

the UTOPIA insider

Company News & Information

Spring 2006

Utopia Steps Up Marketing With Video And Displays

A new marketing campaign — complete with a comprehensive corporate overview video and attractive, informative trade show displays — is spreading the message and mission of Utopia Home Care.

Utopia's campaign helps potential clients and prospective employees learn about the company's history, its emergence as one of the nation's leading home health care providers and its commitment to fostering



New York Marketing Manager Arlene Sapoff presents one of Utopia's new display units.

a caring environment for its clients.

The video, produced in conjunction with the Public Relations and Marketing Group of Patchogue, N.Y., runs about seven minutes and features interviews with Utopia President Manuel F. Martinez, Secretary and Treasurer Angelina Martinez and Executive Vice Presidents David, Manuel G. and Diane Martinez-Contino. It will be shown at senior expos and job fairs, distributed on DVD, used in the orientation of new employees and posted for viewing on Utopia's web-

site, www.utopiahomework.com.

The tabletop display units are used primarily at health, senior and job fairs. The units feature information about Utopia's services, give an overall professional image of the company, and highlight the family atmosphere promoted by its corporate structure. There are five units and each is customized for the region where it is used.

"It is important for people to know that the name Utopia Home Care stands for caring, compassionate home health care," Director of Marketing Jim Kelly said. "We approached our marketing strategy with the idea that we wanted people to learn more about Utopia, beyond what they might see in our brochures or on our website. We wanted them to get to know the people of Utopia and to see the way we do business, first hand. The best way to do that, we determined, was through our video and displays."

Utopia's current effort, along with its already established marketing practices — which include the development of its website, www.utopiahomework.com, local newspaper advertising and sponsorship of community events like the annual Kings Park Blood Drive — will go a long way to keep Utopia among the leaders in the home health care industry.

"These new marketing tools make Utopia stand out in the cluttered advertising marketplace," President Manuel F. Martinez said. "These marketing efforts will help us reach new clients and find dedicated new employees, keeping Utopia strong for years to come."

RIGHT: Still images offer a glimpse at interviews and behind-the-scenes footage from the corporate overview video that is being incorporated into Utopia's marketing effort.



ONLINE » View the video at www.utopiahomework.com

NEW EMPLOYEES

Utopia Home Care wishes to welcome the following new employees to its family.

New York » At Kings Park Village Plaza: Amy Brett, Coordinator; at Corporate: Lynn Beach, Human Resources Coordinator; Larry Melton, IT Support Administrator; Iris Molina, Payroll Coordinator and Leslie McArthur, Billing Coordinator; in Patchogue, Gina Oliveria, Personnel Specialist; in Babylon, Cynthia Gazzillo, Nursing Supervisor; in Rockville Centre, Jacklyn Kirby, Personnel Specialist; in Westbury, Elaina Feliciano, Coordinator, Gigi Yisarie, Personnel Specialist; in Brooklyn: Kieshia Shelton, Personnel Specialist and Sharece Vanterpool, Personnel Specialist; in the Bronx: Raqual Beltran, Staff Aide.

Florida » In St. Petersburg: Serah Herbert, Office Coordinator; in Sun City: Audra Culbreath, Staff Aide and Maria Rivera, Coordinator; in Tampa: Joan Reedy, Coordinator and Rita Grant, Personnel Specialist; and in New Port Richey: Anita Stewart and Andrea Kazouris.

Connecticut » In Hartford: Jenny Horak, Medical Records Coordinator, Sandra Ramsey, Receptionist, and Maria Roldan, LPN; in East Haven: Maria McGrath, RNC, Assistant Supervisor of Clinical Services and Travis Teta, Office Manager for ALSA; and in New London: Teresa Shinn, Receptionist.

PROMOTIONS

Connecticut » In East Haven: Brent Piepenbring has been promoted to Director of Business Development and Sean Collieran has been promoted to Medicaid Billing Coordinator; in Hartford: Bernice Marquez moves from Receptionist to Office Coordinator; Cathy Strileckis, RNC, MS, MBA moves from F/T RN to Behavioral Health Supervisor; and Matt Farr, PT moves from F/T PT to Assistant Rehabilitation Supervisor; in Waterbury: Caroline Teta, RN moves from HHA Supervisor to Behavioral Health Supervisor, Beth Carisio, LPN moves from per diem LPN to HHA Supervisor; Nidia Santiago moves from HHA to HHA Scheduler and Jessie Torres moves from HHA to part-time Receptionist; and in New London: Margo Godfrey, PT has moved from per diem to full time.

NEWS FROM OUR REGIONAL OFFICES

Accreditation Survey

Utopia is preparing for its accreditation survey, which will be scheduled for all three states in June or July 2006. We are switching from JCAHO to CHAP as we feel they are more home care oriented. Kathy Peykar and Dolores Serri are working on the self study that is required prior to the survey. Their analysis of CHAP requirements indicate that no major policy or procedure changes will be required. Our survey preparations will be discussed at the annual staff breakfast on April 4th.

'On Hold' Message

Utopia's "On Hold" message recording has been updated. A copy will soon be sent to each office.

NEW YORK

Special News & Events

The National Council on the Aging, in a partnership program with Utopia Home Care, awarded \$270 to each of 12 new employees from Long Island, age 55 and over.

New Contracts

Utopia recently signed new contracts to provide services in New York with these agencies (region served is noted in parenthesis): Health Partners of New York (Suffolk County), Hospice Care Network (Nassau County), Metropolitan Jewish Home Care (seven individual contracts for New York City and Nassau) and CPC of Long Island [Suffolk].

FLORIDA

Special News & Events

Manny Martinez, Executive Vice President, and Andre Grasso, Chief Financial Officer, visited the Florida offices in early March. They enjoyed their visit and were quite impressed by what they saw, but regret that they did not have the time to greet everyone. They would also like to congratulate the Sun City office staff for increasing their number of weekly hours by 400. Manny and Andre wish the Lakeland staff much success in their diligent efforts to increase business.

Special Thanks

• Special thanks to Jo Dee Mitchell and Larketia Mickens of St. Petersburg for the care they gave to Mattie Gardner, who passed away recently at 103. Special thanks also to Shirley Blake for the care she gave to Anne



Mattie Gardner, who passed away in December.

RIGHT: A card of thanks sent by the family of Anne Klosterman, who died at 101.

Klosterman, who died the same day she turned 101. The families of both said they feel blessed to have had their loved ones cared for by Utopia aides.

CONNECTICUT

Assisted Living Services

Utopia has expanded its program to include three private Assisted Living facilities: Village Gates in Farmington; Windham Falls Estates in Groton and Gables at Guilford in Guilford.

Employees Praised

• Bill Wronski of Waterbury recently received a letter from Alex Montalvo, MSW, a case manager with the State Department of Mental Retardation, thanking the Utopia staff for its compassionate care of a mutual client.

"Your agency's proactive approach in its daily care and proper medication administration is commendable," Montalvo wrote. "I have always been impressed with your staff, especially Aida Ocasio and Summer Tartaglia, as their work is always neat, carefully planned, and extremely professional."

• Congratulations to the Norwalk office staff for reaching and surpassing the milestone of 70 cases.

• Special thanks to Patty Forenchak, RN, for her dedication in implementing and creating availability for the new weekend hospital referral and intake program in the East Haven branch.