

## **Seniors Network Referral Platform**

Our stand-alone referral service is based on a simple premise:

- \* There is always a senior and/or their family member somewhere in the market that needs assistance with something at any given time.
- \* In most cases, the seniors and their family members do not necessarily know where to turn to or who to contact when a need arises unless a friend refers them to someone.
- \* We have found through many years of producing senior events, that the majority of seniors and their families do not understand what various services and solutions are available to them in their local communities.

This is why we set up our third-party referral platform. We are positioned in the market as an independent resource for seniors and their families.

What we do:

Through various marketing and communications methods each month (direct mail, outreach to churches, public service announcements, advertising, emails to affluent professionals for their parents, surveys, emails to our database, etc.), we make contact with seniors and their families to offer free feedback and referrals to businesses, professionals, healthcare practices and organizations that can assist them or any questions they may have.

So, at any given time, by reaching thousands of seniors each month we connect to seniors who have needs that have now become an issue that they need to or want to address. We call it “shrimping” in that we send out the fishing boats every day, and they “catch” a senior with a need that we can help them with in an easy way for them.

This gives the seniors and their families a simple, one-stop free source to contact when they have a need.

For each business category or type of need a senior might have, we recruit two businesses, healthcare practices or organizations that can assist them.

When you sign up for our referral platform, as part of our enrollment process, we gain feedback from you on what you deem as the criteria for a client or patient that you wish to accept. This helps us better match the senior with your business and the solutions that you offer. When we make a referral to you, you are not obligated to accept that person as a client or patient if you feel that it will not work for you.