



brings you

SMARTER WAYS TO FIND HOME CARE & AGED CARE CLIENTS

Over the past few years the level of competition has increased in aged care and home care industries. Trends that have fuelled this competition include;

- Government changes to introduce transparency with the publishing of rates has increased the role and approach of consumer selection
- Commercial operators being aggressive in the market place with high levels of 'additional quality/services'

Brand differentiation and smarter marketing is more critical than ever to retaining profits

Evergreen has access to new mapping tools making it easier, cheaper and more effective to find prospects in the home care and aged care sector. With mailing costs increasing and television or radio too geographically broad, these new tools allow targeting at around 12 cents per household to the audience you most want (printing and distribution included).

Our data mining tools offer national coverage, but trialling of key areas and the key message at least 3 times is recommended. Home care and aged care services being an 'at need' and 'problem removal based decisions' requiring a consistent message and constant media presence – we are not selling summer frocks.

How do the new mapping tools work?

There are many levels to the data that can help build the customised mapping solutions.

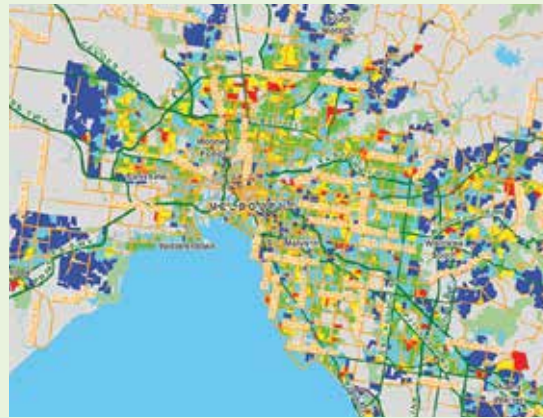
Let's explore two scenarios: 1. A needs match and 2. A perfect match. The data sources are from Nielsen and the Australian Bureau of Statistics - Nielsen CMV is a self reporting online survey; ABS census data the ABS Household Expenditure Survey - both of which are trended as required.

Scenario 1 is what is called ‘A needs match’ - finding customers with the needs for the services you are looking to sell

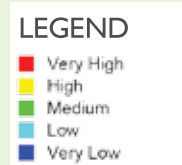
Below are 2 maps based on the filter ‘a person that needs home assistance’ with the only difference being age. Table A being people aged 50 to 75, and Table B being people aged 75+. Whilst there are a few common areas, the older age pockets would tend to be more likely for people requiring aged care versus mapping for home care.



Scenario 1 – Table A
Filter ‘Need home assistance’ aged 50 to 75



Scenario 1 – Table B
Filter ‘Need home assistance’ aged over 75



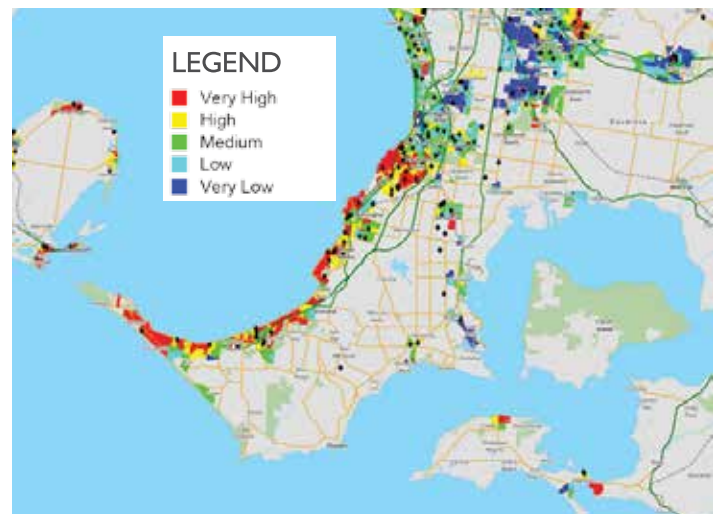
Scenario 2 is ‘A perfect match’ - finding customers with the needs for the services you are looking to sell but in addition closely match your current preferred customer

In this example, we have taken a client database of the ‘most sought-after customer aged 60 to 75 with a household income over \$75k per annum’ and then profiled for a propensity to find like minded prospects.

The black dots are existing customers and the red areas are those that indexed highest for matching the preferred customer, based on the database supplied. In this model, people can choose to plot by the residents previous address, or perhaps the influencer audience being the next of kin.

Lastly, we can also profile using a variety of 56 predictive and defining consumer attributes based on psychographic data. Therefore, as well as basic consumption and demographic profiling, we can now make media and creative decisions using these insights for better results. Quite often you have 2 people that are the same age, earn the same income, have the same marital status and live in the same area, but one is modern and the other a luddite.

These planning tools and filters can also be applied to digital advertising campaigns such as display, adwords once an organisation’s database is mapped. To create statistically valid mapping data, a minimum of 5,000 records are required. Addresses are the only data required, not names, so there is no breach of privacy.



Mapping typically ranges from \$2500 to \$7500 + GST, depending on the filters and database size. Not-for-profit organisations can benefit from subsidised rates for the media planning and buying tools. In addition, group buying can save additional costs on printing and is popular with interstate groups in multiple states sharing the costs.