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OFFICIAL ENTRY FORM

DePaul Nursing & Rehab

1060 W. Addison, Chicago, Illinois 60614

SKILLED NURSING CATEGORY

Applicant Name:	DEPAUL NURSING & REHAB
Job Title:	Owner
Email:	GEORGE@DEPAULNURSING-REHAB.COM
Phone:	312-268-2420
Company Website:	www.depaulnursing-rehab.com

Critical Details

Date of Campaign Run:	January 1 2022 – October 31, 2022
Title of Campaign:	Launch of Voices Campaign
Category:	Skilled Nursing, Nursing Homes and Therapy (SNF)
Campaign Entry Type:	New Brand Launch
Provider / Operator / Company:	DePaul Nursing & Rehab
Provider / Operator / Company Contact (Phone / Email):	John Jones, Owner / CEO, 312-268-2420, jjones@depaulnursing-rehab.com
Agency or Firm:	None / not used
Agency Contact (Phone / Email):	None / not used
Image Credit(s):	Mark Grac for Design, Ryne Sanberg for Photography

Text for Consideration (500 words)

Overview:

In January 2020, DePaul Nursing & Rehab (DePaul) launched its new Voices brand to show case leaders and clients within its organization to the general public and tell their personal story about particular points of view. The program started with interviews with leaders in a simple 8 question format that was edited for clarity. Each of our Voices participants submitted a headshot to include as part of the program. After editing the text of their interview, our design team worked to develop a brand and package for presentation to our readers and subscribers. This consisted in the following creatives that are interchangeable in the program:

- Web Presentation
- Social Media Promotion
- Email Blast Group Promotion via email

See examples in the following pages.

Measuring Success:

We measured success by tracking longer engaged user time on each of the Voices articles, higher than average email open and click through rates as compared to our other products and programs and a 2x improvement in engagement on social media posts and a 5x greater sharing based upon the images provided. The group promotion campaign was created to bundle the executives together to not only showcase the program but provide a one-stop viewing opportunity for these leaders.

