

MERRILY ORSINI

January 2012

corecubed

President/CEO, January 2012-Present

Managing Director, September 2003-December 2011

Founded, managed and grew a full service integrated marketing communications agency with a focus on using the internet as a component of a strategic branded approach. Specialty is senior and elder care businesses, the private pay industry in home care, home health, Hospice, hospitals, geriatric care management, assisted living and retirement communities. Experienced and successful in marketing to and reaching those seeking niche products and services targeted to a mature affluent audience. Creator of MOSTSM, the first industry turnkey monthly marketing communications program designed specifically to increase billable hours and referrals for private duty home care, home health and Hospice.

National Association for Home Care & Hospice (NAHC)

Chief Strategic Officer, the Private Duty Homecare Association (PDHCA), January 2011-present

Under contract with NAHC to provide strategic communication and association management services for a NAHC affiliate that serves the in-home care industry focusing on services for which one pays a fee.

MY VIRTUAL CORP

President/CEO, August 1998-July 2004

Created a unique business development company that used a model of remote collaborative networked teams of experts on demand. Service provision focused on using the internet as a business growth tool. Spun off **corecubed** in 2003.

ELDER CARE SOLUTIONS, INC.

Chairman, January 1998 to August 1998 (a subsidiary of Patient Care, Inc. West Orange, NJ)

President 1996 -1997

Transitioned the company to continue operations under new ownership. Served on the Management Team of Patient Care, Inc., 1996-1997.

ELDER CARE SOLUTIONS

Founder and President 1981 -1996

Created a successful care managed, non-medical, in-home care business that grew to have over 200 employees who served the needs of over one thousand families annually from the elderly community in Jefferson County, Kentucky. Actively served as a Geriatric Care Manager and supervised master's level students from Spalding University, University of Louisville and Southern Baptist Seminary.

HONORS

2011 Gold Award HealthCare Advertising, Open Arms Solutions Logo
2011 Silver Aster Award, Excellence in Medical Marketing, MOST Program
2011 Webby Award Nominee for AACG Website www.contempglass.org
2011 National Mature Media Merit Award for MOST Program
2009 Finalist Stevie Awards, Marketing Campaign of the Year. MOST Program
2008 *Louisville Magazine* Critics' Choice Best Digital Age Entrepreneur
2008 *Working Mother Magazine* Best Women Owned Businesses Award
2006 Public Relations Society of America (PRSA) Bronze Anvil Award
2002 National Women's Leadership Summit Delegate
2000 Leadership Louisville Graduate
1999 Jefferson County Office for Women Hall of Fame Inductee
1998 Silver Fleur-de-Lis Recipient, Greater Louisville, Inc., the Metro Chamber of Commerce
1998 Woman of Achievement Award, Business and Professional Women/River City
1998 University of Louisville Alumni Fellow, Kent School of Social Work
1998 Paul Harris Fellow recipient, Rotary International
1996 Entrepreneur of the Year Institute Inductee, Palm Springs, California
1996 Entrepreneur of the Year Award Winner, Service Category, Kentucky and Indiana Region
1996 Woman Business Owner of the Year Award Winner, NAWBO, Kentucky Region
1995 White House Conference on Small Business Delegate
1990 National Leadership Institute on Aging, Kentucky Delegate

EDITORIAL APPOINTMENTS:

2008-2012 Editorial Board, *Home Health Care Management and Practice Journal*
2006 Issue Editor February 2006, *Home Health Care Management and Practice*
1998 Issue Editor Spring 1998, *Geriatric Care Management Journal*
1996-1998 Editorial Board, *Geriatric Care Management Journal*

PUBLICATIONS:

Home Health Care Management & Practice

"Social Media: How Home Health Care Agencies Can Join the Chorus of Empowered Voices"
Vol. 22, No. 3, April 2010

"Questions to Answer for Improved Strategic Planning" co-authored with Rich Chesney
Vol. 21, No. 6, October 2009

"Obtaining Referrals in the Face of Regulation"
Vol. 21, No. 4, June 2009

"Caught Up in the Web: Online Strategies for Marketing Your Home Health Care Agency"
Vol. 21, No. 3, April 2009

"Leveling the Field: How Freestanding Agencies Compete with Hospital-Based Home Health Agencies"
Vol. 21, No. 2, February 2009

“Using Public Relations and Marketing to Generate Referrals and Sales”
Vol. 19, No. 3, April 2007

“Marketing Private Duty Home Care Services”
Vol. 18, No. 2, February 2006

CARING (Regular contributor since 2007)

“New Year’s Resolutions: Planning and Reassessing Services for the Year Ahead”
Vol. XXXI, No. 1, January 2012

“It’s the Most Wonderful Time of the Year for In-Home Care”
Vol. XXX, No. 12, December 2011

Private Duty Home Care and the Stock Market: What Have the Fluctuations Wrought?”
Vol. XXX, No. 11, November 2011

““Limited Restrictions Equal Unlimited Care”
Vol. XXX, No. 10, October 2011

“Private Duty’s Role in Hospice Care”
Vol. XXX, No. 9, September 2011

“Paying for Long-Term In-Home Care”
Vol. XXX, No. 8, August 2011

“Care Portals: Enhancing the Value of Home Care through Technology”
Vol. XXX, No. 7, July 2011

