

Visiting Angels

Susan Heinke, Owner & President

2507 S Queen Street

York, PA 17402

Phone: 717.741.0067

"With a limited amount of dollars to spend on marketing, I need to know what efforts are most successful. The OCS-Prosper weekly reports show me exactly where my dollars are best spent."

Susan Heinke

Summary of Project

Private duty agencies succeed by building a solid business base. The key to effectively directing precious resources in the right direction is to closely monitor the results of marketing activities. Sue found that there was a 2-week timeframe in which she would see the direct results of her marketing efforts, and she used those results to better manage her business.

Project Description

Was part of the initial demonstration project involving OCS and The Visiting Angels

Used OCS-Prosper reports to track referral patterns and the results of marketing activities

Project Results

By tracking marketing results, Sue was able to focus her marketing efforts on the most successful methods, which resulted in the growth of her business.

OCS Tools Used to Support the Project

- OCS-Prosper

Processes Defined and Implemented

- Enter data into OCS-Prosper
- Monitor weekly reports
- Redirect efforts to more effective process