



SENIORS ALONE
GUARDIANSHIP & ADVOCACY SERVICES



NSHORE
PATIENT ADVOCATES

History • Vision • Model

“Who we are and what we do”

Teri Dreher RN CCM iRNPA BCPA

NShore Patient Advocates

Seniors Alone Guardianship and Advocacy Services

seniorsalone.org • northshorern.com

Purpose and Values



PURPOSE

To provide highest quality skilled healthcare advocacy and guardianship to our clients who struggle with complex healthcare challenges

CULTURAL VALUES

Caring, Compassion, Competence, Client Centered, Collaborative, Constantly Growing



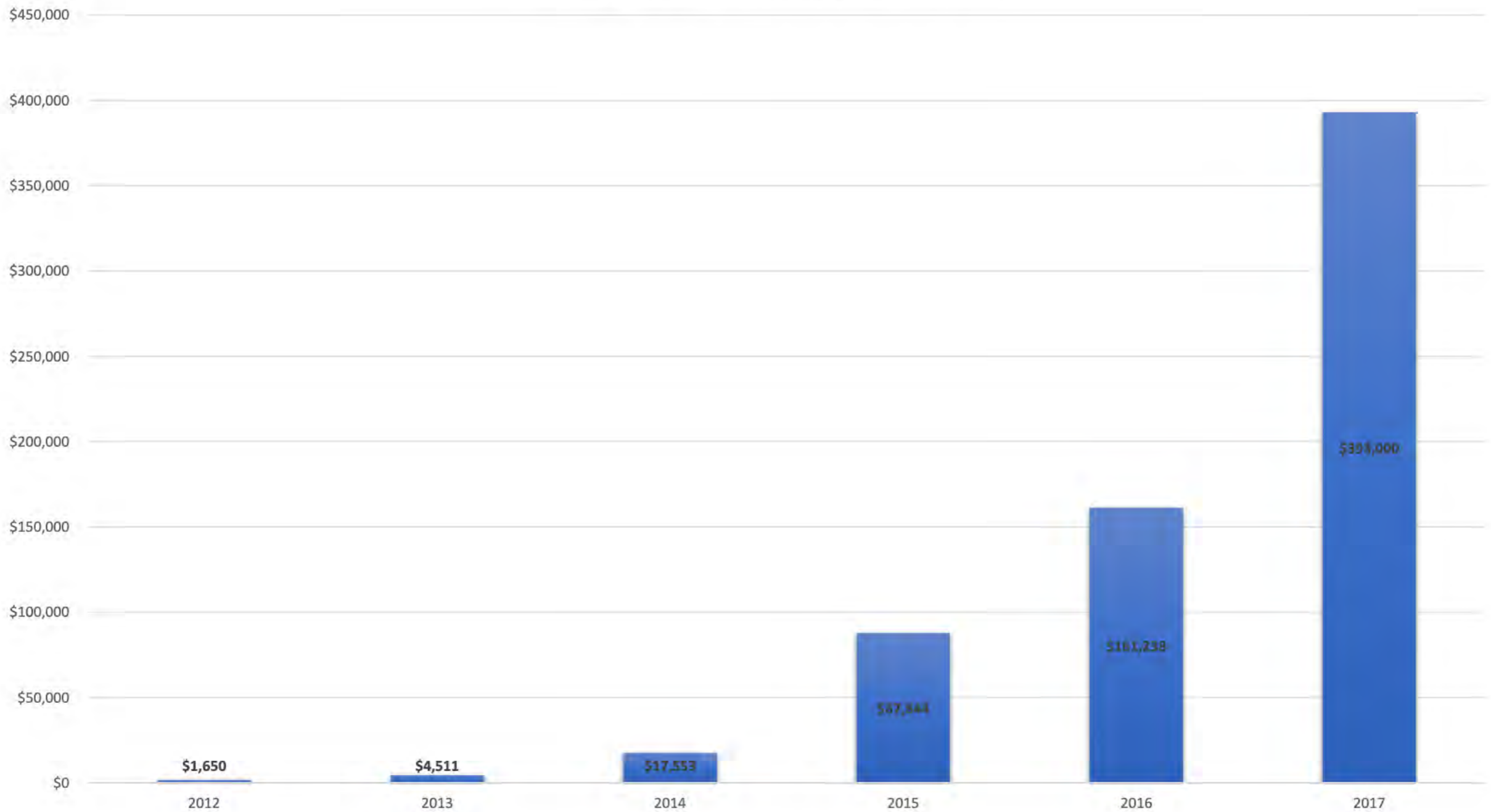
MISSION

Mission based organization



Robust, Steady Business Growth

Company Growth Curve



Metrics: Numbers don't lie!

