

**MERRILY ORSINI**

November 2016

**corecubed**

President/CEO, January 2012-Present

Managing Director, September 2003-December 2011

Founded, managed and growing a niche market integrated digital communications agency focused on aging care businesses with private pay in-home care as a focus. Experienced and successful in marketing to and reaching those seeking solutions to care needs with a specialty in marketing niche products and services targeted to a mature affluent audience. Creator of MOST<sup>SM</sup>, a unique home care industry turnkey monthly marketing communications program designed specifically to increase billable hours and referrals.

**Axxess Information Technologies**

Senior Business Development Executive, January 2014-Present

Networking nationally within the home centered care market to extend thought leadership as an integral part of the Axxess brand.

**National Association for Home Care & Hospice (NAHC)**

Chief Strategic Officer, the Private Duty Homecare Association (PDHCA), January 2011-February 2012

Provided strategy and leadership 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 FOR CORECUBED**

2016 Gold Aster Award Home Sweet Home In-Home Care's Transitional Care Booklet  
2016 Gold Aster Award Flatrock Manor's Assisted Living Brochures  
2015 Gold Aster Award, Advanced TeleHealth Solutions Newsletter  
2015 Gold Aster Award, Hannah's Home Care Coupon Cards  
2014 Gold Aster Award, Home Health, LightHouse Healthcare Calendar  
2014 Silver Aster Award, Independence 4 Seniors Tip Sheet Series  
2014 Silver Aster Award, Regency Home Care Website  
2012 Web Health Gold Award, National Network of Depression Centers Website  
2012 National Health Information Silver Award, Premiere Home Health Care Brochures  
2012 eHealthcare Leadership Distinction Award, Procura Website  
2012 American Business Awards, GOLD Stevie Award, Non-Profit Website, contempglass.org  
2012 WebAward, Non-Profit Standard of Excellence, contempglass.org  
2012 Web Health Marketing Bronze Award, GoProcura.com  
2012 Silver Aster Award Brochure Advertising (2), Premiere Health Care Service Line Brochures  
Advanced TeleHealth Solutions Flyer  
2011 Gold Award HealthCare Advertising, Open Arms Solutions Logo  
2011 Silver Aster Award, Excellence in Medical Marketing, MOST Program  
2011 National Mature Media Merit Award for MOST Program  
2009 Finalist Stevie Awards, Marketing Campaign of the Year, MOST Program  
2006 Public Relations Society of America (PRSA) Bronze Anvil Award

## **PERSONAL HONORS**

2008 *Louisville Magazine* Critics' Choice Best Digital Age Entrepreneur  
2008 *Working Mother Magazine* Best Women Owned Businesses 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:**

2008-2011 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 (Selected Articles):**

**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

“Caught Up in the Web: Online Strategies for Marketing Your Home Health Care Agency”  
Vol. 21, No. 3, April 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 monthly contributor from 2007 through March 2012)**

“Realizing the Dream for Private Duty Home Care”  
Vol. XXXI, No. 3, March 2012

“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

**Handbook of Geriatric Care Management**

“Marketing Geriatric Care Management”, Chapter author  
Jones and Bartlett, Inc. Publishers, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> Editions February 2007, March 2010, October 2015

“The Future of Geriatric Care Management”, Chapter author  
Aspen Publishers, Inc. 2001

**SELECTED PRESENTATIONS**

- 2016
- Home Care Association of America**  
Annual Leadership Conference, Anaheim CA  
“How to Stand Out in the Home Care Market: The Why Factor”
- Home Care Association of Florida**  
Winter Gathering, Ft. Lauderdale, FL
- Maryland National Capital Home Care Association**  
Annual Leadership Conference, Baltimore, MD  
“Get In Sync With The Psychological Journey Of The Home Care Buyer”  
General session
- Minnesota HomeCare Association**  
**Home Care & Hospice Association of New Jersey**  
**Gulf Coast Home Care Conference**  
**Home Care Association of Florida**  
**Maryland National Capital Home Care Association**  
“Healthcare2030: Are You Prepared to Meet the Challenges?”  
General session co-presented with C. Sam Smith, Axxess Technology
- 2015
- American Society on Aging**  
Annual Conference, Chicago, IL  
“Home Centered Care is the Model of the Future for Home Health”  
Co-presented with C. Sam Smith, Axxess Technology Solutions
- Homecare Association of America**  
Annual Leadership Conference, Washington, D.C.  
“The Psychology of Home Care Buyers & Referrers:  
Why Content Marketing Works Wonders”
- Pennsylvania Homecare Association**  
Annual Conference, Lancaster, PA  
“The Future of Home Health: Your Agency Must Be Ready”  
Co-presented with C. Sam Smith, Axxess Technology Solutions
- Homecare Association of Florida**  
Annual Conference, Disneyworld, FL  
“Home-Centered Care is the Model for the Future”  
Co-presented with C. Sam Smith, Axxess Technology Solutions
- 2014
- American Society on Aging**  
Annual Conference, San Diego, CA  
“Preparing a Home for an Outside Caregiver”  
Panel on Financial Exploitation of the Elderly

