

## Visiting Angels

### **Susan Heinke, Owner & President**

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*"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