BILLABLE HOURS

Expectations over 10/week

NETWORKING MTGS 1/WEEK

Build referral sources and raise awareness of profession

THREE 1:1 MTGS/WEEK

Relationship development with community partners

PRESENTATIONS

Value proposition of company and industry: no cost to community partners

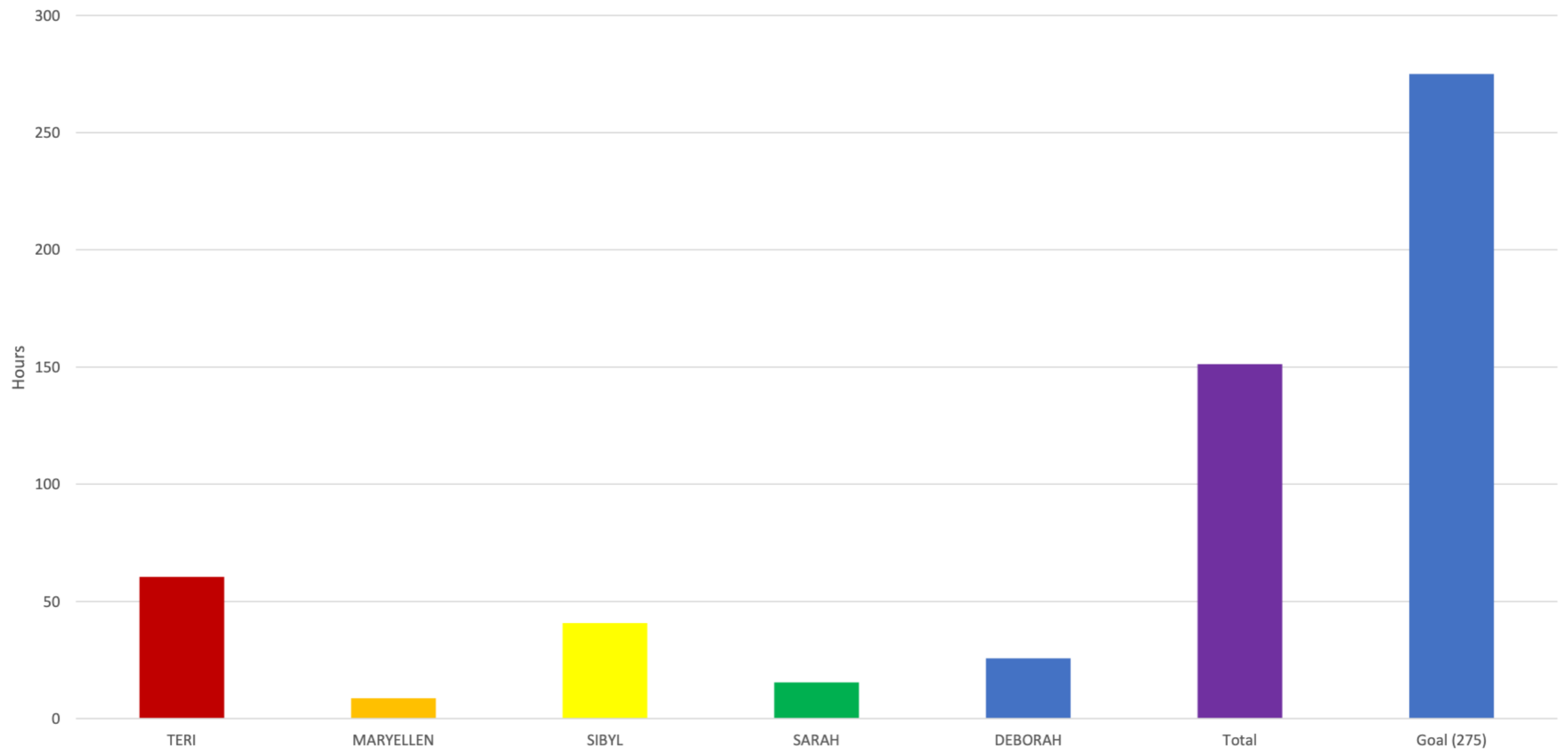
Number of clients per advocate variable

HOURS PER ADVOCATE PER CLIENT

Quality/engagement: keep clients!

Billable Hours

Billable Hours March 2018



The ideal advocate team member

SERVICE EXCELLENCE

BILLABLE HOURS

MARKETING/SALES

BUSINESS DEVEL.

EMPLOYEE SKILL LEVEL

ATTITUDE/CULTURE



EXCELLENCE
IS NOT A
SKILL.
IT IS AN
ATTITUDE.

Ralph Marston

We Support Our Nurses

The ideal advocate team member

HUMBLE

SMART



HUNGRY

VALUE

Quality, Billable Hours, Referrals

Our Business Model

CONSULTANT

EMOTIONAL SUPPORT FOR PT AND FAMILY

EDUCATOR/RESOURCE

MEDIATOR

RESEARCHER

NEGOTIATOR

PROTECTOR

“Like having a nurse in the family!”



Working Graph

5.00 hrs per week average	7.5 hrs per week average	10.00 hrs per week average	15.00 hrs per week average
3-4 clients	5-6 clients	7-8 clients	9-10 clients
mostly subacute clients	one acute, others subacute	1-2 acute, others subacute	1-2 acute, others subacute, some inactive
nurse makes 350.00 per week	nurse makes 525.00 per week	nurse makes 700.00 per week	nurse makes 1050.00 per week
annual salary 18,200	annual salary 27,300	annual salary 36,400	annual salary 54,600

What it takes to have a successful company

A strong leader

Quality, passionate staff

A strong business plan

Executive coaching

Active referral networks for your niche

Strong legal/business structure

Professional website/clear communication

Marketing and sales

Patience and perseverance!



What does it take to reach more people in need?

Diversity of marketing techniques, broader reach, innovation in outreach events

Promotional activities/speaking/book sales

More referral partners in wider area



Quality and culture that people will talk about to everyone they know

Motivation, drive, time management skills, willing to be uncomfortable, work hard to get results/satisfaction



