



# MARKETING TACTICS TO INCREASE REFERRALS FOR PACE ORGANIZATIONS

Learning Objectives:

- Develop an understanding of how to assess your market’s perception of your organization
- Learn new ways to market PACE
- Identify tactics to increase referrals to your PACE Organization

About the Presenters:

- Mandy worked as a PACE Marketing Manager in a program which became the fastest growing PACE in its state. She has been consulting with AEC for almost 2 years and works with a variety of PACE organizations throughout the country.
- Sara has been with CareKinesis since inception and has developed and manages the Pharmacy Implementation Department. She has personally implemented services in 50 PACE centers in the U.S., and has a deep understanding of PACE workflows.

**THURSDAY  
MAY 26  
3PM ET**

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**MANDY HURLEY**  
Marketing & Enrollment  
Consultant  
*Altitude Edge Companies*

&

**SARA T. BAUGHN**  
Business Development &  
Implementation Director  
*CareKinesis, Inc.*

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**INTENDED  
AUDIENCES:**  
Executive Directors,  
CFOs, & COOs

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**[CLICK HERE TO REGISTER](#)**

*Please register by 10am, Thursday, May 26.  
This webinar is free, and is brought to you by  
CareKinesis PACE Pharmacy and Altitude Edge Consulting.*

