



AUGUST 2023 - Q3

Complete Care Marketing

→ Summer Wellness Celebration



Print Collateral

AUGUST 2023

Collateral :

- National Health Center week BINGO flyer
- Back to School Drive template



COMPLETECARE NATIONAL HEALTH CENTER WEEK **BINGO**

HOW TO PLAY:

- Copy and cut out the bingo board below
- Have staff and/or residents identify as many people as possible in your organization who are responsible for each of these vital Community Health Center services by putting their initials in the square.
- Win up/down, across, or diagonal.
- Snap a pic of your "bingo" and send it grassroots@nachc.org by August 12, 2023 to be entered for a chance to win a prize!

Oral Health	Community Health Workers	Patient Board	Behavioral Health	Women's Health
Affordable Medications	Advocacy	Immunizations	Primary Care	Children
Transportation	Case Management		School-based Clinics	Nutrition
Medicaid	Culturally Competent Care	Public Health	Community Outreach	Substance Use
Prevention	Health Education	Ag Workers	Social Determinants	Sliding Fee Scale

National Health Center Week BINGO flyer

Join Complete Care as we give back to our community!

BACK TO SCHOOL SUPPLY DRIVE

July 17 | 10am - 2pm
Complete Care Monmouth
888 Monmouth Blvd

COMPLETECARE Help us by donating new supplies to be used by our local schools by the above date.

CONTACT HEATHER 732.566.6789 TO DROP OFF OR TO ARRANGE PICKUP

Back to School Drive Template

Join Complete Care as we give back to our community!

Tip: all other collateral needs can be requested on the portal - <https://completecaremgmt.com/complete-care-request-forms/>

BACK TO SCHOOL SUPPLY DRIVE

Social Media Content

August 1st: World Lung Cancer Day

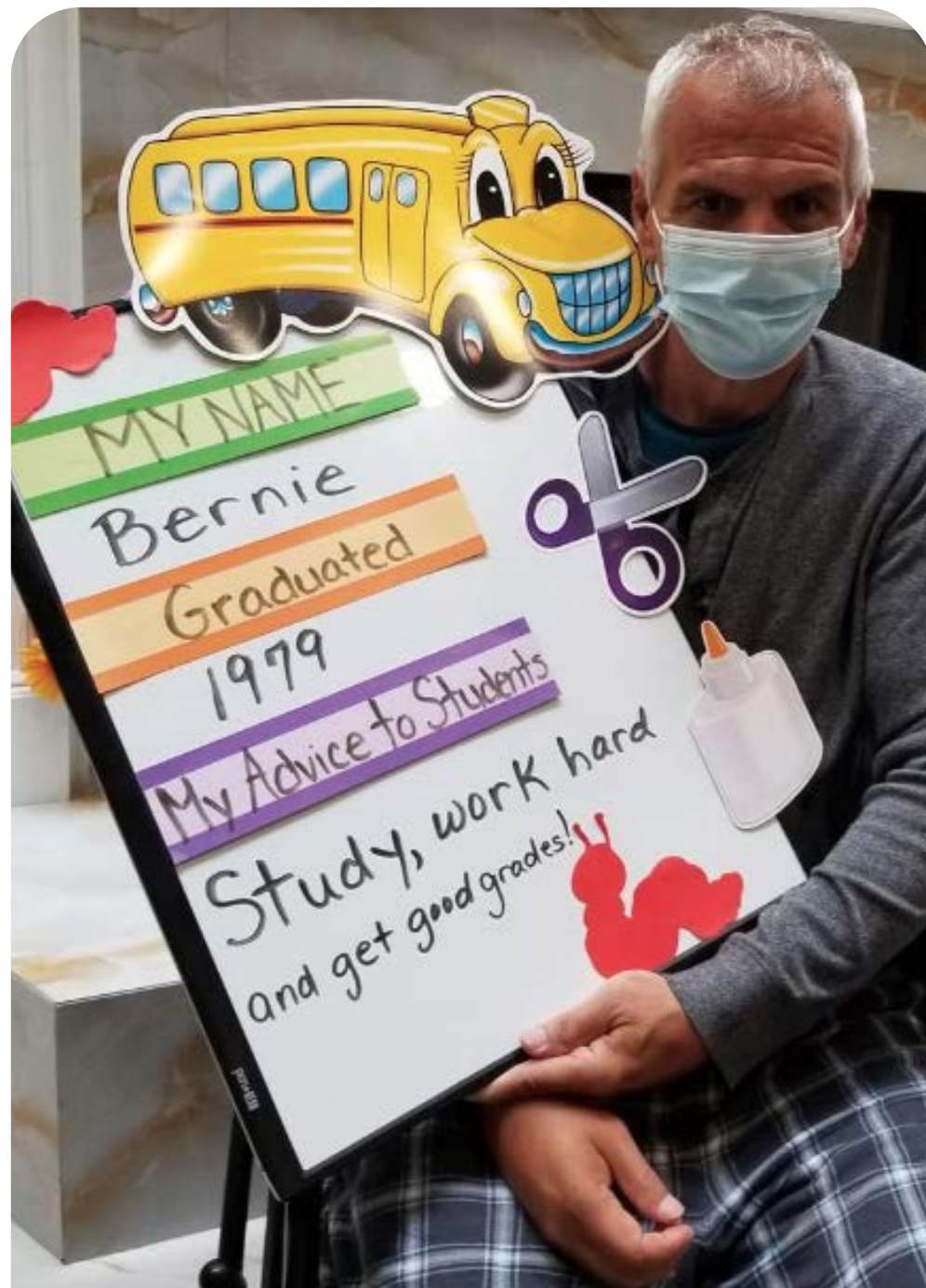
August 6-12: National Health Center Week

