start advertising via radio and newspapers
- ♥ Consider implementing basic parts of the PR plan (free classes)
- ♥ Post twice a week on Facebook
- ♥ Start obtaining client stories/testimonials and post on website and Facebook page
- ♥ Generate a survey and begin asking clients and/or families to take the survey once a week

Mid-Term (6-12 Months)

- ♥ Continue to build awareness
- ♥ Continue to personally sell
- ♥ Continue obtaining 8 to 10 patients each month
- ♥ Start turning a profit
- ♥ Update website and Facebook page
- ♥ Begin implementing larger events from the PR plan (fundraisers, seminars, charity donations, etc.)
- ♥ Continue posting twice a week on website and Facebook page
- ♥ Purchase stickers, magnets, cinch bags and other items for goody bags
- ♥ Begin the search into implementing telehealth

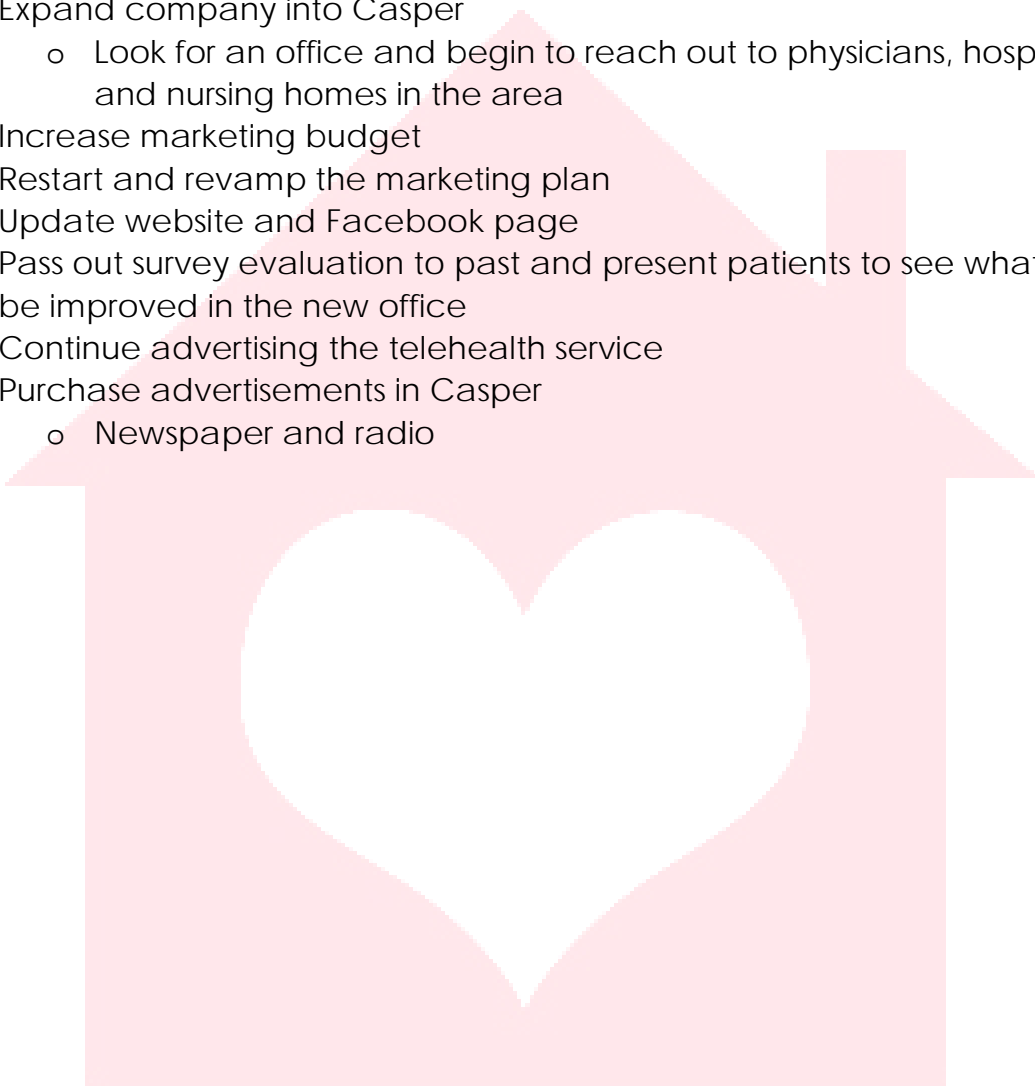
Long-Term (1-2 Years)