Voices Campaign | Web Presentation

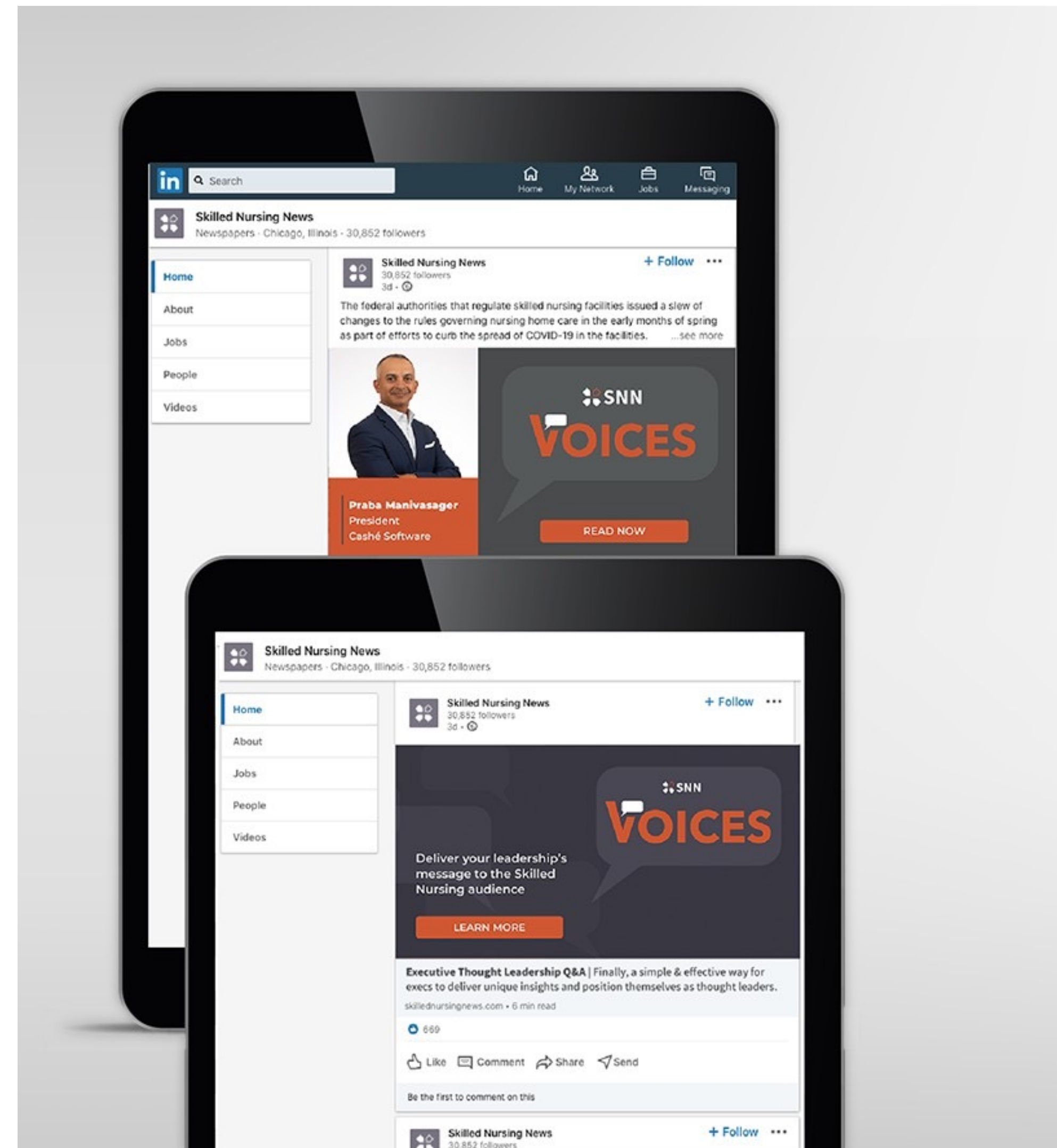


Our design team reworked out layouts and templates to showcase each presenter for optimized views on both desktop/tablet and mobile experiences.

Voices Campaign | Social Media Promotion

Key items address in launch:

- Focus on high quality imagery of Voices Speaker
- High visibility and testing focused on professional
- Strong engagement on LinkedIn and Facebook
- Concentrated advertising to drive new inquiries for program



Voices Campaign | Email Promotion

Skilled Nursing News

VOICES

Executive Q&A with Industry Leaders

Dhaval Thakkar, Senior Analyst, SRX
APRIL 9, 2020
In this Voices interview, Skilled Nursing News sits down with SRX Senior Analyst Dhaval Thakkar to get his take on how SRX is changing the long-term care pharmacy environment, where technology can revolutionize providers' drug utilization cost review, and how they recoup significant costs for operators through this process. [READ MORE >>](#)

Terri Weckle, SVP Strategic Market Programs, PointClickCare
MARCH 3, 2020
In this Voices interview, Skilled Nursing News sits down with PointClickCare Senior Vice President of Strategic Market Programs Terri Weckle to learn the biggest changes in the skilled world other than the Patient-Driven Payment Model (PDPM), the best ways skilled providers can grow financially healthy, and the work providers are doing to not just survive, but thrive. [READ MORE >>](#)

Glenda Mack, SVP of Operations and Chief Operating Officer of RehabCare
MARCH 11, 2020
In this Voices interview, SNH sits down with Glenda Mack, Senior Vice President of Operations and Chief Operating Officer of RehabCare, to learn how RehabCare prepped clients for Patient-Driven Payment Model (PDPM) a year in advance, and how the company views its responsibilities as not just a therapy provider, but a skilled nursing facility (SNF) partner. [READ MORE >>](#)

Freda Mowad, CEO & Founder, QRM
FEBRUARY 18, 2020
In this Voices interview, SNH sits down with Freda Mowad, founder and CEO of Quality Rehab Management (QRM), to learn how in one year, she anticipated the challenges and opportunities of the Patient-Driven Payment Model (PDPM) and built a therapy consulting and management company — operating in 10 states and partnering with more than 160 facilities — to help them transition their therapy from third party vendors to an in-house model. [READ MORE >>](#)

Brian Buys, Sr. Director, Clinical Product Management, PointClickCare
MARCH 25, 2020
In this Voices interview, Skilled Nursing News sits down with PointClickCare Senior Director of Clinical Product Management Brian Buys to learn how PointClickCare is reinventing the paradigm of the electronic health record, helping skilled nursing facilities (SNF) see data as a starting point — not an end point — and shows how data is helping nurses do their jobs. [READ MORE >>](#)

YOUR MESSAGE, YOUR VOICE

Want to have your executive's voice in front of SNN readers? Our Voices program is part of our sponsored content studio that helps deliver your message to our audience.

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Key items address in campaign:

- Focus on high quality imagery of Voices Speaker
- High visibility and testing focused on professional
- Showcasing broad range of executives in various areas of program highlighting their expertise and varied backgrounds.