

LEONARD PULHAM NURSING HOME

PLEASE RETURN THIS SHEET TO THE SOCIETY WITH YOUR APPLICATION FORM

In order to minimise our advertising costs, we are conducting a survey from all prospective residents/sponsors, to try and establish which mode of advertising is the most successful and therefore most cost effective. It is important for us to be able to ensure that we are not wasting money on nugatory advertising, which will allow us to therefore minimise the costs that when structuring our fees to residents. It would therefore be very helpful if you could answer the following questions and return this sheet with your application form.

Name of Prospective Resident

1. From where did you hear of the Nursing Home? (Please tick one option)

- Friend or Relative
- Web Site
- Doctor, Nurse or other Health Worker
- Tring Living/Berkhamsted Living
- Yellow Pages
- The Abbeyfield Organisation
- Wendover News
- Other (please specify)

2. Why have you approached us, possibly in preference to other Nursing Homes? (Please tick one or more options)

- Our reputation for high quality care
- As a result of a recommendation
- Because we are part of the Abbeyfield Organisation
- Our fee levels
- Other (please specify)

3. How important is it to your choice that the Nursing Home is a member of the Abbeyfield Society? (Please tick one option)

- Very important
- Important
- Not very important
- Unimportant

SIGNED

DATE