BUSINESS SOLUTIONS PROJECT

Great Neck South High School DECA

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April 12th, 2021

Great Neck South High School
341 Lakeville Rd, Lake Success, NY 11040
Family of Kidz is a healthcare agency based in Long Island, New York that provides services to children with Autism Spectrum Disorder (ASD) and other developmental disabilities. Operating for over 25 years, Family of Kidz offers a variety of behavioral services to learners of all ages in Long Island. With the recent growth in insurance coverage for autism services and the increase in demand for quality ASD treatment options, the company took on a new initiative in October of 2019 to expand into home-based Applied Behavioral Analysis (ABA) autism services. They projected this service line to be the most profitable as it was easily facilitated (only requiring hires of local behavioral therapists/technicians).

Lack of Clients in Home-Based ABA
The lack of quality ASD treatment options and increased insurance coverages led Family of Kidz to launch their home-based ABA Services (known as the best treatment option for autism). However, Family of Kidz had a difficult time gaining awareness and marketing this service due to excessive overhead costs and management team changes. Although they implemented advertising campaigns on Facebook and Instagram, they failed to gain clients. In April 2020, seventh months after launching home-based ABA, the program was unprofitable with only 22 clients. Given their cost structure, and lack of clients, the home-based ABA program had a net loss of -$4274.

Solution: Brochure Marketing Campaign

MAIN GOAL: CLIENTELE GROWTH
Through a two-phased marketing campaign centered around brochures, and social media, we aimed to gain a total of 80 clients. These multi-faceted brochures and social media presence were utilized to initiate partnerships, promote awareness, and foster growth in clientele by quickly communicating the complex benefits of our services. Both of these marketing methods were easily circulated and controlled in various regions.

BENCHMARKS to meet the goal

**AWARENESS**
We created partnerships with a variety of institutions in the autism community (specialized preschool, developmental pediatricians, non-profit organizations etc.) who referred our autism services to their clients.

**Expected Benefits:** expected a dramatic increase in the awareness of our services throughout the autism and behavioral service community, allowing for an easier transition when expanding our services to new regions.

**EXPANSION**
We looked to expand our services into the 5 boroughs of NYC as they had a high concentration of children with autism in New York State. Additionally, we planned to expand beyond NYC if we found success in our marketing campaign.

**Expected Benefits:** expected a consistent growth in clientele even after saturation in marketing in one region. By expanding, it would grow the company from a local service into a statewide institution.

**PROPOSED BUDGET:**

<table>
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<tr>
<th>Category</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Preliminary Brochure Campaign</td>
<td>$400</td>
</tr>
<tr>
<td>Full Brochure Campaign</td>
<td>$1300</td>
</tr>
<tr>
<td>Social Media</td>
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</tr>
<tr>
<td>Total Cost</td>
<td>$1700</td>
</tr>
</tbody>
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**RISK MANAGEMENT:**

- Behavioral Technician (BT) Management
  - created a normal recruiting plan and an emergency recruiting plan for clientele surges

- COVID-19 Protocols in Partnered Locations
  - mailing brochures to clients during June/July
  - sterilized brochures in display racks after August and reopening

- Social Media Post Engagements
  - potential risk was social media failing to engage with clientele
  - deleted and avoided posts that received less than 10 engagements (likes, comments, shares)

**What is Applied Behavior Analysis?**
Applied Behavior Analysis (ABA) is an evidence-based practice delivered by a team of behavioral technicians (BTs) and is recognized by many experts to be the gold-standard treatment for children with autism spectrum disorder (ASD).
Although at least 20 hours of ABA therapy a week is recommended for significant improvements in a child’s development, most children with autism receive only 5 hours of ABA per week through governmental treatment programs. As a result, there was a huge demand for supplementary ABA services.

Psychographic: Parents with children on the autism spectrum looking for quality, accessible and affordable ABA services

**KEY FINDINGS**

**Total Clientele Growth**

**+1018%**

- 185 clients from 10-month brochure campaign
- 39 clients from 2 months of social media campaign

**Over 10,000 Brochures Distributed**

Facebook Analytics
January 28th – April 1st

- over 980 Total page views
- over 3000 engagements
- over 54,000 users reached

**Over 1344 Calls**

**TARGET AUDIENCE**

**PARTNERSHIP OUTREACH PROCESS**

- Mailing a letter and brochure
- Setting up a Call for CEO Partnership Pitch
- Mailing Brochures to Partnered Locations
- Referral to their Clientele

**MONITORING**

Social Media Analytics were monitored closely to have at least 50 engagements per week across our Social Media platforms.

