



OCTOBER 2023 - Q4

Complete Care Marketing

→ Autumn Festival



Print Collateral

October 2023

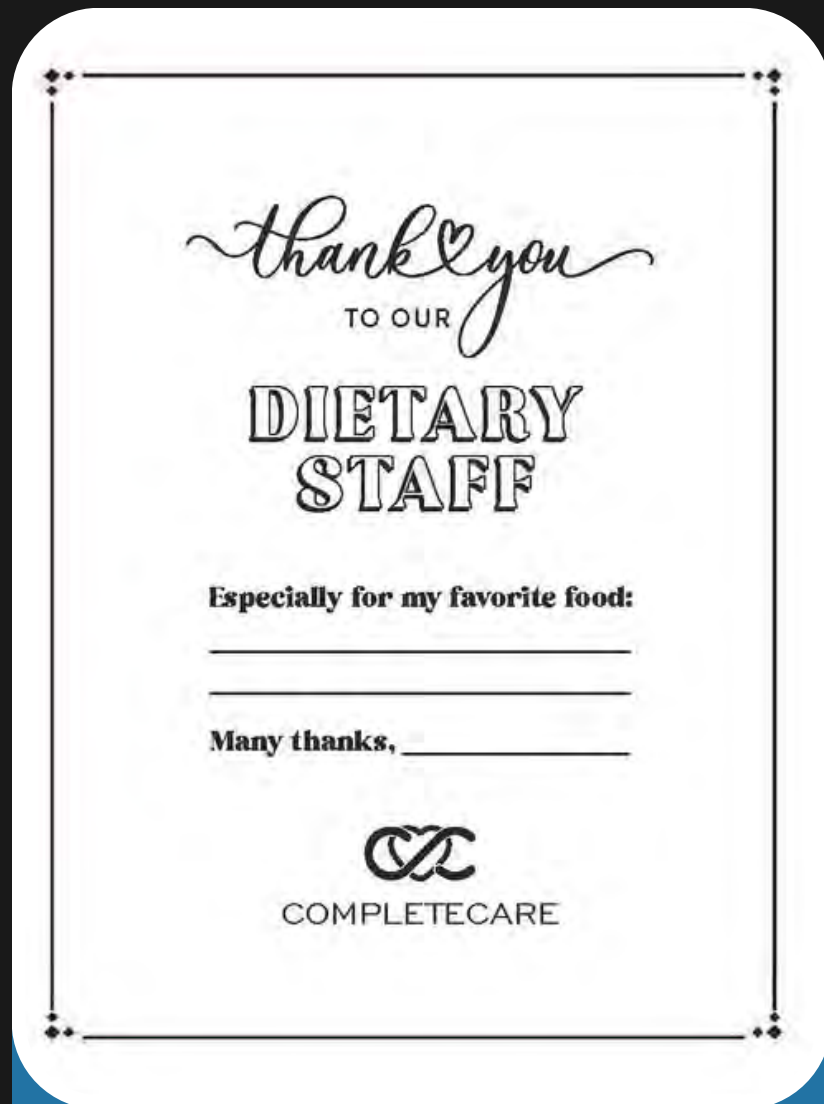
Collateral :

