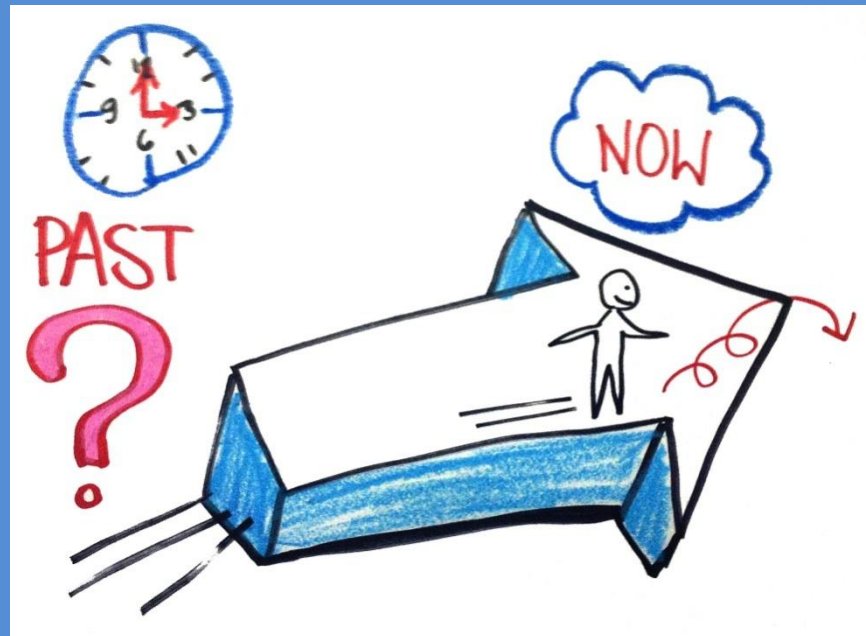


# Marketing and Promoting

Aged Care Services

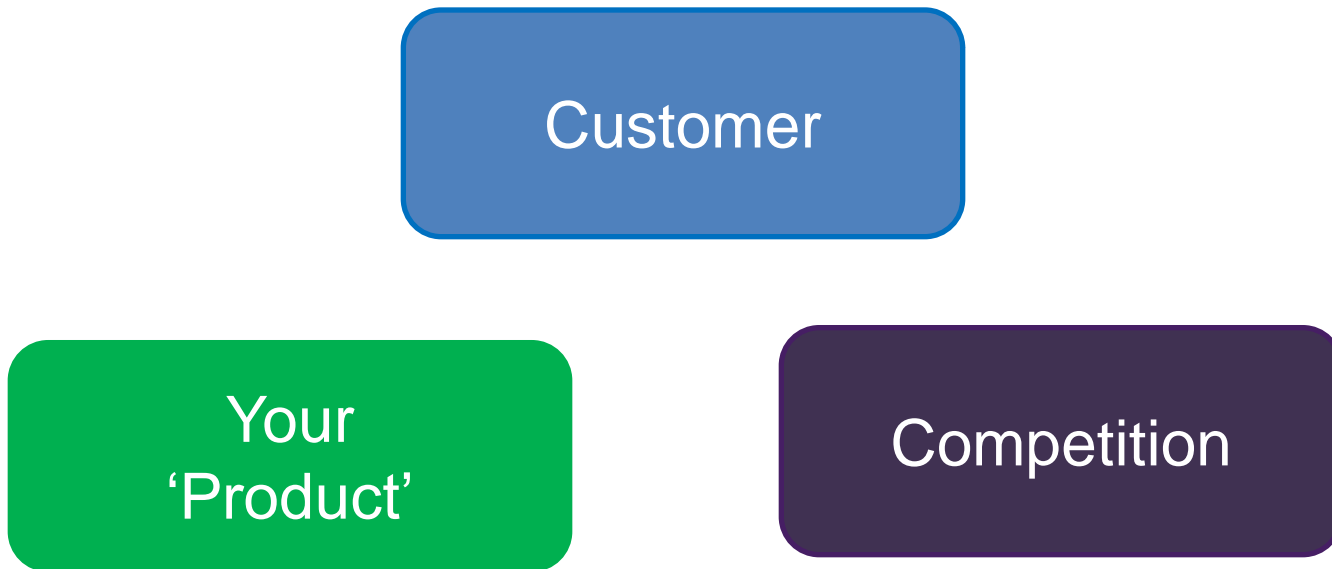
In the Context of Reform



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# understanding and meeting customer needs in a context of competitive offerings



*“...deepening and extending competition policy  
in human services is a priority reform.”*

Encourage a  
diversity of  
providers

## Competition Policy

Choice – put users  
in control of the  
services they  
access

Innovation

*“...credibly threatening to  
replace those that do not  
meet the needs of users.”*

## Open Competition

Home Care Packages;  
CHSP 1:1 paid staff (Personal Care,  
Domestic, Social Support - Individual),  
Maintenance, Mowing  
Social Support group(?) , meals(?)