**Texas Association for Home Care & Hospice**

Annual Conference, San Antonio, TX

“Make it Meaningful: Mutual and Active Engagement in Care”

“Marketing Aging Care in this Mobile Device Era “

2013

**Home Care Association of America**

Leadership Conference, Scottsdale, AZ

“Thought Leadership: What Role Does Private Duty Play in the Health Care Equation?”

**American Society on Aging**

Annual Conference, Chicago, IL

“The Warp and the Woof: The Weaving of Privately Paid Services Within Aging Care”

**Texas Association for Home Care & Hospice**

Winter Legislative Conference, Austin, TX

“Using Facebook for Marketing: Looking for Likes?”

“Branding for Your Business”

2012

**National Association for Home Care and Hospice**

31<sup>th</sup> Annual Meeting & Exposition, Orlando, FL

“Inbound Marketing: A Natural for Home Care with Mobile Apps, Website Resources and Social Media”

**New York State Association of Healthcare Providers**

Annual Meeting, Huntington, Long Island

Keynote: “The Effective Website: Ever Shifting, Ever Changing”

Breakout Session: “Convergence and Interactivity for Results”

**Arizona Non-Medical Home Care Association AZNHA**

Annual Meeting, Tempe, AZ

Keynote: “As Goes the Nation (Now), So Goes Arizona (Eventually): Trends Affecting Non-Medical Home Care”

Breakout Session: “Tech Innovations Impacting In-Home Care...Because Home Care is 24/7/365”

2011

**National Association for Home Care and Hospice**

30<sup>th</sup> Annual Meeting & Exposition, Las Vegas, NV

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

**New Mexico Association for Home & Hospice Care**

Spring Conference Keynote, Albuquerque, NM

“Flexibility and Adaptability: Keys to the Future”

2010

**Private Duty Homecare Association**

5<sup>th</sup> Annual Leadership Summit, Phoenix, AZ

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

**National Private Duty Association**

8<sup>th</sup> Annual Leadership Conference, Philadelphia, PA

“Basic Marketing: Using Social Media”

**Private Duty Insider**

13<sup>th</sup> Annual Private Duty Conference, Las Vegas, NV

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

**National Association for Home Care & Hospice**

29<sup>th</sup> Annual Meeting & Exposition and World Congress, Grapevine, TX

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

2009

**Private Duty Homecare Association**

4<sup>th</sup> 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**

7<sup>th</sup> Annual Leadership Conference, Chicago, IL

“Strategic Internal Marketing: Recruiting and Hiring the Best”

**National Association of Professional Geriatric Care Managers**

Annual Confernece, Chicago, IL

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

**National Association for Home Care & Hospice**

28<sup>th</sup> 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**

6<sup>th</sup> 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**

27<sup>th</sup> 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, Boston, MA  
“Turning Your Care Management Expertise into Dollars through Strategic Public Relations, Marketing and Design”  
Co-presented with Cathy Jo Cress

**National Association for Home Care and Hospice**

26<sup>th</sup> 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**

25<sup>th</sup> 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**

Leadership Conference, San Diego, California

"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**

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**

2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> 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, 2005-2016, Executive Committee 2010-2012

Co-chair Nominating & Review Committee 2012-2014

Co-chair Student Scholarship, Recruitment, Mentoring, & Retention Committee 2012-2014

Member Board of Directors Alumni Association 1995-2001

Spalding University

Board of Trustees 2003-2008, 1<sup>st</sup> 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 1996-2014

Mentor Leadership Fellows Program 2007-2009

ElderServe, Inc.

Board of Directors 2012-2016

Partnership for Creative Economies

Member Board of Directors 2005-2008

Co-chair: Making the Case 2006-2008

Kentucky Commission on Human Rights

Co-chair, 40<sup>th</sup> 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

Orsini, Merrily CV

North Carolina Glass Center  
Board of Directors 2016-2018  
Glass Art Society  
Co-chair 40<sup>th</sup> Annual Conference 2010  
South Arts  
Board of Directors 2010-2016, Secretary 2014-2016  
Art Alliance for Contemporary Glass  
Board of Directors 2014-2016  
Board of Advisors, 2012-2014  
Creative Glass Center of America, Board of Directors 2013-2015  
Speed Museum, Board of Governors 2014-2016

**EDUCATION**

B.A. University of Kentucky 1969  
M.S.S.W. Kent School of Social Work, University of Louisville 1977

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