



EMBRACING CDC THROUGH ADDITIONAL SERVICES

Better Ageing  *Futures*
It's in our hands

LASA National Congress
27-29 Oct 2019 Adelaide

Consumer Directed Care



CDC is central to the new Accreditation Standards

Consumer directed markets are characterised by **choice and a customer focus**

There is no additional funding to realise CDC

Additional services provide residents with greater choice, control, and flexibility over their lifestyle with a focus on customer service

Additional Services

Services residents want rather than need, cater to individual tastes and preferences

Overview

Addit- ional Services can -

Increase revenue / decrease dependence on Govt. and underpin your CDC program

Deliver \$1,500 - \$7,000 of marginal EBITDA per place

Providers who ignore the opportunity for additional services will struggle financially

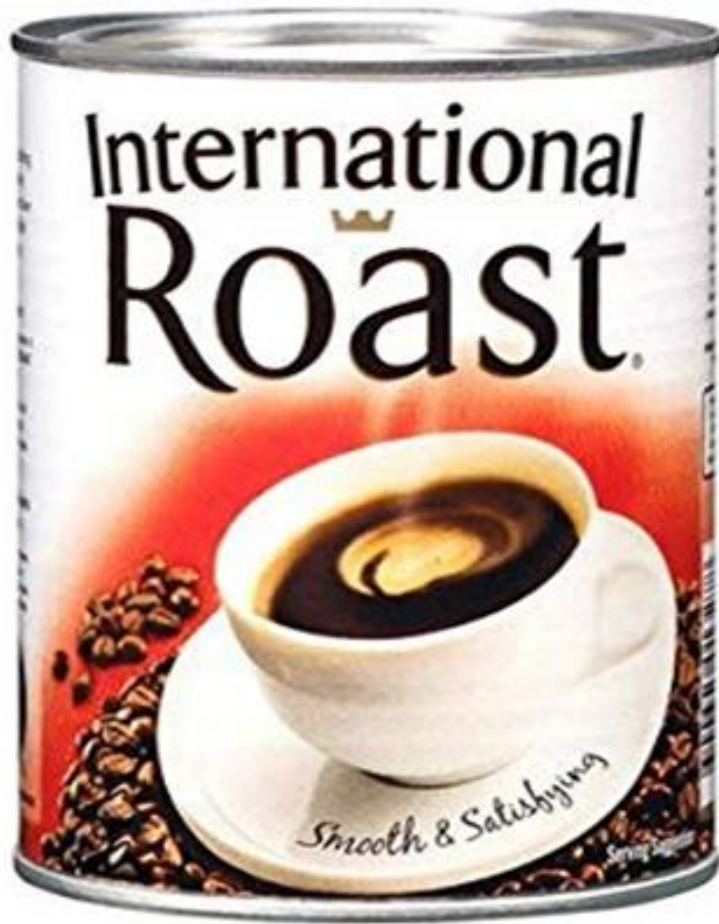
Addit- ional Services requires -

A disciplined approach to packaging and promoting services

Your offering needs to evolve and reflect the desires and budget of your residents

Emphasis on the value proposition rather than cost

CDC = residents have choices



Or



Tips

- Initially only target new residents.
- Once up and running offer existing residents at a discounted “introductory” rate.
- Don’t be greedy ...
- Additional Service Fees best work if set between \$3.00 - \$30.00 per day.
- An Additional Services fee of \$6 a day can return \$2,000 EBITDA per resident.
- Tailor your fees to the quality of your facility, the services offered and the budget of your residents.

Do it yourself or ask us for help

- ☐ Market research
- ☐ Competitor analysis
- ☐ Unbundle your existing additional services
- ☐ Provide an extensive list of additional services to consider
- ☐ Create a report with full financial modelling
- ☐ Train your staff
- ☐ Draft the contract(s)
- ☐ Integrate into your administration procedures
- ☐ Provide all the promotional materials, brochures etc
- ☐ Help desk
- ☐ Quarterly implementation reports and updates



For more information contact clientservices@prideliving.com.au