

Operation Grow 2023!

Now expanded to include
Wallet Share new contracts!



BD & Operations: Successful Together!
Thru June 30, 2023

**COLLABORATION &
TEAM WORK**

**MUTUAL INCENTIVE &
SHARED SUCCESS!**

Eligibility: The Refer-A-Facility Program (aka: "Operation Grow!") is designed to reward associates for:

(i.) generating **qualified new leads** that result in new full service and direct bill rehabilitation contracts. To qualify as a new lead:

- The facility decision-maker must express dissatisfaction with their current rehabilitation provider and be willing to collaborate with a HealthPRO/Heritage Healthcare Business Development representative. Referrals do not qualify if the associate does not verify that the potential customer is looking to change or is unhappy with current provider. In other words, it cannot be obtained by driving past a facility or choosing one from the phone book (unless it is a brand new facility).
- The facility has not already been identified as an active sales “deal” by the Business Development representative.
- Associates must complete Operation Grow! Smartsheet to earn bonus.

(ii.) actively participating in and progressing sales efforts that result in **new wallet share** rehabilitation contracts. To qualify as a new wallet share opportunity, the facility must be part of chain already being serviced by HealthPRO Heritage. Referral bonus is available to associates who:

- regularly and consistently collaborate with the designated Business Development representative to advance/leverage the existing relationship in such a manner so as to earn additional contracting opportunities.
- Associates must complete Operation Grow! Smartsheet to earn bonus.

Qualified Facility: A qualified skilled nursing facility (SNF), continuing care retirement community (CCRC) or senior living (SL) community that needs contract for therapy services.

Bonus: Associate will be paid a \$1000 bonus. Bonus will be paid in the paycheck at the end of the month following the signed contract. Associates must complete *Operation Grow! Smartsheet* to earn bonus.

Shared bonuses : Only one referral bonus (\$1,000) will be paid for each “signed contract”. If more than one associate collaborates for the same referral, each will receive an equal amount of the bonus amount (less applicable taxes). Both associates' names should be included on the *Operation Grow! Smartsheet*.

Procedure:

Step 1: Associate identifies a new SNF, CCRC or SL community that would be a prospect for our company services; and/or associate actively participates and collaborates with the designated Business Development representative towards new wallet share contract.

Step 2: The associate completes the *Operation Grow! Smartsheet*. All fields in the smartsheet must be complete. An incomplete form will be returned to the associate for completion and/or disqualify them from earning a bonus.

Step 3: Business Development representative will contact associate to discuss referral and strategize about best approach to progress the qualified lead/new wallet share opportunity towards a signed contract. Associates may be expected to gather additional information, participate in virtual/in-person meetings and phone calls, and be responsive to emails regarding the referral/new wallet share opportunity. Failure to participate/collaborate may disqualify the associate from earning a bonus.

Step 4: If the sales efforts result in a 'signed contract' the Business Development representative indicates this on the *Operation Grow! smartsheet*.

Step 5: The accounting department will ensure that the appropriate payment bonus amount(s) is/are processed for payment within 30 days.