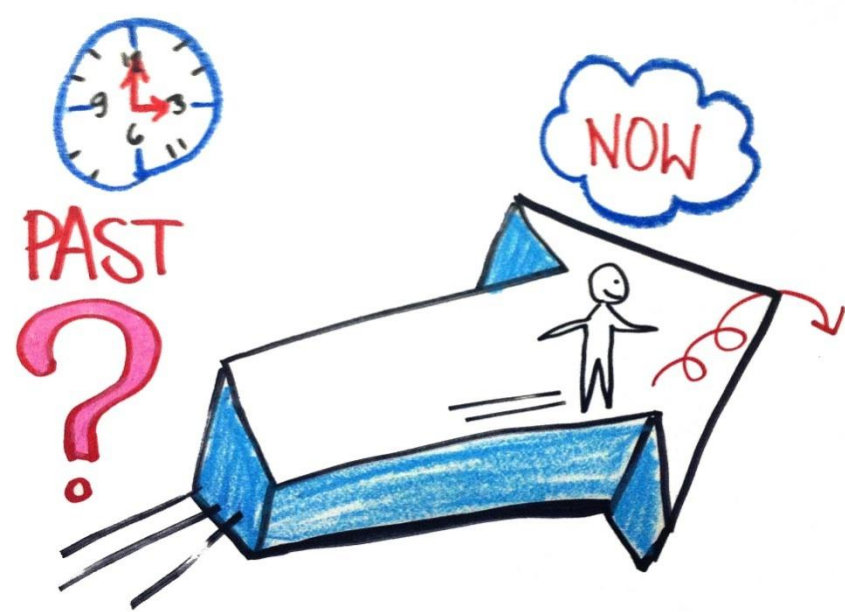
How exposed will you be to strong  
competition and how quickly?

## Volunteers

Meals (could go packages)  
Community restaurants  
Social Support (Individual)  
Garden maintenance  
(targeted)

## Market Intervention

Rural/Remote  
Modifications  
Transport(?)



## Segmenting and Targeting

- Market research, segmentation and targeting
  - Client contributions changing choice context?
  - From free and donation services to contributions and fees based services
  - Segments of the community – who are you targeting?

# Customer Focus

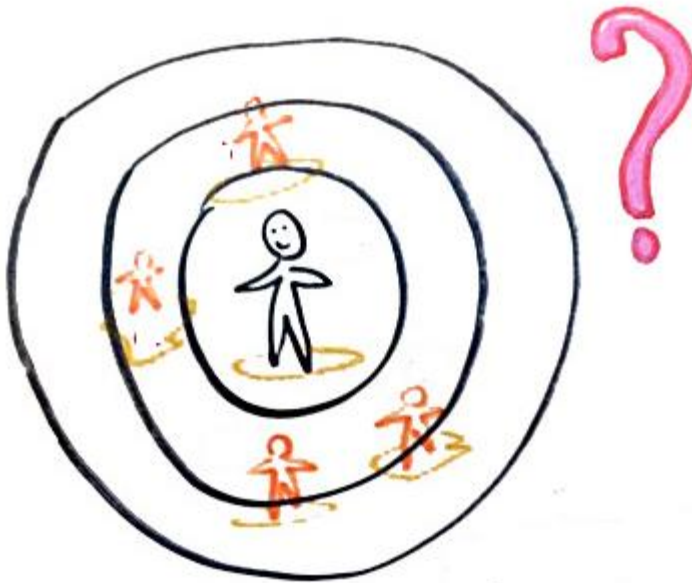
- Listen and observe closely.
- What are the valued benefits of the service?
- Promote the customer benefits more than what you do.
- Frame and manage expectations = manage complaints
- Are potential customers aware of you?
- Who do they see as your competitors?
- If the customer decision is critical
  - choosing your service over another -
  - are you giving this process the critical attention it deserves?



# Who's your competition?



- Home care packages: it will be difficult to compete in open market
- Flexibility on days and hours; wage costs - difficult
- CHSP not yet in open competition, but likely to be in future
- Volunteer models – Point of difference
- Rural / remote – benchmark your service (DEX)



## Product, Positioning and Value Propositions

- Positioning goes together with segmentation and targeting
- Target your potential service users, and DIFFERENTIATE from your competition
- Deliver a product people want
- Position in the context of what else is on offer
- Promote the value to the potential service user



# Promoting your Services

**More than advertising, but advertising is important**

## **My Aged Care**

- Regional Assessment Service Assessors – know about you?
- My Aged Care Service finder – how do you appear?
- Broadcast through MAC, how quickly can you pick them up?

## **Web Site**

- Make it easy for people to find you, offer a registration on-line that you can turn into 'warm lead'; Use Facebook

## **Supported Referrals**

- Assist people to access My Aged Care and explain they can ask specifically for you
- Letter Box drops backed up by staff to follow up with information and assisted referrals
- We will have to DO MORE to find new 'business'

## In summary

- Know the community and target your market
- Ask, listen, focus on what people value and what they'd like to change
- Know your competition (or likely competition)
- Know your points of similarity and difference
- Council is a first point of call for community information, keep it that way and use this advantage
- Benchmark if you're in a rural/remote area where market isn't deep enough – rural/remote is not a protection from competition in commissioning
- Finding new clients will take more work, and needs to be costed

