



## 7 Steps to Fill Your Care Home Beds

Homes are reporting record levels of empty beds; don't let your home suffer empty beds. Use these seven steps to successfully fill your rooms and increase your profitability.

1. Establish who your customer actually is. You may offer nursing or residential care to a particular client group but who is making the decision about choosing the home and who is paying for the care? You may find you have several different customer groups, work through all steps with each group.
2. Who are your ideal customers? Establish what your ideal customer profiles would be, their likes, needs and problems.
3. Get clear about what your service provides or aims to provide. Lots of care homes sell rooms and care; they all claim to offer the highest quality care. How are you different?
4. What problem/ need does your customer have that your services will solve and how will you solve it? Be clear about the personal benefits of using your services both for the person living in your service and to the person paying/ making the decision. Match the benefits of using your service to the needs of your customer.
5. Have lots of your potential customers (the customers from answer 1 or 2) visit/attend your service before they are thinking of residential care. Open days don't work to attract new customers, get creative. Give people a reason to visit your home in their valuable time.
6. Change their perception of residential care whilst they are in your home. It is vital that they leave with a totally different opinion of residential care and are pleasantly surprised. Our clients receive most of their referrals from persons they have re-educated in this way.
7. Whilst visitors are with you, collect their contact details so you can keep in touch. Remember they must give you their permission to contact them.

If you are already having occupancy problems these steps WILL fill your beds, it will not happen overnight but it WILL happen. If you are full you are probably already using these steps, congratulations keep going and stay full.

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