“The Tablet Computer: Home Care’s Friend”
Vol. XXX, No. 5, May 2011

“Activity Based In-Home Care: A Model for the Future”
Vol. XXX, No. 3, March 2011

“The Winds of Change: Using the Power of the Internet”
Vol. XXX, No. 2, February 2011

“Integrating the Web and Social Media into the Home Care Marketing Strategy”
Vol. XXX, No.1, January 2011

“Spreading Holiday Cheer the Techie Way”
Vol. XXIX, No. 12, December 2010

“Cause Marketing Meets Social Media: Boosting Your Agency’s Profile While Making a Difference”

Vol. XXIX, No. 11, November 2010

“New Techniques Boost Traditional Marketing Efforts”

Vol. XXIX, No. 8, August 2010

“Using Video on the Web Boosts Your Google Juice”

Vol. XXIX, No. 7, July 2010

“Window to the World: Are you OPEN for Business?”

Vol. XXIX, No. 6, June 2010

“Meet the Web 2010: Interactive and Informative”

Vol. XXIX, No. 5, May 2010

“Private Pay Home Care: a Reflection on the Industry”

Vol. XXIX, No 4, April 2010

““Sticky Features’ Build Your Home Care Facebook Brand”

Vol. XXIX, No. 3, March 2010

“Facebook...for Business?”

Vol. XXIX, No. 2, February 2010

“Social Media Meets Home Care? Take a Look at Social Media Marketing”

Vol. XXIX, No. 1, January 2010

Handbook of Geriatric Care Management

“Marketing Geriatric Care Management”, Chapter author

Jones and Bartlett, Inc. Publishers, 2nd and 3rd Editions February, 2007, March 2010

“The Future of Geriatric Care Management”, Chapter author

Aspen Publishers, Inc. 2001

SELECTED PRESENTATIONS

2012

New York State Association of Health Care Providers

Navigating the New World of Managed Care Conference

New York, NY

“Marketing for Success in a Managed Care World: Niche Strategy, Branding, Networking”

2011

National Association for Home Care and Hospice

30th Annual Meeting & Exposition

Las Vegas, NV

“Marketing for the Future Today: Going Mobile, Web-enabled, Social Networking”

Indiana Association for Home & Hospice Care

3 part Webinar Series

“Turning Inquiry Calls into Client Intake Calls”

“Keeping Fabulous Caregivers on Staff”

“Resource-Rich™ Marketing to Referral Sources – a Way to Stand Out”

New Mexico Association for Home & Hospice Care

Spring Conference Keynote

Albuquerque, NM

“Flexibility and Adaptability: Keys to the Future”

National Association for Home Care & Hospice

Industry Strategic Planning congress

Laguna Niguel, CA

Panelist for Industry Communications Strategies

Private Duty Homecare Association

6th Annual Leadership Summit

Long Beach, CA

2010

California Association for Health Services at Home

“Marketing Home Care 101, 201 and 301”

Webinar Series

Private Duty Homecare Association

5th Annual Leadership Summit

Phoenix, AZ

“Marketing Inside Out: Recruiting and Hiring Staff as an Internal, Ongoing Strategic Marketing Effort”

National Private Duty Association

8th Annual Leadership Conference

Philadelphia, PA

“Basic Marketing: Using Social Media”

Private Duty Insider

13th Annual Private Duty Conference

Las Vegas, NV

“Social Networking, is it the Missing Link to your Growth?”

National Association for Home Care & Hospice

29th Annual Meeting & Exposition and World Congress
Grapevine, TX

“Swim with the Current in the Social Media Tidal Wave”

2009

Private Duty Homecare Association

4th Annual Leadership Summit
Phoenix, AZ

“Understanding Your Audience: If You Are Targeting Everyone You Aren't Reaching Anyone”

Co-presented with Cheryl Richards-Mann

National Private Duty Association

7th Annual Leadership Conference
Chicago, IL

“Strategic Internal Marketing: Recruiting and Hiring the Best”

National Association of Professional Geriatric Care Managers

Annual Conferenece
Chicago, IL

“Go for the Big Media: Educate the Public and Win-Win-Win “

National Association for Home Care & Hospice

28th Annual Meeting & Exposition and World Congress
Los Angeles, CA

“A High-impact Monthly Marketing Routine Aimed at Success: Balance, Strength, Flexibility and Endurance”

“Private Duty Open Forum”

2008

National Private Duty Association

6th Annual Leadership Conference
San Diego, CA

“Homecare 101: Lessons Learned along the Way” co-presented with Rick Morey, HomeTrak and John Bowling, Ph.D., Silverado at Home

National Association of Home Care and Hospice

27th Annual Conference
Ft. Lauderdale, FL

“Resource Rich Marketing to Referral Sources”

2007

Private Duty Homecare Association

Annual Leadership Summit
Scottsdale, AZ

“Make Your Web Site Generate Referrals: Proven Techniques in Text, Design and Interaction”