August 9 - Patient Appreciation Day

August 11 - National sons & daughters day - celebrate resident family ties.

August 21: National Senior Citizens Day - celebrate the residents!

August 26 - National Service Dog Day - celebrate the service dogs in your facility.



MINISCING ON SENIOR CITIZENS DAY
AUGUST 21, 2022

old isn't all it's cracked up to be. Some people think that old age is a long and boring venture is done, but we feel that it's only just beginning. In this new chapter of our lives, we enjoy being able to say whatever the heck is on our minds. We know that we can get into mischief and pretend that we forgot what we did. Instead of taking care of everyone else, we get to take care of ourselves. Our children that used to be a twinkle in our eyes are now a twinkle in our eyes.



AUGUST 2023



Events + Dietary



National Health Center Week

Celebrate your center staff with a brunch or treat. Host an open house or fun outdoor event for the families and community.

back to School Supply Community Drive

GIve back to the community. Collect supply donations and host a back to school supply drive donating to local schools or students.



Resident Activities

Summer Wellness Celebrations

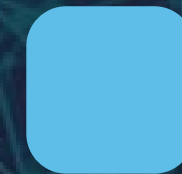
- Health and Wellness Workshops: Conduct workshops on various aspects of well-being, including stress management, nutrition, and staying active in the summer.
- Fun in the Sun Games: Arrange outdoor games and activities, such as water balloon tosses, beach ball volleyball, or a summer-themed obstacle course.
- Smoothie Bar: Set up a refreshing fruit station.
- Summer Movie Nights

Health Special Days

AUGUST 2023

Take notice of these health days and share how you excel in these areas.

COMPLETE CARE MARKETING - AUGUST HEALTH DAYS



August 1st: World Lung Cancer Day

If you have a respiratory care program at your facility, what does the program entail, Dr in charge?



August 6-12: National Health Center Week

Host a community event and share information on what makes your health center unique.





SEPTEMBER 2023 - Q3

Complete Care Marketing

→ Age with Grace: Nurturing
Health & Happiness in the Fall



Print Collateral

SEPTEMBER 2023



National Housekeeper Week cards



Labor Day BBQ flyer

Collateral arriving:

- National Assisted Living Week Banner
- Labor Day BBQ flyer template
- National Housekeepers Week cards available to order

Tip: all other collateral needs can be requested on the portal - <https://completecaremgmt.com/complete-care-request-forms/>



National Assisted Living Week Banner



Labor Day BBQ flyer - digital template



Thank you to our dedicated housekeeping staff!