- Dietary Week templates
- Halloween party template
- Breast Cancer Awareness

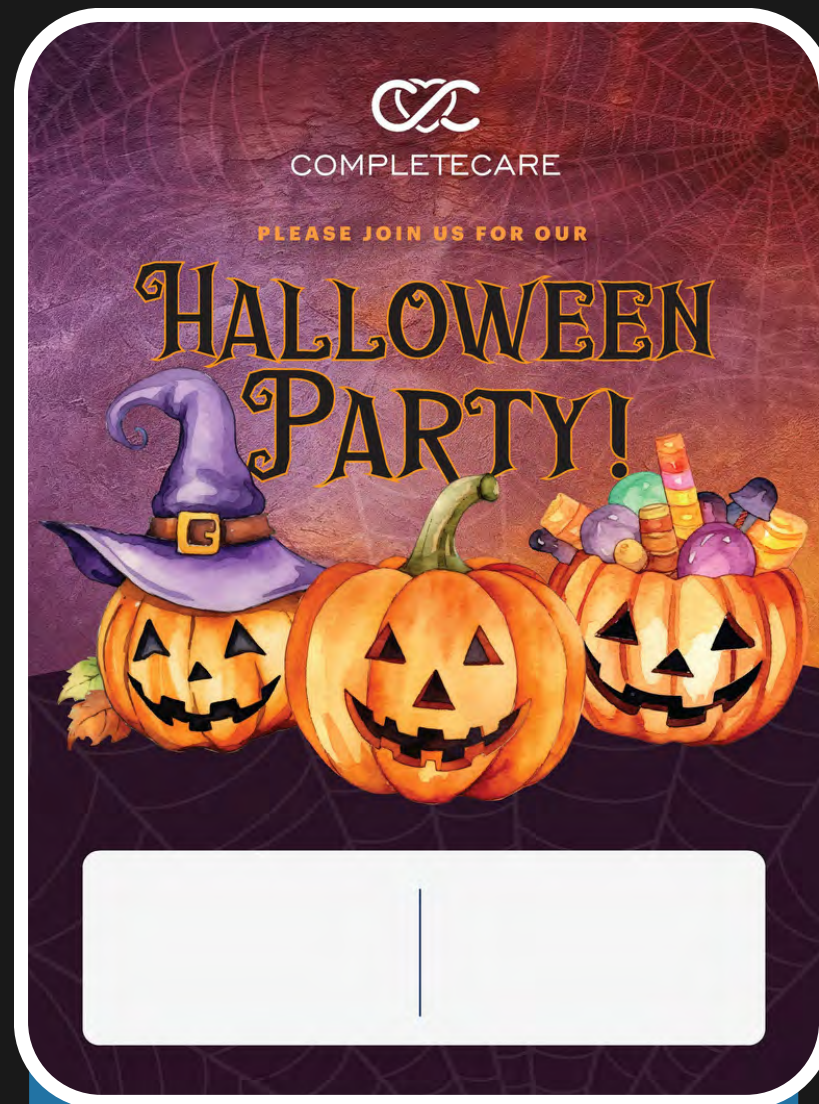
THINK PINK!



Standing Strong with Breast Cancer Awareness



Dietary Week template



Halloween Party Template

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

Breast Cancer Awareness
→ printable flyer



COMPLETECARE



OCTOBER 2023

Employee Appreciation



Employee giveaways and ways to celebrate



National healthcare Food Service Week

Slide gifts for all contracted Dietary staff. Thank you cards available for print.

Social Media Content

National Physical Therapy Month, Healthy Lung Month

Breast Cancer Awareness Month

10/ 1-7: Dietary week

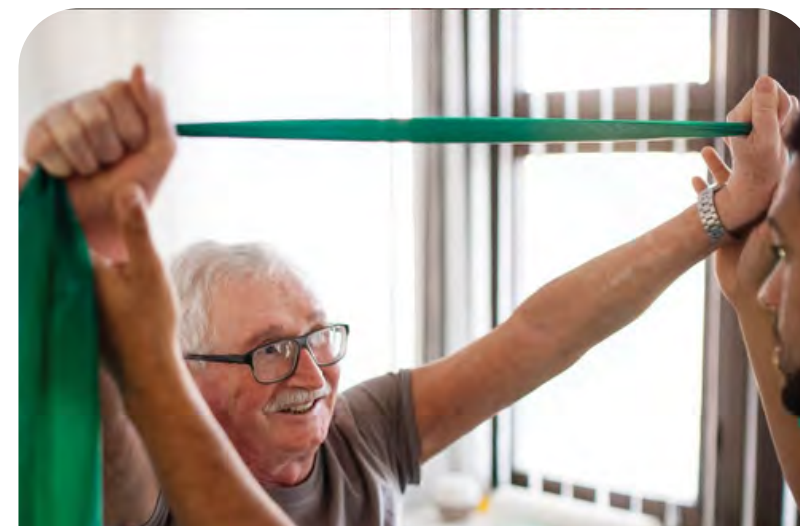
10/9: Indigenous People Day

10/10: World Mental Health day

10/15-21: National Healthcare Quality Week

10/20: World Osteoporosis Day

10/31: Halloween





OCTOBER 2023



Events + Dietary



National Healthcare Foodservice Week

Celebrate your dietary staff and show your appreciation.

Halloween

Halloween theme party celebrations and food for residents and staff.



Resident Activities

Autumn Festival

Get those Fall festival facility decorations out!

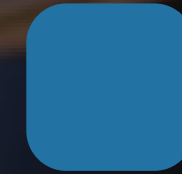
- Fall Recipe Exchange: Encourage residents to share their favorite fall recipes.
- Community Garden: If your facility has a garden, involve residents in tending to it and harvesting fall crops.
- Outdoor Autumn Picnic: plan an outdoor picnic where residents can enjoy the beauty of autumn.

Health Special Days

OCTOBER 2023

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

COMPLETE CARE MARKETING - OCTOBER HEALTH DAYS



Breast Cancer Awareness month

Have the staff and residents wear pink one day to show their support



Healthy Lung Month

Do you have a Pulmonary/Respiratory Care program? Share the Dr, testimonials from residents, rehab success stories, etc.



