

Additional Services Program

With constrained ACFI funding, set daily basic fee and limited provider control on consumer's choice of payment method for accommodation (RAD v DAP), **additional services** provide an opportunity to increase revenue and margins and reduce dependence on diminishing Govt revenue sources.

We recognise that developing an additional service model requires expertise, is time-consuming and costly, so we developed the **Resident PASS¹** Model for additional services.

The **Resident PASS** service ensures the “**value**” and “**benefits**” of your facility's additional service

offering are expressed in a way that is compelling to residents and their families.

When implemented on a whole of facility basis the **Resident Pass** can generate between \$800 and \$4,400 EBITDA per resident per annum.

Implementing the **Resident PASS** in your facility is the most effective means of generating additional income.

A successful, additional services offer must remain relevant and be continually developed and improved, Subscribers to the **Resident PASS** service receive;



Support and advice in developing your suite of additional services



Integration of the service into your resident contracts



Advice on pricing structure



Integration of the service into your administration procedures



Provision of all marketing materials including brochures



Innovations by other members



Staff training in the promotion of the service to residents



Compliance monitoring



Ongoing support and advice in the development and refinement of your additional services offer



Business hours support line

Implementation service

- Onsite appraisal of non-prescribed services currently provided
- Design an appropriate suite of additional services
- Detailed report and recommendations on appropriate inclusions in your base offering
- Training of staff in product offering and sales
- Provision of brochures and contracts/agreements

INVESTMENT

Under this model, providers pay an implementation fee and an ongoing annual maintenance fee based on facility size (opt-out option after 12 months).

Subscription service

- Regular contact with your sales staff to obtain feedback and offer advice
- Monthly monitoring of implementation and uptake and quarterly reports
- Access to support desk during business hours
- Ongoing updates and suggested refinements to the Resident PASS in line with market trends

FACILITY SIZE	<40	41 - 99	100 - 149	150+
Implementation fee	\$29,995	\$38,995	\$48,995	\$58,995
Subscription per place per month	\$7.95	\$7.95	\$7.95	\$6.95

Prices include GST

Next steps

If you would like to discuss implementing additional services into your facility, please contact clientservice@prideliving.com.au or call Denise Bradshaw on (02) 9239 9004 to arrange a time to meet with our consultants.



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