

MERRILY ORSINI

July 2017

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 MOSTSM, 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.

BUSINESS HONORS

2017 National Mature Media Gold Award All Care Website
2017 National Mature Media Silver Award Midnight Sun Website
2017 National Mature Media Silver Award Continuum Resource Sheet
2017 National Mature Media Bronze Award Compassionate Nursing Website
2017 National Mature Media Merit Award Responsive Home Health Calendar
2017 Gold Aster Award Continuum Tips for Eating Well for Older Adults
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
2008 *Working Mother Magazine* Best Women Owned Businesses Award
2006 Public Relations Society of America (PRSA) Bronze Anvil Award

PERSONAL RECOGNITION

2008 *Louisville Magazine* Critics' Choice Best Digital Age Entrepreneur
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*
Orsini, Merrily CV

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, 2nd, 3rd, and 4th Editions February 2007, March 2010, October 2015

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

SELECTED PRESENTATIONS

2017 **Home Care Association of Colorado**
Arizona Association for Home Care
“Healthcare2030: Are You Prepared to Meet the Challenges?”

Orsini, Merrily CV

General session co-presented with C. Sam Smith, Axxess Technology

- 2016
- Home Care Association of America**
Annual Leadership Conference, Anaheim CA
“How to Stand Out in the Home Care Market: The Why Factor”
- 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”
- 2014
- American Society on Aging**
Annual Conference, San Diego, CA
“Preparing a Home for an Outside Caregiver”
Panel on Financial Exploitation of the Elderly
- New England Healthcare Consortium**
Annual Conference, Uncasville, CT
“The Future of Home Health”
- 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”
- 2012
- National Association for Home Care and Hospice**

31th Annual Meeting & Exposition, Orlando, FL
“Inbound Marketing: A Natural for Home Care with Mobile Apps, Website Resources and Social Media”

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”

New Mexico Association for Home & Hospice Care

Spring Conference Keynote, Albuquerque, NM
“Flexibility and Adaptability: Keys to the Future”

2010

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 Conference, 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, 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

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**
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 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, 2005-2016, 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, 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 1996-2014
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, 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
- Orsini, Merrily CV

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
North Carolina Glass Center
Board of Directors 2016-2018
Glass Art Society
Co-chair 40th 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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