National Physical Therapy Month

Thank your PT, share tips and rehab success stories, etc.



Mental Health Day

Share health tips for mental health awareness



World Osteoporosis Day

Share health tips for World Osteoporosis Day





NOVEMBER 2023 - Q4

Complete Care Marketing

→ Harvest Gatherings



Print Collateral

NOVEMBER 2023

Daylight Savings Flyer



COMPLETECARE
Happy Daylight Savings!

-1h



Collateral arriving:

- Veteran award template
- Thanksgiving Poster
- I am Grateful template
- Daylight savings flyer
- Dewali Cards available

Veteran Template



WE WISH YOU A HAPPY



VETERANS DAY

*** HONORING ALL WHO SERVED ***

In appreciation of your timeless efforts in support of our United States of America. Your dedication to our country and its military was commendable and an honorable addition to the fight for freedom and liberty.



Dewali cards available





NOVEMBER 2023

Employee Appreciation



Employee giveaways and ways to celebrate



VETERANS

honorary pins and certificates for all resident + staff veterans. gift certificates should be added for staff.



ALL STAFF - Pies

Pies for all staff in honor of Thanksgiving.



National Allied Health - Therapists

Slide gifts for all contracted Therapy staff.

Social Media Content

National Caregivers Month, Americans Diabetes Month

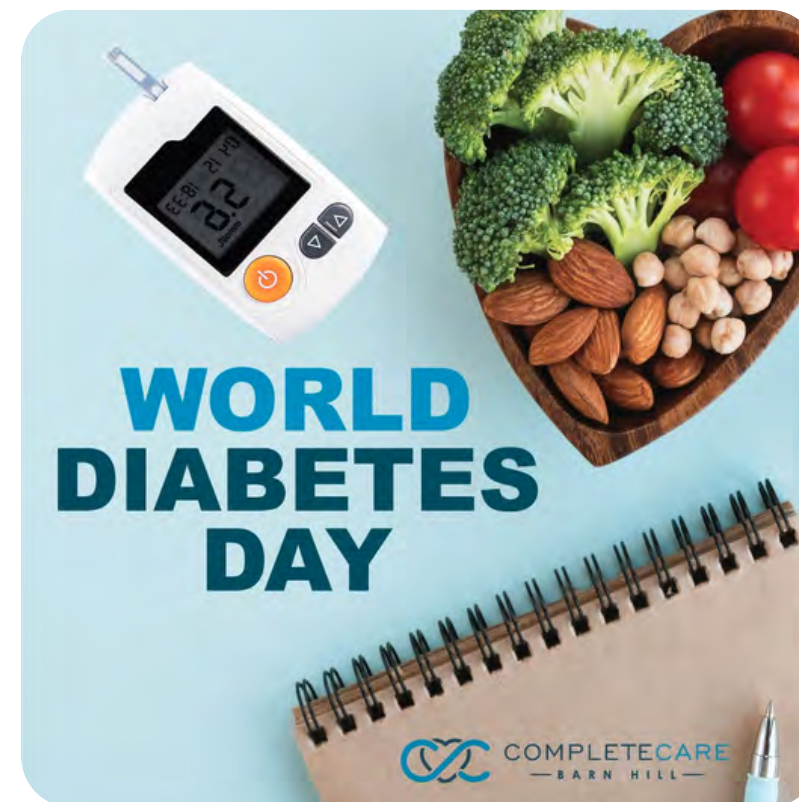
11/3: National Caregivers Day

11/5: Daylight Savings

11/11: Veterans Day

11/12 Dewali

11/23: Thanksgiving





November 2023



Events + Dietary



Veterans Day

Decorate the facility for Veterans day. have an award ceremony with staff and residents and community members honoring your facility veterans.

Thanksgiving

Thanksgiving food and decorations for all residents. Pies will be distributed for staff.



Resident Activities

Thanksgiving celebrations

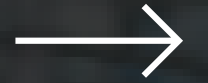
- Harvest of Thanks: Create a gratitude tree or wall where residents can write down what they are thankful for.
- Storytelling Gathering: Share stories, fostering a sense of community and connection.
- Thanksgiving Parade Viewing

Health Special Days

NOVEMBER 2023

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

COMPLETE CARE MARKETING - NOVEMBER HEALTH DAYS



Americans Diabetes Month

Have the staff and residents wear pink one day to show their support



National Caregivers Month

Have the staff and residents wear pink one day to show their support



RESOURCES

Marketing Department resources

MARKETING TEAM

Adina Belsky – VP Brand Marketing

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Sara Manies – Marketing Associate

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Steven Weldler – Web development

& Reputation Manager

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Nora Kahn – Social Media Manager

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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.

