Todd Butler’s Presentation:

“Raising Awareness of our Programs”

In order to maximize our limited resources, we need to identify the most frequent and best opportunities to connect with referral sources. Using the AKAMSO system (see attached) we will determine quality referrals.

Step 1: “Who might refer to our Shelter Programs?” i.e. Target Audiences
   a.) Hospitals
   b.) Community nursing agencies
   c.) EMTs
   d.) Aging service providers/professionals like OFA, APS, DV shelter staff, Senior Center staff
   e.) Law Enforcement
   f.) Banks
   g.) Neighbors/community

Step 2: Of the group above, who is/has been MOST LIKELY to refer?
   a.) Hospitals (21)
   b.) Adult Protective Services- APS (18)
   c.) Health Care (13)

Step 3: Within these identified groups, who should we target for further awareness/education of our programs?
   a.) Within a hospital
      1.) Social Worker
      2.) Discharge Planner
      3.) ER staff
4.) Forensic evaluators

b.) APS
   1.) Case workers
   2.) Administrators
   3.) Intake staff
   4.) NP partners

c.) Health Care
   1.) Home Health Agency Social Workers
   2.) Nurses
   3.) PT & OT
   4.) Physician practices