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Marketing director helps Royal Suites stay connected to the community

Wednesday, 11 April 2012 17:03 Steve Prisament

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GALLOWAY – It says something when the marketing director of a health center is a registered nurse.

And Dianne S. Conover isn't your everyday R.N. – she's quick to jump on causes inside and outside her working life.

Conover, 53, was the first employee hired at Royal Suites, in 2006.

"I've been a nurse since my 30s," she said in an interview. "I've been in banking. Then I stayed home to raise my children for a while."

She lives in Linwood with her 26-year-old daughter, Alexandra. Thirty-year-old daughter Lauren lives in Washington, D.C.

While she liked being in business, Conover said there was something missing.

"I went back to work at AtlantiCare," she said. "They paid for my schooling at Atlantic Cape Community College."

After four or five years at the hospital, Conover switched to the Linwood Care Center, which was closer to her home.

"I became external liaison there," she said. "I worked with outpatient cardiac rehab – and that included some sales and marketing. When Linwood was sold I chose to go with one of my former bosses and opened Royal Suites."

She said the mix of her business and nursing backgrounds made the new job perfect for her.

"It's been an amazing experience," Conover said. "It's a wonderful place with wonderful people. It's afforded me the chance to meet a lot of other wonderful people as well."

Royal Suites, located at 214 W. Jimmie Leeds Road, is a great place to work with community involvement as part of its business model, according to Conover.

It is a subsidiary of Ocean Healthcare of Lakewood, owned by the Feigenbaum family of North Jersey, which owns 13 nursing homes, two adult day cares and one assisted living center.

"We have owners who think that if you do the right thing, good things will come back to you," Conover said. "We're patient centered. There's no limit on the number of Medicaid patients. We believe generosity in programming drives good patient care with exceptional outcomes."

Royal Suites Healthcare and Rehabilitation shows its concern for patients by constantly upgrading equipment and renovating the building, she said.

It also allows Conover to sponsor a host of community events.

"We're bringing back our community yard sale Saturday, June 2," she said. "It costs \$10 for a table and is free to non-profit and community groups – schools, Scouts, church groups and such."

She's also suggesting the groups ask volunteers to bring items from home they don't want, to sell at the table with funds going into a pool donation to the Galloway Township Rescue Squad.

"Last year during the hurricane we decided to shelter in place," Conover said. "The rescue squad was always checking on us. They always take great care of our patients. They're quick to respond."



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Actually, during Hurricane Irene, Royal Suites took in patients from Seacrest Village Nursing and Rehabilitation Center in Little Egg Harbor.

"We're also having a drive-in movie May 11," Conover said. "It's free food – soft pretzels, soda, candy and popcorn. The movie will be 'Dolphin Tales.' Each guest will also receive a gift, and we'll have a raffle for a gift card."

Conover, already involved in Alzheimer's care, has made the disease a focus since becoming friends with Carolyn Peterson who heads the Alzheimer's Association Northfield office.

"I met Carolyn at some events," Conover said. "We just clicked. And then we came to find out her father was in my parents' wedding. She loves doing outreach. I have the space."

And Conover also made the time to become educated in Alzheimer's. She and Royal Suites' director of social work Stacy DeFilippo have become facilitators for a support group that meets at Royal Suites 1 p.m. on the third Thursday of each month.

"I sit on the board of directors of CONTACT Cape-Atlantic and I belong to the Patients Family Advisory Council for AtlantiCare," Conover said.

She's also in the Shore Medical Center and AtlantiCare Regional Medical Center Mainland auxiliaries. And she's a certified assisted living administrator and a certified dementia practitioner.

"I love what I do," Conover said. "I always try to do community things. It's a whole wealth of experiences that mixes my love of people, my love of business and my love of nursing. I have the most unique job in the world; it's a perfect fit."

Royal Suites' 186 beds are divided between two floors of traditional long-term care and a third of sub-acute rehabilitation, she said.

There is a nurse practitioner on staff working with 11 attending physicians and consultants.

"We have a guest services coordinator on duty seven days," Conover said. "A lot of our events include our patients as well as the outside public."

Upcoming events include a joint replacement seminar Saturday, April 14; living with Alzheimer's Friday, April 27; Alzheimer's legal and financial planning May 3; a class for professionals on Alzheimer's May 10; and heart risk factors May 17. For information or to register call (800) 272-3900.

See www.royalsuiteshealthcare.com.

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