



Software solutions to streamline your marketing efforts.

MatrixCare Marketing provides powerful tools to efficiently manage leads and referrals, and optimize sales activities to drive occupancy. Plus, you can streamline your marketing efforts, pulling inquiries automatically from your website; then track the leads through predefined marketing outreach efforts, from initial inquiry to move-in. And because it's browser independent, you can view important metrics via a user-definable dashboard from anywhere, on any device with an Internet connection.

Capture leads and inquiries from your website

- Pull inquiries and leads automatically from your website and/or third party lead generators into MatrixCare Marketing via a web application programming interface (API).
- Your web developer can collect lead information to pull into MatrixCare Marketing.

Streamline sales efforts

- Track every valuable lead, from initial inquiry to final closing.
- For each lead, you can quickly access and maintain contact history, prospect preferences, and scheduled follow-ups.
- Manage leads for multiple facilities or organizations in one central location, so data can be accessed anytime, anywhere.
- Analyze marketing strategies.
- View important metrics via a user-definable dashboard.
- Monitor sales staff performance.
- Manage sales and marketing strategies.

Simplify budgeting & planning

- Evaluate campaigns and lead sources, including cost per lead.
- Analyze customizable conversion ratios for leads converted to residents at every step along the sales cycle.

- Validate marketing events and calculate return on investment (ROI).
- Forecast changing market trends.

MatrixCare Marketing enables you to track critical marketing data for multiple communities, including:

- Prospective residents
- Referral sources
- Marketing campaigns
- Priority reservations and deposits
- Lost leads
- Occupancy
- Event attendance and ROI

It's very user-friendly and the ability to customize for each community's needs is a great benefit. We see MatrixCare Marketing as our guide to see the path ahead and to make sure we stay on the path.

Samantha Breden, Corporate Sales,
Director of Lutheran Living Communities

MatrixCare
by **ResMed**

Call 866.469.3766 to learn more, or visit matrixcare.com

MatrixCare enables out-of-hospital care organizations to manage senior care more safely and securely. Multiyear winner of the "Best in KLAS" award for Long-Term Care Software, MatrixCare is trusted by more than 15,000 long-term, post-acute care (LTPAC) organizations across senior living, skilled nursing, life plan communities, accountable care organizations, home health, home care, and hospice, helping them connect and collaborate to keep America's seniors healthy in the home or care setting of their choice. MatrixCare is a wholly owned subsidiary of ResMed (NYSE: RMD, ASX: RMD). To learn more, visit matrixcare.com and follow @MatrixCare on Twitter.