HOUSEKEEPERS Week

SEPTMBER 2023

Employee Appreciation

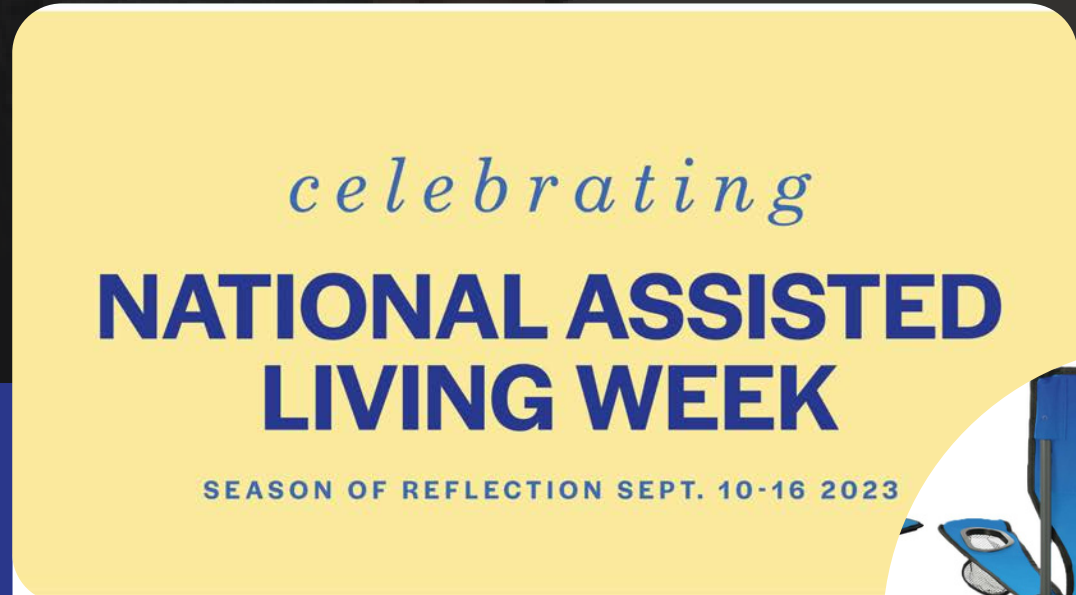
COMPLETECARE



Employee giveaways and ways to celebrate



National Housekeepers Week
Slide gifts for all Housekeeping staff. Thank you cards available for print.



National Assited Living Week
Beach chairs arriving for all staff (August time)