As COVID-19 regulations loosened and preschools opened in August, Family of Kidz transitioned from a mailing system to a display system within the partnered locations.

This significantly grew the activity of brochures and 3500 brochures were ordered in the month of September to resupply our partnered locations.

**RECOMMENDATIONS**

- Recruitment Campaign for Behavioral Technicians
  - Job fairs in community colleges to attract future behavioral technicians
- Continue Expansion
  - Strengthen presence in NYC through establishing therapeutic and autism centers
  - Expand to upstate New York such as Westchester, Albany, etc.
  - Expand to different states such as New Jersey

**LESSONS LEARNED**

- Importance of modifying strategy throughout project
  - brochure launch modifications, recruitment modifications, social media modifications
- Importance of Communication
  - Communication with management team to ensure confidence in quality of plan
  - Communication with partnered organizations to ensure satisfaction
II. INITIATING:

Statement of Problem

Located in Long Island, New York, ‘Family of Kidz’ is a healthcare agency that provides services to children with Autism Spectrum Disorder and other developmental disabilities. Accredited by the Behavioral Health Center of Excellence (BHCOE), Family of Kidz is a regional leader in autism services through its use of Applied Behavioral Analysis (ABA). ABA is an evidence-based practice that develops and treats autistic children. Through their new home-based ABA program, Family of Kidz aimed to extend the time a child can receive ABA treatment and deliver flexible treatments throughout the day (7 AM to 9PM) to the comfort of a child’s home.

Family of Kidz launched its home-based ABA program in November of 2019. With new governmental legislation demanding greater insurance coverage of ABA treatments, Family of Kidz was confident that its home-based ABA program would quickly become its most profitable sector. However, by April of 2020, 6 months after launching this program, Family of Kidz only had 22 clients. This was mainly because of their lack of social media presence and uncoordinated marketing campaigns (such as online advertisements). Given their cost structure and lack of clients, in April of 2020, the home-based ABA program had a net loss of -$4,274.

Project Scope

Through a two-phase marketing campaign, the purpose was to address Family of Kidz’s lack of clients for their home-based ABA program.

Supplementary ABA services are in high demand, and effective marketing is needed to tap into this market. A significant rise in Autism awareness has led state legislators across the nation to pass laws increasing accessibility to autism treatment. In 2011, New York State enacted a prominent reform requiring health insurance companies to provide extensive screening,
diagnosis, and therapy for autistic individuals. As a result, the demand and market for autism services in New York have grown exponentially. In the past few years, the number of children diagnosed with autism has risen at an annual rate of 6.2%, with more than three times as many children diagnosed with autism today than in 2004. In the next four years, the autism treatment market is projected to grow by $450 million. Although 20 hours of ABA therapy is needed for a significant improvement in a child's development, children with autism in New York State receive, on average, five ABA therapy hours through publicly-funded support. Subsequently, supplementary ABA services are in high demand from parents, developmental pediatricians, child psychologists, and specialized preschools who lack the support necessary for children with autism to succeed.

As a result, we decided to create partnerships with organizations that work with autistic children in the first phase of our campaign. Our rationale was simple: these organizations want what’s best for their clients and understand the urgency of receiving supplementary ABA at such a vulnerable age. Thus, they would be interested in partnering with us and willingly to distribute our brochures to the parents of autistic children. These brochures would explain home-based ABA's effectiveness, list the insurances that cover the therapy’s cost, and outline Family of Kidz’s intensive 15-hour weekly therapy model.

The second phase in our marketing plan was establishing a social media presence. We realized that almost every parent with an autistic child (including our clients) has Facebook because of its robust online community for autism. By joining and connecting with many social media autism communities in New York State, we expected to raise tremendous awareness for our home-based ABA and engage with more potential clients.

As Family of Kidz operates exclusively on Long Island, we decided to expand our company and home-based service across New York City to take advantage of our marketing campaign. Compared to the 4,486 autistic children in Nassau and Suffolk County, there are 12,757 children affected by autism in New York City; meaning that we would be exposed to a market three times the size of our current location.