

Census Development

Reliant Rehabilitation understands the importance of growing and maintaining a healthy facility census, so we offer a number of value add programs that help your facility use strong outcomes to position you as a community of choice with your referral partners and the community.



Reliant’s proprietary census development programs range from outcomes-driven clinical tools to supplemental wellness activities and easy-to-use co-branded marketing materials. These tools include:

Marketing Plans

We partner with our clients to develop data driven strategic marketing plans. These plans incorporate analysis of the local competitive market, referring hospital discharge trends, quality measures, LOS and rehospitalization data. The customized plan includes our proprietary Model 10 outcome reports, co-branded marketing collateral and condition specific clinical specialty programs.

Data Analytics

Our model uses patient data and clinical data to build partnerships between hospitals and our network of skilled nursing facilities. Using a team of data analysts and multiple sources of data, Reliant is able to provide DRG-based referral data for their competitive market.

Co-branded Marketing Materials

Reliant offers an easy-to-use co-branded collateral store online with over 20 brochures, success story templates and more. Add your logo, pictures, facility details, brand color palette and ship materials directly to your team.

Dancing with the Seniors

A physical development program with a social component, Dancing with the Seniors improves circulation, lowers blood pressure, reduces stress and eases tension through movement. It also helps increase stamina and flexibility while sharpening the mind.

“Reliant’s census development tools have helped us build a strong partnership with our referral partners and grow our community presence.”

Model 10 Outcomes

Available on the Reliant customer portal in real-time, downloadable format, these summary reports use therapy outcomes data when speaking with case managers or new potential referral sources.

A Year of Wellness

Each month, the A Year of Wellness program offers a wellness topic with all the tools to produce an educational event to attract referral partners and members of the community into your facility. Additional celebration content can equip your marketing and activities teams to reach their goals.

Reliant Rehabilitation partners with our clients to build census using data-driven marketing programs that help solidify relationships with referral partners and the community. These include:

- Model 10 Outcomes – Reports to illustrate therapy outcomes
- Data Analytics – Uses patient and clinical data to build partnerships between hospitals and our network of skilled nursing facilities.
- Co-branded Marketing Materials – On-demand co-branded marketing materials to showcase clinical programs.
- A Year of Wellness – Educational program for promoting a healthy lifestyle.
- Dancing with the Seniors – Promotes an active lifestyle for the seniors in your facility.

Contact ddupre@reliant-rehab.com for more information.