- ♥ Reevaluate your business
 - Consider redoing mission and vision statement
- ♥ Fine tune target audience

- ♥ Continue to build clientele
- ♥ Prepare for an expansion
- ♥ Brainstorm new PR plan
- ♥ Implement telehealth
- ♥ Advertise that telehealth is a service provided by Healing Hearts

Extended (2-5 Years)

- ♥ Expand company into Casper
 - Look for an office and begin to reach out to physicians, hospitals, and nursing homes in the area
- ♥ Increase marketing budget
- ♥ Restart and revamp the marketing plan
- ♥ Update website and Facebook page
- ♥ Pass out survey evaluation to past and present patients to see what can be improved in the new office
- ♥ Continue advertising the telehealth service
- ♥ Purchase advertisements in Casper
 - Newspaper and radio



BUDGET

Healing Hearts Home Health’s preliminary marketing budget for the first year is maximum of \$400. This budget is outlined in *Figure 4*. Healing Hearts Home Health should post twice a year in the Casper Star-Tribune that will cost approximately \$78. In addition, Healing Hearts should post every two months, alternating every month between the Gillette News-Record and the Moorcroft Leader, for \$108. Healing Hearts should also purchase four Casper radio advertisements for \$100. Finally, Healing Hearts should post any job openings on Indeed for \$0. These advertisements will cost \$286.

Although brochures and swag items have already been purchased, the remaining \$114 of the \$400 budget should be spent on additional brochures, flyers, and business cards from vistaprint.com. These will cost approximately \$117, which is \$3 over budget but necessary. These business cards, brochures, and flyers should be given to potential clients, potential clients’ families, health care facilities such as physicians’ offices, hospitals, and nursing homes, and finally potential employees and community colleges across Wyoming. It is important to have a large number of these items, so they can also be distributed at PR events.

Figure 4: Preliminary Budget for Healing Hearts Home Health

| Item | Cost |
|--------------------------------|-------------|
| Casper Star-Tribune Ad | ~\$39 |
| Gillette News-Record Ad | ~\$12 |
| Moorcroft Leader Ad | ~\$6 |
| 30 Second Casper Radio Ad | ~\$25 |
| Job Posting on Indeed | Free |
| 500 Premium Business Cards | ~\$19 |
| 250 Bi-Fold Standard Brochures | ~\$81 |
| 250 Standard Flyers | ~\$17 |

In the future, Healing Hearts Home Health should increase its marketing budget. The increase in budget will allow Healing Hearts to purchase more brochures, flyers, business cards, Facebook advertisements, Google advertisements, Pandora advertisements, radio advertisements, newspaper advertisements, Wyoming Lifestyle Magazine advertisements, Instagram advertisements, stickers, magnets, sticky notes, pens, mugs and cinch bags. These items can be given to potential clients. However, Healing Hearts Home

Health should give clients a “goody bag” when they hire Healing Hearts. Not only will this increase the connection between clients and Healing Hearts, but also clients may be more willing to personally market the company to friends and family. In addition, it will be important for Healing Hearts to constantly revamp their advertisements as their services change. For instance, eventually Healing Hearts would like to expand into providing telehealth services and home health services in the Casper, Wyoming, area. Healing Hearts advertisements will need to represent this change. Finally, as Healing Hearts Home Health becomes more successful, banners and other large items will need to be purchased to show their representation at various PR events around the state, whether it be fundraising events, such as 5ks, or educational events.