Power Home Health Referrals Advanced Marketing Strategies

Las Vegas, NV

“How to Work with a Private Duty Agency to Get Referrals”

National Association of Professional Geriatric Care Managers

Annual Conference, Co-presented with Cathy Jo Cress

Boston, MA

“Turning Your Care Management Expertise into Dollars through Strategic Public Relations, Marketing and Design”

National Association for Home Care and Hospice

26th Annual Conference

Denver, CO

“Increase Referral Results from Your Web Site: Proven Techniques in Text, Design and Interaction”

10th Annual National Private Duty Conference & Expo

Las Vegas, NV

“Think Outside the Traditional Marketing Box: How to Use Direct Mail and Strategic PR to Increase Sales”

2006

Private Duty Homecare Association

Inaugural Leadership Summit

Scottsdale, AZ

“Niche Markets for Private Duty: Geriatric Care Management”

Case Management Society of America

Annual Conference

Dallas, TX

“Zeroing In On the CM Market Using Strategy and Branding”

National Association for Homecare & Hospice

25th Annual Meeting

Baltimore, MD

“Adding Private Duty Services? Use Strategic Branding to Increase Referrals”

2005

Power Home Health Referrals

Advanced Marketing Strategies

Las Vegas, Nevada and Nashville, Tennessee

“Publicity Secrets from a Home Care PR Expert”

National Private Duty Association

San Diego, California

Leadership Conference

"What is Branding and Does it Work for Home Care?"

2004

National Private Duty Association

San Antonio, Texas, Keynote

"Ready, Aim Fire: Hitting the Mark with Strategic Marketing/Public Relations"

1998

American Society on Aging

National Conference, San Francisco, California

"Futuristic Application for Today's Technology"

1995

American Society on Aging

National Conference, Atlanta, Georgia

Workshop presenter - "2030 A.D.: Envisioning the Future"

1992

Young Presidents' Organization (YPO)

Regional Educational Forum

Seaside, Florida

"Managing Change in the Family" - Workshops to executives and families

American Society on Aging National Conference

San Diego, California

"Case Management along the Continuum"

1989 – 1991

WAVE-TV, NBC-3

Louisville, KY

"Sunrise" monthly presentations on elder care issues

1989

International Society for Gerontology

Acapulco, Mexico

Selected to present "Caregiving to the Elderly" paper

1988

Young Presidents' Organization (YPO)

National Educational Forum

Alaska, Inside Passage Educational Cruise

"Parenting Your Parents"

Panel moderator and creator/presenter of "2030 A.D.: An Aging Experiential Workshop"

EDUCATIONAL CONFERENCE PLANNER

2007-2012

Private Duty Homecare Association

2nd, 3rd, 4th, 5th, 6th and 7th Annual Leadership Summits, Education Committee
Phoenix and Scottsdale, AZ , Long Beach, CA , Las Vegas, NV

1996 **National Association of Professional Geriatric Care Managers**
National Conference in conjunction with the National Elder Academy of Law
Attorneys
Tucson, Arizona
Conference Co-Chair

VOLUNTEER INVOLVEMENT

National Association for Home Care & Hospice

Board of Directors 2009-2011

Industry Strategic Planning Congress Delegate 2007, 2008, 2009, 2010, 2011

Private Duty Homecare Association Board of Advisors 2006-2011, Chair 2009-2011

Annual Meeting Committee 2011

University of Louisville

Member Board of Overseers 1998-2004, 2005-2010, Executive Committee 2010-2011

Member Board of Directors Alumni Association 1995-2001

Spalding University

Board of Trustees 2003-2008, 1st Vice Chair

Rotary Club of Louisville

President 1998-1999

Member Board of Directors 1994-1996, 1997-2000

Program Committee, Chair, Vice Chair and/or member 1996-2012

Mentor Leadership Fellows Program 2007-2009

Partnership for Creative Economies

Member Board of Directors 2005-2008

Co-chair: Making the Case 2006-2008

Kentucky Commission on Human Rights

Co-chair, 40th Anniversary Event 2000

Member Kentucky Civil Rights Hall of Fame Selection Committee 2001, 2003, 2005, 2007

AAA Kentucky

Board of Directors, 2002-2005

Greater Louisville, Inc. (formerly Louisville Area Chamber of Commerce)

Member Board of Directors 1994-1996

Executive Committee and Vice Chair Center for Small Business 1995

Chair CEO Roundtables 1994

Small Business Steering Committee 1985-1999

TeN (Technology Network) Board of Directors 2001-2005

Regional Leadership Coalition

Chair Workforce Task Force 2001

KentuckianaWorks/Workforce Investment Board/Private Industry Council

Member Board of Directors 1992-2002, Vice-Chair 2002

March of Dimes

Star Chefs Event, Chair 2002

Glass Art Society

Co-chair 40th Annual Conference 2010

South Arts

Board of Directors 2010-2012

National Association of Women Business Owners, Member
Business and Professional Women, Member

EDUCATION

B.A. University of Kentucky 1969

M.S.S.W. Kent School of Social Work, University of Louisville 1977

Merrily Orsini, MSSW

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