

November 21, 2016

EXECUTIVE DIRECTORS REPORT

PROGRAMS

1. Martha Purkey RN joined us Director of Nursing Services officially in October. She has recruited Christina George RN as her assistant. Neither will be full time. They are very proactive in regards to admissions. We will be utilizing Bill Littig LPN for additional nursing hours as client census dictates.
2. Enrollment is increased in ADHC by 6 admissions.
3. Pending conversation with Gerry Johnson/ Headstart to discuss contract and perceived costs and requirements to bring the preschool to Carr.
4. Jane Boggs has returned to work after several weeks of personal leave in the loss of her daughter. Thank you to all who helped us to support her and love her family well.
5. Carr Center will be celebrating Thanksgiving with clients and staff this week.

REVENUE/EXPENSE:

1. ADHC Caregiver Stipend progress- 4 new clients, 6 current clients using the funds, 2 additional clients were added who do not qualify for the funds.
 - a. Goal: increase utilization of funds per client until December 31st; determine method to retain clients after funds expire (Jan1). Will attempt to market to AAA9 to encourage referrals. Utilize CA donor board funds to assist.
2. ADHC client days (see handout) We have surpassed last month's total as of this date.
3. We received a gift of \$2100.00 from employees at Eclipse Resources. Trying to arrange a face to face thank you to them.
4. Review of accounts receivable and aging. Staci has rebilled \$4187.00, some of which is from CAKE AUCTION dollars due.
5. CHAD credentialing of Speech Therapy services/ agency will be underway shortly as required by the Medicaid Department. It is hopeful that this process will not be too painful and that will may discover areas which might increase our reimbursement with 3rd party payors.
6. We have discontinued the maintenance agreement with Lepi and will undertake this ourselves with the help of Gary Sharp, maintenance, and Paul Hill's maintenance back up man. Will bring an additional \$100.00 in funds monthly to the Center from the renters.
7. Anticipated known expenses for 2017- Drainage areas front of building (\$10,000-30,000). Awning repair (6,000-7,000). Will pursue loan for improvements.
8. Watch for annual appeal letter from Carr.

MARKETING:

1. Marketed to Coshocton Family Caregiver in October, attended the Muskingum County Caregiver event in November.
2. Attended the Hospice Community panel in October. I will be attending on an ongoing basis.
3. Presented the Toddler Enrichment Program to staff at Starlight Industries for the United Way. Shared this spot with a family who utilizes our services.
4. I created (with the assistance of our intern-Marlee) a Continuum of Care flyer created for Muskingum County Senior Task Force. I will be utilizing this for marketing to the hospitals and senior centers. Please take a few with you to share with your business contacts and families.
5. Festival of Trees. Staci and I will put together the tree and assist with the event.
6. Gingerbread House judging at Library. Nov 30.
7. Live at Noon monthly.
8. Facebook promoted and target campaigns. This is inexpensive and responsive. Please like, follow and share our page The Carr Center, Inc. on FACEBOOK.
9. Flyer for Respite Days at Carr- please take with you and post in your place of business.
10. Projected marketing plan- AAA9 case managers. Revisit hospital navigators. MVHC, & ALF's
11. Call to Championship:
 - do you know and understand our programs and client bases?
 - do you recommend our services?
 - do you financially support the Carr Center through fundraising? Do you encourage others to do so?

The Carr Center will be enjoying Thanksgiving with our clients and staff this week. We are anticipating a fun Christmas season as well. Feel free to join us at any of our scheduled events. You may follow us on our webpage to keep abreast of our holiday happenings. www.carrcenter.org

Thank you for being a supportive part of our family.

-Kim