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FOR IMMEDIATE RELEASE

corecubed CEO Merrily Orsini speaks to Assn. for Home and Hospice Care of NC *corecubed, a full-service marketing company, recently moved to North Carolina*

Asheville, NC: May 4, 2017 – Merrily Orsini, president and CEO of corecubed, a full-service marketing firm for in-home care providers, will speak to the Association for Home and Hospice Care of North Carolina (AHHC) on May 11 about how independent home care agencies can effectively compete against franchises and hospital-based home care businesses.

Orsini's company, which does business in 45 states, recently moved its headquarters to Asheville, NC, after 18 years in Louisville, Kentucky.

Considered a "thought leader" in the home health care sector, Orsini is a national expert in the field of marketing home health care and private duty home care. She has held several leadership positions in the industry's trade associations, including as chief strategic officer for the National Association for Home Care and Hospice for their Private Duty Homecare Association affiliate..

corecubed serves its clients as an outsourced marketing department. The company's 10 employees assist in the UX and SEO for website design, write blogs and create social media marketing strategies for the home health care industry. Two employees live in North Carolina. About one third of its revenue comes from MOST, a turnkey marketing program that guides home health care companies through direct mail and email blitzes organized around a new theme each month. Launched in 2007, MOST has clients in 35 states.

Orsini pioneered the geriatric in-home care business in Louisville in 1981 when she founded Eldercare Solutions. The in-home care firm flourished because Orsini was able to use her education in social work and expertise in geriatrics to earn the trust of hundreds of families struggling to provide services to aging relatives. The business had more than 200 employees when Orsini sold it to a national competitor in 1996.

Orsini is speaking at 2 p.m. to AHHC's 2017 Home Care Summit at the Sheraton Charlotte Airport Hotel. Established in 1972, AHHC represents more than 825 agencies serving patients across the state.

About corecubed

corecubed is a full-service marketing firm specializing in helping aging care service businesses and home care agencies grow with innovative, industry-specific, integrated marketing strategies and solutions. Our team members are located around the United States and have extensive experience in home care, home health, and aging care operations and marketing. Further information can be found at www.corecubed.com, www.facebook.com/corecubed, www.twitter.com/corecubed, or by calling 800-370-6580.

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