

Business News

BedAvailability.com Eliminates Referral Fees in the Senior Discharge and Admissions Arena



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Senior referral agencies have been traditional places to find help when an elder needs to be placed in a care facility, whether a skilled nursing facility or board and care facility. Referral agencies locate suitable facilities for the elder and typically charge a facility a referral fee once the senior is “placed” or admitted into the facility which ranges from 50% to 100% of the first month’s rent.

BedAvailability.com charges subscribing facilities a small annual fee to post their facility profile within the BedAvailability.com website but does not charge a referral fee for placements. Laura Ferrall, President of BedAvailability.com, states, “This approach saves the facilities substantial amounts of money in this highly competitive business. The facilities, however, must have confidence that placements will occur over time using the unique website approach of BedAvailablity.com.”

Stuart Furman, CFO of BedAvailabilty.com adds, “Financially, only one admission a year coming through the BedAvailability.com website, can pay for the BedAvailability.com subscription for up to three or more years. That is a great investment.” He continues, “As more facilities subscribe, and as the website is exposed to more users, there will be more move-ins generated through the site.” Finally, he states, “The public will also benefit as they are indirectly paying for the cost of referral fees which are reflected in the facility rates.”

Finally, Ms. Ferrall states, “We recognize the paradigm change in marketing of care facilities. We feel strongly that our system is the direction admissions are going given the intense competition for residents.”

BedAvailability.com is a California Corporation.

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