PAPER LAYOUT!!

* **Introduction (**The introduction starts with a general discussion of the subject leading to a specific statement of the main points. Sometimes an essay can begin with a "grabber”; a challenging claim, or surprising story to catch a reader's attention. The thesis communicates in one (or at most two) sentence(s) the overall point or argument, and briefly what the main body paragraphs are about. The last line of the introduction starts off by saying…this paper will discuss the following………)
* **Evaluate the potential impact of the updated facility and new therapy services on potential improvements in patient satisfaction and developing new marketing share.**
* **Assess possible methods to build rapport within Sunny Beach and surrounding communities.**
* **Develop a plan for communicating with the community better through social media by connecting Sunny Manor to the residents of Sunny Beach through digital marketing.**
* **Provide details on how ongoing research into the community will help Sunny Manor stay ahead of the competition and well connected with community. Consider concepts in monitoring the changing demographics of the community and growing health care sector.**
* **Propose a research design model including all the key elements of the research design. Apply an assessment tool and implementation plan such as the Model for Improvement (Plan-Do-Study-Act [PDSA]).**
* **Conclude with recommending models and/or tools that will be used to evaluate the effectiveness of the development teams' efforts on an ongoing basis.**
* **Conclusion (Did you summarize your paper? Summarize your paper here. Also, discuss your paper’s main point(s).** New information is never placed in the conclusion. Add some sentences emphasizing the importance and significance of the topic. Think about an idea or feeling to leave with the reader. **The conclusion is the reverse of the introduction starting out very specific and becoming a bit more general)**