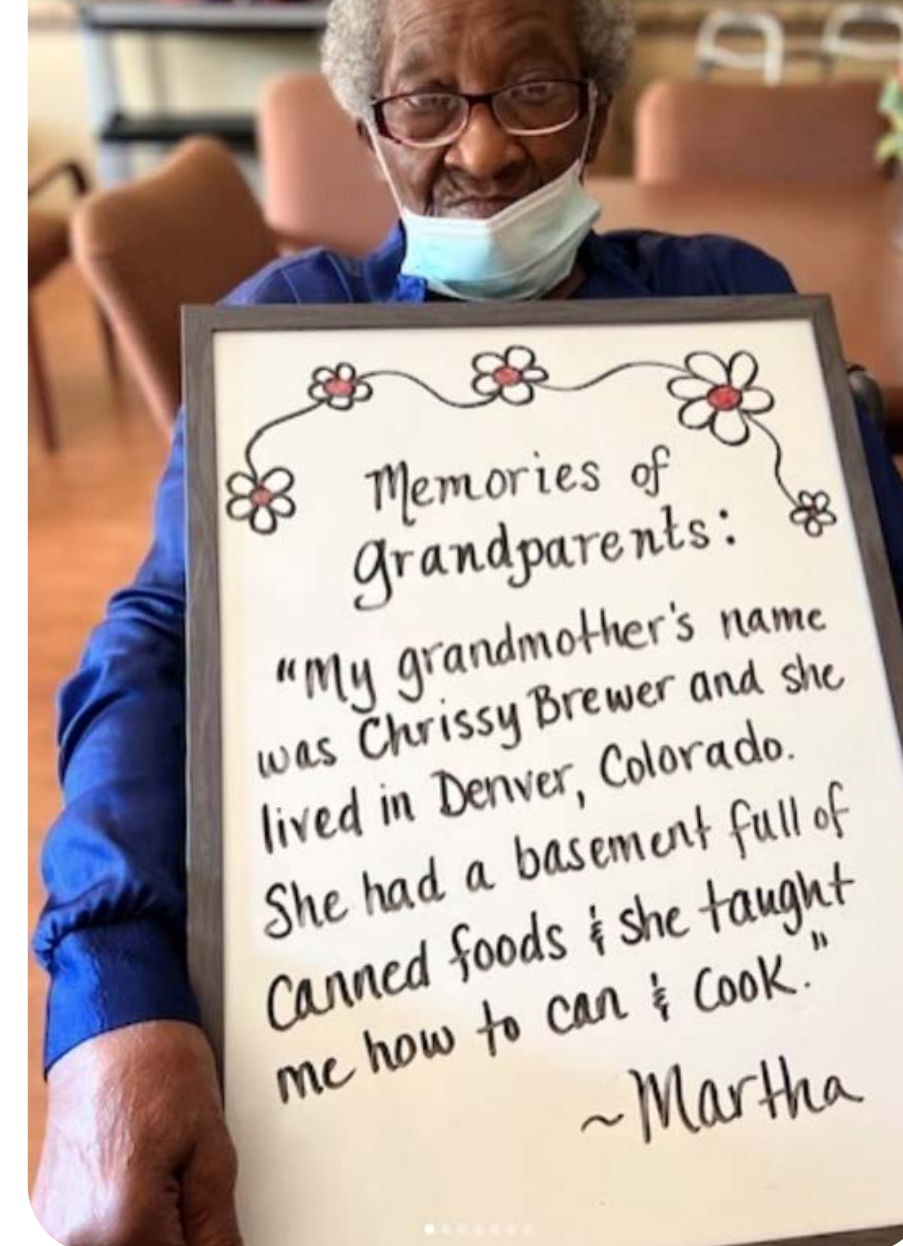
Social Media Content

Healthy Aging Month – share tips and health resources for healthy aging

Labor Day , Sep 6–7 Football season starts

National Housekeepers Week, Grandparents Day

September 29 – World Heart Day – celebrate cardiovascular health and the cardio Drs in your facility





SEPTEMBER 2023



Events + Dietary



Labor Day BBQ

Labor Day BBQ celebrations for Staff, residents and families.

National Housekeeper Week

special brunch / lunch / treats should be ordered for housekeepers on staff.



Resident Activities

Celebrate Healthy Aging and the start of Fall

- Healthy Aging Seminars: Invite health experts to give informative talks on nutrition, exercise, and mental well-being for seniors.
- Nature Walks: Organize group walks in nearby parks to enjoy the beauty of autumn and promote physical activity.
- Fall-themed Sensory Room: Create a sensory room with autumn scents, textures, and sounds to provide relaxation and comfort.

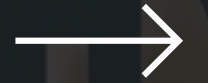
Health Special Days

SEPTEMBER 2023

Take notice of these health days and share how you excel in these areas.

COMPLETE CARE MARKETING - SEPTEMBER HEALTH DAYS

HEALTHY AGING MONTH



Healthy Aging Month

Share tips with the residents and community on healthy aging.



World Heart Day

This is a great opportunity to highlight your Cardiac Care program if you have one – tell us about the program, who the Dr involved is, testimonials from residents, rehab success stories, etc.

September
2022

COMPLETE CARE
— CARE —



RESOURCES

Marketing Department resources

MARKETING TEAM

Adina Belsky – VP Brand Marketing
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Sara Manies – Marketing Associate
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Yocheved Ginsberg – Art Director
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**Steven Weldler – Web development
& Reputation Manager**
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Nora Kahn – Social Media Manager
NKahn@completecaremgmt.com

Marketing Requests

**DESIGN, PROMO,
BUSSINESS CARD
and WEB requests**
should be submitted
through this portal link –

[CLICK HERE](#)

Promo/Gifting

Seasonal gifting for
employees and holidays
are sent each quarter.

Admissions and marketing
promo needs can be
ordered via the portal link.

Web Dept

The web department
ensures your facility
website is constantly
monitered and updated,
as well as ranking on
google.

Please submit staff
changes, specialty or facility
changes to the **web portal
link** to ensure the site
content is current.

Social Media Dept

The social media dept
manages your facility
**Facebook, Instagram
and LinkedIn** platforms.
They also monitor
facebook messages.

All communication should
happen on your facility
whatsapp group.

Reputation Management

Reputation Management
ensures that all google
reviews are addressed.
They also ensure your
google rating is ranking on
an upward trend.

