

Discover How Caraday Healthcare Achieved a 200% Increase in Review Volume by Partnering with Quantum Age and Reputation

Healthcare & Skilled Nursing | 21 locations | Northeast Texas Region



Key Stats

- **200%** increase in review volume in their first year
- Saw a **217 point increase** in their Rep Score
- After optimizing their listings, they achieved a **100%** increase in listings views on their GBPs
- **Have witnessed a clear, positive relationship between their online reputation and occupancy rates and revenue!**

Quantum Age collaborates with Caraday Healthcare to transform their facility operations, leveraging Reputation’s platform to enhance their social media, review management, and community engagement strategies.

Quantum Age is a consulting firm specializing in the healthcare industry, dedicated to helping organizations maximize their marketing and communication efficiency and online presence.

Caraday Healthcare, founded in December 2019, is a skilled nursing facility operator striving to become a leader in healthcare services through innovative approaches and strategic partnerships. Their mission is to provide the best care and environment so that their residents look forward to each day and their team members enjoy a sense of pride and purpose.

Caraday Healthcare, a leading skilled nursing operator, partnered with Quantum Age to address critical challenges and improve overall service delivery. This collaboration aimed to leverage Reputation’s comprehensive solutions to enhance their operational efficiency, resident care, and overall reputation within the healthcare ecosystem.

Reputation provided a suite of solutions tailored to meet the needs of both Caraday Healthcare and Quantum Age. For Caraday Healthcare, Reputation’s advanced analytics platform was instrumental in streamlining resident feedback. By consolidating data and generating actionable insights, Caraday Healthcare could now identify key areas for improvement and monitor the effectiveness of their interventions in real-time.

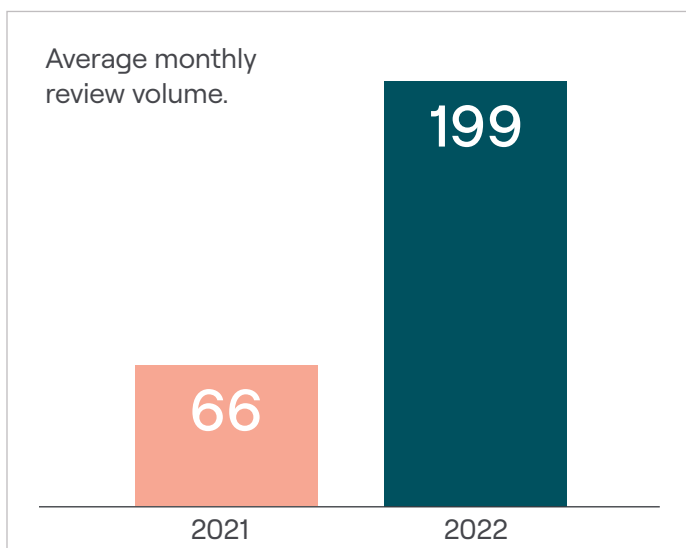
Building a Robust Online Presence

Challenge 1: Caraday Healthcare, a newly established corporation, aimed to streamline communications via social channels and build engagement and reviews, becoming a leader in their markets.

Solution 1 Quantum Age conducted extensive research and chose Reputation to meet these needs. They trained Caraday’s marketing and business development liaisons, leading to improved consistency in social media posts, review requests, and campaign management. The partnership enabled Caraday to achieve remarkable growth in review volume.

Key Stats:

- 200% increase in review volume in their first year.
 - Went from an average of 66 reviews in 2021 to 199 in 2022
- Won the prestigious 800 awards for 6 locations!
- Have seen a 217 point increase in their Rep Score (273 in 2021, 490 in 2022).
 - YTD their Rep Score is 589 which is a 115% increase since 2021.



“There’s an overarching theme: We always have our client’s back. Whatever they need to be successful, we’re there for them.”

— **CC Andrew**, President, Quantum Age Collaborative

Managing Listings and Google Business Profiles (and Optimizing)

Challenge 2: Caraday’s acquisitions led to multiple Google business listings for each location, creating confusion and inaccuracies in online information.

