

Paul J. Houghtaling
1793 Rivendell Circle
Newbury Park, CA 91320
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OBJECTIVE: Full time position within an organization that will develop into a long-term and mutually beneficial relationship.

EXPERIENCE:

06/08 – Present Seavers Street Health Products
28789 Eagleton St.
Agoura Hills, CA 91301
(818) 865-8050

Account Manager

Responsibilities include marketing and sales, purchasing and inventory management. Other office activities performed include accounting, invoicing and data analysis. Assistance with personnel hiring, evaluation and management. Product development, outside marketing, networking and account representation.

10/07-06/08 Alma Via of Camarillo
2500 Ponderosa Drive North
Camarillo, CA 93010
(805) 388-5277

Community Relations Director

Responsible for the on-going evaluation, planning, implementation and success of the marketing and sales strategies. Achieving monthly occupancy goals. Coordination of community outreach program. Development of the quarterly marketing plan. Facilitating events that promote community standards, values and philosophy. Participation in planning new unit availability, pricing levels, product packaging, and advertising themes. Management of advertising and promotional expenditures in coordination with the Executive Director. Coordinate sales activities for all levels of care, screening, and interviewing of prospective residents and family members. Conduct tours, telephone inquiries and follow-up calls. Focus on internal marketing, while also participating in outreach to medical, hospital and other senior care organizations. Oversee and coordinate application and move in process: Coordinate and assist with contractual documentation necessary for resident move ins. Effective management of inquiry database for prospective residents, as well as professional outreach visits and call-outs. Maintain sales tracking processes such as prospective lists, sales activity reports community vacancy and room readiness. Generate weekly census and monthly activity status. Promote community with presentations and distribution of materials. Promote community by facilitating special events for prospective residents and professional networking events. Perform competitor analysis and make recommendations regarding market positioning based on these findings.

04/07-10/07 Summerville at Tarzana Senior Living
5711 Reseda Blvd.
Tarzana, CA 91356
(818) 996-2022

Community Relations Director

Responsible for direct sales and market planning that result in positive sales and census activity for the community. Meet or exceed the community's quarterly census and revenue goals. Meet the community's move-in and census goals each month. Plan, develop, organize, implement, evaluate, and direct all aspects of the community marketing and sales plan and programs including who, how, frequency,

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expected outcome, and method of monitoring its effectiveness. Tour prospective residents and their families. Act as primary liaison and exercise independent judgment with marketing, public relations and development and implementation of census enhancement strategies. Responsible for developing, implementing, and monitoring admission/orientation policies and procedures. Responsible for meeting all monthly sales activity standards including; follow up calls, professional sales calls, event planning, and monthly lead bank mailings. Participate in the development of and is accountable for managing community marketing, advertising, promotional and special event budgets. Keep current on federal, state and local standards, guidelines and regulations that govern and protect the rights of the residents and staff, including those pertaining to confidentiality. Accurately complete all required reports as defined by the Regional and Executive Director. Support a dignified and caring atmosphere with residents, residents' families, visitors and staff. Protect privacy and confidentiality of information pertaining to the resident, employee, residence, company information and records. Develop an excellent understanding of the senior care industry and the community's products and services.

04/06-03/07 Silverado Senior Living-Calabasas
25100 Calabasas Road
Calabasas, CA 91302
(818) 222-1000

Community Ambassador

Supports the assisted living, senior services and adult day center in developing sales and marketing plans, strategies and public relations opportunities to promote and communicate the Silverado vision and mission statement. Creates opportunities to promote the image of community through internal events such as educational (CEU events) and in-house public relations campaigns. Monitors the sales and marketing budgets. Develops the sales and marketing program to attract referrals and inquiries to achieve and sustain budgeted occupancy for community and achieve revenue goals for senior services. Conduct outside sales calls promoting all product lines. Promotes and positions Silverado's programs and services to medical professional, civic, community and senior care related groups in a manner that illustrates and reflects the quality of care and programs. Communicates mission through public speaking and participation in community events, trade shows, health fairs and other senior events. Coordinate the advertising and media programs to promote brand identification of Silverado Senior Living and its product lines. Develops and coordinates and provides oversight of sales and marketing collateral such as fliers for CEU events. Maintains database of referral parties and providers and provides reports of sales and marketing activities. Conduct facility tours for professionals and prospective residents.

