

## MERRILY ORSINI

January 2010

### **corecubed**

#### Managing Director, September 2003-present

Founded and managing a full service integrated marketing communications agency using a strategic branded approach with an emphasis on monthly marketing communications. Assisting a variety of clients and industries from across the United States launch a business or attain business growth integrating marketing, design and PR, marrying the traditional with the Internet. Specialty is in “at-need” services such as senior and elder care businesses, specifically the private pay industry in home care, home health, Hospice, hospitals, geriatric care management and assisted living. Experienced and successful in marketing to and reaching those seeking niche products and services targeted to a mature affluent audience. Creator of MOST<sup>SM</sup>, 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.

### **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 masters level students from Spalding University, University of Louisville and Southern Baptist Seminary.

### **HONORS**

2009 Finalist Stevie Awards, Marketing Campaign of the Year  
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

Orsini, Merrily CV

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:**

2010 Issue Editor Summer 2010, *Home Health Care Management and Practice*  
2008-2010 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:**

##### **Handbook of Geriatric Care Management**

“Marketing Geriatric Care Management”, Chapter author  
Jones and Bartlett, Inc. Publishers, February, 2007

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

##### ***Home Health Care Management & Practice***

“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***

“Social Media Meets Home Care? Take a Look at Social Media Marketing”  
Vol. XXIV, No. 1, January 2010

“Keeping Score Helps a Business Reach Success”  
Vol. XXVIII, No. 12, December 2009

“Alzheimer’s Care: A Primer for In-Home Care”  
Vol. XXVIII, No. 8, August 2009

“Jump Into Social Media With A Successful Home Care Blog”  
Vol. XXVIII, No. 7, July 2009

“Zero in on Urological Disorders and Grow Your Reach”  
Vol. XXVIII, No. 4, April 2009

“Make the Agency Web Site a Resource and Watch the Hits Increase”  
Vol. XXVIII, No. 3, March 2009

“Looking Toward the Future:Modernizing Marketing”  
Vol. XXVIII, No. 2, February 2009

“Using Your Agency Web Site as a Hospice Care Resource”  
Vol. XXVIII, No. 1, January 2009

“Year End Ramp Up: Web Site Strategies for 2009”  
Vol. XXVII, No. 12, December 2008

“Holiday Dress Up for Your Web Site”  
Vol. XXVII, No. 11, November 2008

“Feeling the Heat of Keeping Up with Changing Legal Requirements? Your Web Site Can Keep Your Agency Cool!”  
Vol. XXVII, No. 10, October 2008

“Looking for Increased Productivity? Look No Further Than Your Own Web Site.”  
Vol. XXVII, No. 9, September 2008

“How and Why Marketing Efforts for Private Duty Services Are Unique”  
Vol. XXVII, No. 8, August 2008

“You Have Implemented New Technology: Now What?”  
Vol. XXVII, No. 7, July 2008

“Better Safe than Sorry: Using Your Web Site to Promote Disaster Preparedness”  
Vol. XXVII, No. 6, June 2008

“The Three G’s: Grassroots, Guerilla & Government”  
Vol. XXVII, No. 4, April 2008

“Marketing for More Medicaid Hours? Try the Internet.”  
Vol. XXVII, No.3, March 2008

“Using Your Web Site as a Marketing Tool for Long Term Care”  
Vol. XXVII, No. 2, February 2008

“Formula for a Winning Web Site”  
Vol. XXVII, No. 1, January 2008

“Sensitive Tactics for Marketing Hospice Care”  
Vol. XXVI, No. 11, November 2007

“Basic Rules for a Resource Rich Internet Site”  
Vol. XXVI, No. 9, September 2007

“Telehealth and Quality”  
Vol. XXVI, No. 8, August 2007

“Use SEO (Search Engine Optimization) to be Found on the Internet”  
Vol. XXVI, No. 6, June 2007

“A Primer on e-Referrals”  
Vol. XXVI, No. 4, April 2007  
“Internet Marketing 101”  
Vol. XXVI, No. 3, March 2007

***Success in Home Care***

“Rev Up Your CEU Program for Continuous Marketing”  
Vol.11, No. 2-March/April 2007

“Use Branding to Cement Image, Gain Referrals”  
Vol. IX, No. 4-July/August 2005

***Certified Senior Advisors Journal***

“The Transition to Elder Care; Planning Ahead with Respect and Grace”  
CSA Journal, June 2006

“Empowering and Monitoring the Professional Caregiver”  
CSA Journal 25, 2004

***National Paralegal Reporter:***

“Home Health Care Legal Challenges and Responsibilities”  
October/November 2005

***Senior Life and Times***, 1993 -1995

Regular monthly column on caregiving and issues on aging.

