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# STACKPOLE & ASSOCIATES

*The Science of Services Marketing*

## PROFILE

**IRVING L. STACKPOLE, RRT, M ED**

**PRESIDENT**

Utilizing his thirty years of experience in service-sector businesses, Irving Stackpole leads a team of uniquely qualified consultants in designing and delivering market research, customer service and sales training, and marketing services to healthcare, senior living and human service organizations throughout the United States and internationally. Stackpole & Associates guides clients through each phase of marketing and business development strategies by the application of scientific marketing principles to create innovative and practical solutions to the challenges facing organizations in this rapidly changing market.

Following his graduation from Stonehill College, Irving began his career as a respiratory therapist for New England Baptist and Massachusetts General Hospitals where he rapidly established himself as *an early pioneer in the respiratory care field*. While President of the American Respiratory Therapy Foundation and an industry representative in Washington DC, he helped to write national respiratory therapist licensing guidelines. Branching out into other areas, Irving developed NCME, the largest national network of medical educational videotapes, and he founded Amcare Medical Services, which became the largest home healthcare company in New England.

His career quickly moved to the senior executive level. He gained experience as the CEO of home health for a regional system and then as the Director of Marketing for a national network of subacute facilities, *winning two national awards for marketing campaigns*. After working as National Vice President for Rehabilitation for the largest home health care company in the United States, Irving established Stackpole & Associates in 1991, applying his skills for the direct benefit of client organizations.

Under Irving's direction, Stackpole & Associates has conducted consulting assignments including customer satisfaction measurement and reporting, customer service training, market research, sales skill training, sales management, and business development planning and execution.

In addition to serving clients in the for-profit sector, Stackpole & Associates has conducted *groundbreaking research* for national and local associations such as the Assisted Living Federation of America, the Massachusetts Medical Society and the Massachusetts Extended Care Federation. This research has resulted in the publication of articles in national and local trade magazine and newspapers.

Irving is a popular speaker addressing topics related to market research and sales training. He has addressed audiences at national conferences such as the American Health Care Association, the American Society of Consultant Pharmacists, and others. Many clients retain his services to conduct training programs specifically designed to meet the client's individual needs.

Contact Stackpole & Associates today to learn how our expertise can benefit your organization.

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**Available Publications**

**Stackpole & Associates** is pleased to share its publications with you. These publications are based on research conducted for clients or on our experience with relevant issues and hot topics. Our publications include:

**“Doctors’ Attitudes Toward Subacute Care: Strategies for Strengthening Relationships to Improve Referrals”**, By Irving L. Stackpole and Elizabeth A. Ziemba. This article appeared in Subacute Care Today, in the May/June 1999 magazine.

**“Industry Benchmarks Emerge”** by Irving L. Stackpole and William J. Nowell. Published in the April 1999 edition of Assisted Living Today, this article presented the first results from ALFA’s National Resident Satisfaction Survey identifying industry types, willingness of families and residents to recommend facilities, and opinions of value versus cost.

**“The Science of Marketing Senior Living Communities”**, By Irving L. Stackpole. This article appeared in the November 1999 edition of Briefings on Assisted Living.

**“When Happy Customers Walk Away: The Satisfaction-Loyalty Disconnection”**, by Irving L. Stackpole. Briefings on Assisted Living published this article in the June 2000 newsletter.

**“Cultivating Physician Referral Resources”**, by Irving L. Stackpole and Elizabeth A. Ziemba, appeared in the May 1999 edition of Provider magazine.

**“The Science of Marketing in Long-Term Care”**, by Irving L. Stackpole, was published in the August 1999 newsletter, Briefings on Long-Term Care Regulations.

**“7 Ways to Influence Assisted Living Communities”**, by Irving L. Stackpole appeared in the October 29, 1999 edition of Assisted Living Business News.

**“Sell Your Facility Without Selling Your Soul”** by Irving L. Stackpole was published in the Assisted Living Business News on October 29, 1999.

The national **“1999 Salary Survey Results”** for Assisted Living Facilities was published by Opus Communications. This survey, prepared by Stackpole & Associates in conjunction with Westminster Associates, provides valuable compensation information for assisted living communities across the country.

**“Investing in People Survey Report”** published by Mass-ALFA presents research performed by Stackpole & Associates regarding recruitment, retention and compensation of employees in the senior living industry in the state of Massachusetts. This study was the first statewide human resources survey.

**“Why Happy Customers Walk Away”** by Irving Stackpole & Elizabeth Ziemba, appeared in the June 2001 issue of Provider magazine.

**Contact Stackpole & Associates today for your complimentary copy!**

## **Clients**

Stackpole & Associates works with clients from virtually every aspect of the healthcare, senior living, and human services fields with consulting assignments including customer satisfaction measurement and reporting, customer service training, market research, sales skill training, sales management, and business development planning and execution. Clients come from the for-profit and non-profit sectors.

A partial client list includes:

**American Healthcare Association**  
**Assisted Living Federation of America**  
**Beacon Health Strategies**  
**Benchmark Assisted Living**  
**Blue Cross Blue Shield of Massachusetts**  
**Cordia Senior Living**  
**Genesis ElderCare**  
**Hebrew Rehabilitation Center for Aged**  
**InterQual**  
**Kisco Retirement Communities**  
**Marriott Senior Living**  
**Massachusetts Medical Society**  
**Massachusetts Rehabilitation Commission**  
**Masonicare**  
**National Health Management**  
**National Spinal Cord Injury Association**  
**NCS Healthcare**  
**NeighborCare**  
**Novartis**  
**Pediatric Services of America**  
**Pharmerica**  
**Rehabilitation Institute of Chicago**  
**Roche Laboratories**  
**Sleep HealthCenters**  
**Spaulding Rehabilitation Hospital**

In addition to serving corporate clients, Stackpole & Associates conducts *groundbreaking research* for national and local associations such as the Assisted Living Federation of America, the Massachusetts Extended Care Federation, and the Massachusetts Medical Society (MMS). The study conducted for MMS was described by the Boston Globe as a “**pioneering survey**” (February 4, 1999) that is “**nationally important**”.

Stackpole & Associates continues to apply innovative approaches and techniques to its extensive customer satisfaction measurement and reporting systems, helping its clients to improve census numbers and positively affect the bottom line. Turning survey results into workable solutions to everyday problems is the goal of each project undertaken by Stackpole & Associates.

**Clients & Markets Served**

Stackpole & Associates provides marketing consulting, training and research services to healthcare, senior living and human services organizations. The company delivers practical, productive and profitable marketing solutions. Our overall objective is to help clients increase their revenue, and our commitment is to provide the highest integrity, quality and value in our work.

Through its 10-year history, Stackpole & Associates has served clients in all of the following markets:

- Hospitals
- Skilled nursing facilities
- Assisted living & congregate housing
- Pharmaceutical companies
- VNA & home healthcare agencies
- Clinics & physician group practices
- Complementary/alternative/allied health organizations
- Mental health organizations
- Pharmacy service providers
- Health / human service providers
- Occupational health organizations
- Government
- Trade / professional associations

**Experience & Capabilities**

- Customer satisfaction measurement
- Attitude & opinion surveys
- Competitive analysis, pricing
- Customer service training
- Marketing audits & mystery shopper
- Marketing strategy & marketing plan development
- Focus groups & market research
- Sales training, organization & management
- Marketing organization development
- Marketing and sales staff recruiting
- Direct marketing, telemarketing
- Marketing communications & advertising
- Public relations
- Product/service development, implementation and marketing
- Lectures, seminars and speakers bureau

**Contact Stackpole & Associates to learn how our marketing and research expertise can benefit your organization.**