11/05-04/06 Autumn Years at Ojai Alzheimer's Care
158 Rockaway Road
Oakview, CA 93022
(805) 649-5143

Marketing Director

Responsibilities included establishing relationships with community based professionals while gaining new referral business. Implementing systems, standards and programs that enhance the communities' ability to increase market share, improve marketplace awareness and enhance community and corporate image. Achievement of business goals with emphasis on occupancy increase and revenue enhancement. Providing guidance and direction in the development of comprehensive and strategic sales/marketing campaigns. Arranging tours of community for prospective clients and meeting with their families to assess the potential residents' needs and what type of care is appropriate. Working with Community Director and staff to create continuous improvement in internal systems that directly affect occupancy. Implementing

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and assessing tracking systems to measure conversion ratios and raw data related to inquiries, referrals, tours and move-ins and logging this information in a weekly marketing report. Providing market research including competitive research, market surveys, demographic analysis and monitoring marketplace for trends that may affect the communities' performance and/or opportunities. Other duties include participation in the development and implementation of new services and programs including pricing and promotion. Making recommendations and monitoring utilization of marketing budgets to ensure effective allocation of resources. Assisting in the development and coordination of advertising, publicity, promotional materials and events. Assisting in the administration of the facility in accordance with Title 22 regulation.

08/04 – 11/05 Home Instead Senior Care
1720 E. Los Angeles Ave. Suite 201
Simi Valley, CA 93065
(805) 577-0926

Community Service Representative

Responsibilities included marketing company's services to hospitals, skilled nursing facilities, assisted living facilities, independent living facilities, doctors, nurses, case managers, discharge planners and pharmacies. Maintaining this referral provider network with all of the individuals I have developed and cultivated relationships with. In-service presentations to groups on home care services, senior related issues and care giver information. Sponsorship and participation in community events, health fairs, case conferences and other senior-related activities. Some of this community service was with organizations such as: The County of Ventura Area Agency on Aging, Alzheimer's Association, Arthritis Foundation and senior centers throughout the county. Service calls: Providing non-medical needs assessment for seniors and dependent adults. Family consultations and new client sign ups. Quality assurance reviews to ensure care giver to client compatibility. Senior Advocate: Provided health education materials and resources to care givers and members of the community to enhance quality of care for seniors. Participated in Veterans Services Steering Committee, Ventura Housing Modification and Action Coalition, California Association of Health Care Facilities, and Ojai Valley Chamber of Commerce Networking Group.

11/00 – 12/03 Los Robles Regional Medical Center
215 W. Janss Road
Thousand Oaks, CA 91360
(805) 370-4054
(11/00 – 05/01 with HR Staffing)

Business Office Coordinator

Generation of UB 92 forms and itemized billing utilizing multiple software management of the indigent compensation program for physicians. HCFA form analysis utilizing AMA's CPT 2002 manual and Medicare Fee Schedule. Preparation of monthly Lab Compliance Audit. Analysis and logging of physician referrals/authorizations. Logging and plotting of correspondence volume for Business Office. Preparation, distribution and logging of Commercial, Medicare and MediCal charts. Analysis of UB 92 forms and itemized bills. Researching documents in collection system to determine insurance coverage and locate other patient information. Workflow analysis and management. Management of office supply inventory. Ordering and maintenance of supplies utilizing online ordering systems. Generation of reports. Training and evaluation of employees for Pre-Biller job responsibilities.

EDUCATION: California State University, Northridge: Bachelors of Science, Health Administration (9 units apply towards a MHA).

 Santa Barbara City College: Associate Arts, Business Administration.

SKILLS: MS Office, Word, Excel, Outlook, MoveN, MAS 90, Quickbooks, JD Edwards, AS 400, BOSS, HOST, MediTech, Document Direct, TNVT, IDX, IRMA, Internet Explorer and word processing @ 30 – 35 wpm.

References available on request