

July 2010

MERRILY ORSINI

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 MOSTSM, 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
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 Fall 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:

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

“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 (Regular contributor since 2007)

“Meet the Web 2010: Interactive and Informative”
Vol. XXIX, No. 5, May 2010

“Private Pay Home Care: a Reflection on the Industry”
Vol. XXIX, No 4, April 2010

““Sticky Features’ Build Your Home Care FaceBook Brand”
Vol. XXIX, No. 3, March 2010

“FaceBook...for Business?”
Vol. XXIX, No. 2, February 2010

“Social Media Meets Home Care? Take a Look at Social Media Marketing”
Vol. XXIX, 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

Handbook of Geriatric Care Management

“Marketing Geriatric Care Management”, Chapter author

Jones and Bartlett, Inc. Publishers, February, 2007, Revised edition for 2010

“The Future of Geriatric Care Management”, Chapter author

Aspen Publishers, Inc. 2001

PRESENTATIONS

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”

Northern New England Home Care Conference (NNE)
South Portland, ME
“Marketing 2010”

Visiting Angels National Conference
Boston, MA
“Social Media for Home Care”

Indiana Association for Home & Hospice Care
Annual Conference, Private Duty Section
Indianapolis, IN
“Striving for Excellence in Home Care: An Operational Overview”
“External Marketing: Reaching Out to Get Clients and Referrals”
“Internal Marketing: Finding the Best Caregivers”

Gulf Coast Home Care Conference
Biloxi, MS
“Social Media: Buzz, Boom or Bust “
“Private Duty and Medicare: Different Processes, Common Goals”

Vermont Assembly of Home Health Agencies
Burlington, VT
“Telling the VNA Story to Obtain Referrals”

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 Conferenece

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

“Using the Agency Web Site to Ignite Roaring Fires and Generate 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 & 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”

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

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

Northern New England Home Care Conference (NNE)

Portland, ME

“Increase Referral Results from Your Web Site”

National Association of Home Care and Hospice

27th 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”

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

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

San Diego, California

Leadership Conference

“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

- 2007-2011 **Private Duty Homecare Association**
2nd, 3rd, 4th, 5th and 6th Annual Leadership Summits, Education Committee
Phoenix and Scottsdale, AZ , Long Beach, CA
- 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

VOLUNTEER INVOLVEMENT

- National Association for Home Care & 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, 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 1996-2011
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, 40th Anniversary Event 2000
Member Kentucky Civil Rights Hall of Fame Selection Committee 2001, 2003, 2005, 2007
- Orsini, Merrily CV

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
Glass Art Society
Co-chair 40th Annual Conference 2010
South Arts
Board of Directors 2010-2012
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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