EVALUATION

Healing Hearts Home Health should send out weekly surveys, via email, to clients and/or their families. Although these may seem too often, this will allow clients, and their families, to educate Healing Hearts on what they are doing well and what they can improve on. Some clients may be hesitant to complain, but this would allow clients to ensure that their experience is meeting their expectations. In addition, Healing Hearts Home Health should request client stories/testimonials that can be posted on both Healing Hearts' website and Facebook page. Finally, a great way to analyze performance is to monitor reviews that clients post on websites such as citehealth.com, agingcare.com, facebook.com, and yellowpages.com. Clearly, if Healing Hearts is receiving positive reviews and comments, then they are meeting expectations. However, if they are receiving negative reviews and comments, then they are not meeting expectations and should make improvements.

Because home health companies bring in and graduate clients frequently, it may be hard to evaluate performance based on the number of current clients. However, Healing Hearts Home Health will be able to judge performance based on the number of new clients it brings in on a monthly basis. Lacy Davis mentioned that within the first month, she would like her company to be hired by eight to ten clients. In addition, she would like her company to continue to grow at this rate. Therefore, if Healing Hearts Home Health is bringing in eight to ten new patients each month, they are performing at a very high standard.

In addition, upon being hired by a client or obtaining a new employee, Healing Hearts should ask clients and employees how they heard about the company. This will provide insight into what marketing efforts are proving more effective. If Lacy Davis wants to focus on physician referrals, then she needs to document how many clients mention that their physician referred them to Healing Hearts Home Health. If she is noticing that no physicians are referring patients, then Lacy Davis should improve her personally selling efforts to these physicians. Finally, Lacy Davis would like to open a Casper, Wyoming, office within the next five years. This should be the final method of evaluation for Healing Hearts Home Health. If Lacy Davis is able to do this, this means her company has made enough profit, has obtained enough clients, has hired enough employees and has generated enough brand awareness.

SUPPLY CHAIN

When considering home health care, there is an aspect of supply chain management that needs to be considered in order for the business to run efficiently. The nurses, or caregivers, role is not just direct patient care. Caregivers also have some responsibility to maintain the supply chain in home health care. In many instances, caregivers are responsible for ordering patient supplies. Little research has been done on the role of supply chain in home health care. This may be due to the fact that many consider home health care and health care the same, when in reality they are very different. Both aspects of health care require special attention to supply chain, but in different ways. Additionally, many may think that the cost of supply chain for a home health company is low, when in reality this cost may be a lot higher due to ordering, storing, handling, and delivery costs (Milburn, 2012). When dealing with health care, it is very important that there is minimal disruptions in the supply chain.

In a 2010 study that was completed to further investigate supply chain in home health care, 45% of the home health care agencies that were surveyed indicated that supplies are shipped to patients' homes and 51% indicated that supplies are shipped to the company's building. Most of the time these supplies are ordered in bulk (Milburn, 2012). Based on whether or not supplies are ordered for individual patients, the cost for supplies may be included in the home health care cost. In the instance where supplies are kept in bulk at the agency, the cost for these supplies may be included in the monthly fee. However, when patients are receiving supplies directly to their home, this cost falls on their shoulders.

Referring back to the study, 90% of respondents indicated that patients receive their supplies within 48 hours of placing the order. Stockouts are minimal and occur less than five times a year (Milburn, 2012). Home health care agencies must also decide whether to store patient supplies at the patients' homes or at the agency itself. However, it is important to consider that caregivers must first stop at the agency to obtain supplies if the supplies are housed directly at the agency. This can limit the amount of time caregivers are able to spend with patients.