Together Everyone Achieves More

Company only as strong as weakest member

Accountability/open communication

Monthly 1:1 feedback sessions

Training/mentoring

Business support: premium subcontractors

Process improvement

Personal growth: books, video, CE programs

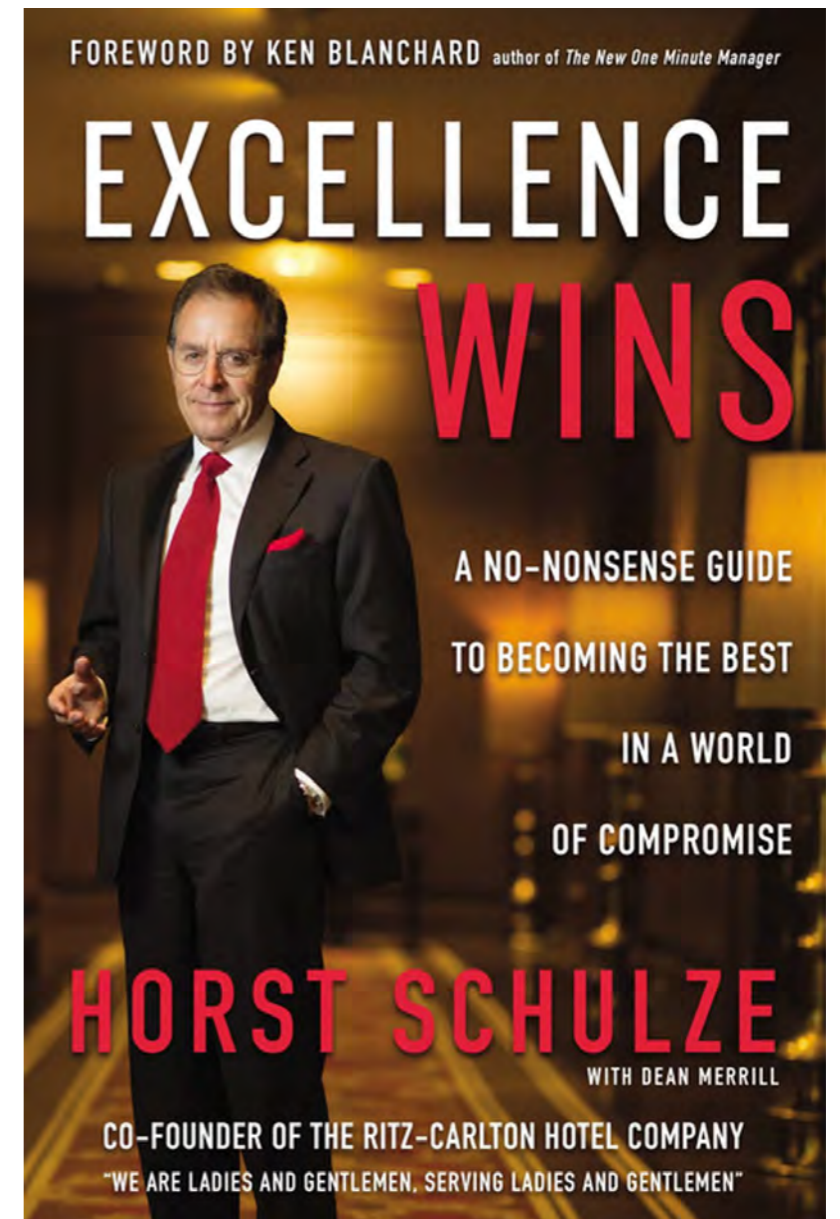
Recognition year end for top performers

What clients want: 3 things!

**QUALITY
VALUE**

TIMELINESS

**HOW WE
MAKE
THEM FEEL!**



Products and Services

Hourly advocacy

Care management

Research/vetting

Insurance/billing mediation

Speaking

POA Health

Guardianship (SAGAS)



NShore Business Model

Holly

Jennifer

Carol

Sarah

Sibyl

Teri

Jamie

Bettina

Debby

Tools Training

Website Advertising

Marketing Materials

Admin Support

Insurance Legal

**Leadership
Team**

Teri & Sibyl



Mission

WHAT WE DO

Our mission as advocates is to provide high quality, professional and individualized advocacy services to clients who are facing acute or long term health challenges. Our professional and clinically experienced RN and SW advocates help our clients successfully navigate an increasingly complex healthcare system, thus reducing medical error and improving healthcare and safety outcomes, improving quality and length of lives impacted.

Our Vision

WHAT WE SEE

Our vision is to continually broaden our reach within Illinois, expanding every year so that we will become the most recognized name in superior quality private professional healthcare advocacy.



THANK YOU

Teri Dreher RN CCM iRNPA BCPA



Owner/Founder

NShore Patient Advocates

www.northshoreRN.com



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Chair

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