***Geriatric Care Management Journal***

Volume 5, Number 2, Spring 1995

“Innovation as a Way of Life: The Business Side of Care Management”

## PRESENTATIONS

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”

**Northern New England Home Care Conference (NNE)**

South Portland, ME  
“Marketing 2010”

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 “

**California Association for Health Services at Home (CAHSAH)**

Annual Conference  
San Diego, CA

“Using the Agency Web Site to Increase Visibility and Generate Referrals”

**Minnesota HomeCare Association**

39th Annual Meeting  
Brainerd, MN

“Surviving the WWWilderness: Using the Agency Web Site to Ignite Roaring Fires and Generate “S’more” Business”

**Home Care Association of Florida**

Annual Conference

Orlando, FL

“Keep Up With the Changing Times: Use the Home Health Care Agency Web Site to Educate, Recruit and Gain Referrals”

**Illinois HomeCare Council**

Day Long Marketing Workshop

Schaumburg, IL

“Marketing Essentials for Home Care”

**Home Care Alliance of Massachusetts**

Day Long Private Duty Workshop

Westford, MA

“Strategies for Private Care Success”

**National Association for Home Care and 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”

**Home Care Association of New York State**

One Day Workshop on Home Care Marketing and Communications

New York City, NY

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

**Northern New England Home Care Conference (NNE)**

Portland, ME

“Increase Referral Results from Your Web Site”

**National Private Duty Association**

Teleconference

“Marketing an ‘At-need’ Service”

**National Association of Home Care and Hospice**

27<sup>th</sup> Annual Conference

Ft. Lauderdale, FL

“Resource Rich Marketing to Referral Sources”

**Pennsylvania Homecare Association**

Annual Marketing Session

Camp Hill, PA

“6 Hours to Boost Your Business”

**Home Health Line**

Audio Conference

“Back to Marketing Basics: Winning Referrals Based on Quality of Care.”

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**

26<sup>th</sup> Annual Conference

Denver, CO

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

**Home Health Audio Conferences**

Decision Health Industry Teleseminar

“Turn Your Agency’s Web Site into a Referral Magnet”

**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**

San Diego, California

Leadership Conference

“What is Branding and Does it Work for Home Care?”

**Certified Senior Advisors Summit**

Las Vegas, NV

“Aging, Care Needs and Support: the Keys to Appropriate In-Home Care”

**Professional Geriatric Care Managers Annual Conference**

Tucson, AZ

“Zeroing in on the Care Manager Market Using Strategy and Branding”

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"

**National Association of Professional Geriatric Care Managers**

National Conference, St, Louis, Missouri

Workshop presenter - "Hardware, Software & Cyberspace"

1994

**National Association of Professional Geriatric Care Managers**

National Conference, Nassau, Bahamas

Workshop presenter on strategic planning and advanced business practices

- 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"
- 1990                    **National Association of Private Geriatric Care Managers**  
 National Conference, Washington, D.C.  
 "Strategic Planning for the Small Business"
- 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
- National Association of Private Geriatric Care Managers**  
 National Conference, San Diego, California  
 "Starting a Business Correctly"
- 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**  
 2007-2010            **Private Duty Homecare Association**  
 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> Annual Leadership Summits, Education Committee  
 Phoenix and Scottsdale, AZ
- 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
- 1991                    **National Association of Private Geriatric Care Managers Annual Conference** in conjunction with the National Academy of Elder Law Attorneys  
 San Antonio, Texas  
 Conference Co-Chair

## INDUSTRY INVOLVEMENT

### **National Association for Home Care and Hospice**

28<sup>th</sup> Annual Meeting & Exposition and World Congress  
Los Angeles, CA

Leading the Private Duty Open Forum

This is the first forum offered to the industry to bring together CEOs, CFOs, consultants and others interested in the many policy-related issues that are of particular concern to the private pay industry.

[www.Caring.com](http://www.Caring.com)

Expert on issues of aging, home care and geriatric care management

## VOLUNTEER INVOLVEMENT

National Association for Home Care and Hospice

Board of Directors 2009-2011

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

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

University of Louisville

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

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 1996-2010

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, 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

Public Relations Society of America, Member

Orsini, Merrily CV

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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[www.markethomecare.com](http://www.markethomecare.com)

[www.startprivateduty.com](http://www.startprivateduty.com)