With the Internet always evolving, Amazon has been able to join the business of home health care. Amazon says that ordering through them solves a lot of problems previously seen in the home health care supply chain. Instead of ordering through many different vendors, caregivers are able to order directly

through Amazon. This process increases “inventory visibility”. Additionally, those involved in health care have voiced that they want a platform where they are receiving the best pricing with maximum transparency. In the case of Amazon, these health care professionals are receiving this. Businesses are able to easily find products, order products, and know exactly when they are coming. However, Amazon is not alone in the hunt to delve into the health care supply chain world. Recently, Ascension, a health care system, partnered with Ramsay Health Care Limited. Their goal is to “create a new global supply chain venture to combine purchasing power”. Instead of seeing these joint ventures as competition, Amazon is supportive, hoping that their will be an emergence of innovation (Baxter, 2018).

As Lacy Davis as mentioned, there is a possibility for Healing Hearts Home Health to expand its practice with the introduction of telehealth. Telehealth is becoming a more prevalent tool to communicate with patients and retrieve data. In the instance of home health care, telehealth may be a great option for patients who are low-risk. With telehealth, patients are able to speak with their doctor or nurse without them actually being present. This will reduce the cost for the patient, while giving the company the ability to handle other patients. However, telehealth will also present a challenge for a company like Healing Hearts Home Health. The technology comes at a price, and employees must be trained to use it properly. Overall, technology is playing a larger role every day in healthcare, and in order to stay ahead, organizations must adapt to the changes that are thrown at the industry. With Healing Hearts Home Health located in Wyoming, there may not be a huge need for telehealth to be implemented. However, down the road, Healing Hearts Home Health will certainly have a competitive advantage if they do offer telehealth as one of their services.

In the case of Healing Hearts Home Health, supply chain will be a learning process once the company starts taking patients. Making decisions based on how the company will handle ordering and delivery of supplies will be challenging at first. However, it is important to always investigate what can be done better in terms of supply chain, so that caregivers are able to spend less time with nonclinical supply chain duties and more time with direct patient care. In the future, if Healing Hearts Home Health is able to expand into the Casper area, Lacy Davis may want to onboard a supply chain professional. This person can oversee the supply chain, the disruptions, and find additional ways to make the supply chain more efficient.

CONCLUSION

Healing Hearts Home Health, located in Moorcroft, Wyoming, and owned and operated by Lacy Davis, is a home health care provider that has not yet opened its doors. However, given the experience of the owner and the commitment to the service of the clients, Healing Hearts Home Health is at a great advantage as they begin operation. The limited competition and the possibility of expansion into services such as telehealth give Healing Hearts a great opportunity.

There are some obstacles that stand in Healing Hearts Home Health's way. Sharon's Home Health, Lacy Davis' past employer, is a well-established home health business in Moorcroft, Wyoming. With a large brand awareness and a clientele, Sharon's Home Health may be seen as the frontrunner in the home health industry in this specific area of Wyoming.

This plan has provided guidelines that Lacy Davis and her team should follow in order to create brand awareness, voice the mission of Healing Hearts, and personally sell the company. Lacy Davis should invest in purchasing brochures, flyers, business cards, local newspaper and radio advertisements, and should post on job listing sites. Healing Heart's primary target audience is potential clients and their families, the secondary primary target audience is health care facilities such as physicians' offices, and the tertiary target audience is potential employees. Investing in these advertising mediums, participating in and/or hosting public relations events, working to personally sell her services, and staying active on her Facebook and website, Lacy Davis will build great brand awareness for her company.

By following the guidelines and recommendations that have been provided in this integrated marketing plan, Lacy Davis will most certainly be able to propel Healing Hearts Home Health much ahead of the competition. The hope is in five years, Healing Hearts Home Health will have the brand awareness, financial stability, clientele, and employees to expand into the Casper, Wyoming, area. The greatest advantage Lacy Davis has is her experience and her heart. As long as she uses these two attributes to personally sell her services, there is no doubt that Healing Hearts Home Health will prosper in the state of Wyoming.

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