Solution 2 Reputation helped Quantum Age streamline and optimize Google business profiles, consolidating multiple listings and ensuring accurate information. By adhering to Google’s new requirements, Caraday improved its Reputation Scores and reduced customer service inquiries. This meticulous attention to detail underscored the importance of accurate listings in mergers and acquisitions.

Key Stats:

- In the last 3 years, they’ve had 3.2M Listings views, compared to 1.6M previously (a 100% increase)
- Clicks for Directions, Phone Calls, and to the Website have all increased over 115%

Ensuring Consistent, High-Quality Content and Campaigns

Challenge 3: Caraday Healthcare needed to maintain a cohesive brand image and engage effectively with their local communities through consistent and thematic campaigns.

Solution 3 Quantum Age developed “Campaigns in a Box,” providing pre-planned monthly themes, social media posts, community outreach, suggested activities, and marketing materials. For instance, during Alzheimer’s and Brain Health Awareness Month, Quantum Age turned Caraday’s website and social pages purple, coordinated activities, and created educational materials for various stakeholders. This approach ensured consistent, engaging, and impactful communication across all Caraday locations.

“We teach them to crawl, walk and then run. We ensure our clients are fully equipped with the tools and strategies they need to be successful and self-serve. Through our monthly meetings, we not only provide ongoing support but also roll out themes to keep our location managers ahead of the curve and consistently engaged with residents and their families.”

Tanya Hartsoe, Project Manager, Quantum Age Collaborative

Key Stats:

- Increased engagement from families and residents, with positive feedback and a sense of connection built in-house and through social media.
- Boosted team member engagement through community-wide activities (go purple, shared purpose, contests, and more).
- Built awareness and goodwill among the greater community, referral sources, and media outlets.

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— **Tanya Hartsoe**, Project Manager, Quantum Age Collaborative

Partnership Highlights:

- **Quantum Age and Caraday Healthcare:** Quantum Age offers ongoing support and coaching through monthly meetings, training sessions, and customized materials to keep Caraday engaged and informed. They provide dashboards to track review volumes, social media activities, and competitive standings.

“There’s an overarching theme: We always have our client’s back. Whatever they need to be successful, we’re there for them.” CC Andrews, President, Quantum Age Collaborative

- **Reputation and Quantum Age:** Reputation’s platform has been instrumental in helping Quantum Age manage Caraday’s online presence, optimize listings, and execute effective marketing campaigns.

Impact on Daily Operations:

“Imagining my day-to-day without the seamless integration of Reputation and a partner like Quantum Age is simply inconceivable. The user-friendly platform provided by Reputation, where everything is consolidated on a comprehensive dashboard, has become the cornerstone of our operations. From effortlessly monitoring reviews to generating insightful reports for the executive team, every task feels streamlined and efficient. Managing social media without something like Reputation or the support of Quantum would be a full-time job for one person. The support and innovation offered by both Reputation and Quantum Age have not only optimized our business growth but have also enriched our interactions with families and residents, infusing every aspect with joy and vibrancy. It’s truly a partnership that transcends necessity; it’s a strategic alliance that ensures our success and propels us towards our collective vision.”

—Marsha Nesbit, Vice President of Business Operations at Caraday Healthcare

Caraday’s partnership with Quantum Age and Reputation has transformed their approach to social media and review management, leading to significant improvements in engagement, operational efficiency, and overall reputation. The collaboration has been instrumental in handling feedback, increasing review volume, and maintaining a strong connection with the community.

“There is a clear, positive relationship between your online reputation and occupancy/revenue. Partnering with Quantum Age has been instrumental in our success at Caraday. In just a year, we’ve seen a remarkable 200% increase in reviews and a notable 217-point rise in our reputation score.”

— **Greg Moore**, President, Caraday Healthcare

To Learn more contact us at reputation.com

About Reputation

Reputation is the only platform that empowers companies to fulfill their brand promise by measuring, managing, and scaling their reputation performance in real-time, everywhere. Functioning as a business’ eyes and ears in the spaces where customers talk, post, review, and recommend, Reputation AI-powered product stack analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on, and improve their online reputations. Visit <https://reputation.com/get-a-demo/> to learn more.

