

Marketing Specialty Programs to Physicians

Leading Home Care... a Tweed Jeffries company

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Guest Expert:

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Surgeon, Professional Speaker
and Author*

Your Host:

*Stephen C. Tweed, CSP
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All of the change taking place in home care today is creating incredible opportunities for you to grow your business and position your company for the future. One of the best ways to grow your business is by creating and delivering specialty home health programs.

A key to the success of your specialty programs is getting physicians to understand your program, agree to the value for his or her patients, and refer patients to your program.

This high-content teleseminar is designed to provide you and your sales team with what you need to know to persuade key members of a physician's office staff to refer patients to your agency's specialty programs instead of your competitors. It will help you identify and develop certain skills that are critical to your success, and it will show you ways to build better relationships with your key internal and external customers.

Objectives: As a result of this teleseminar, you will be able to:

1. Describe your specialty programs to physicians
2. Communicate more effectively with physicians and their staff members
3. Ask physicians and/or their key staff members for referrals

Some Examples of Home Health Care Specialty Programs:

- Cardiac Care
- Rehab
- Mental Health
- Maternal Child Health
- Home IV Therapy
- Alzheimer's Care
- Asthma Care
- Diabetes Care
- Telehealth

The Seven Step Relationship Selling Process

“The Seven Steps Applied to Marketing Specialty Programs to Physicians

1. Prospecting - How can home care marketers learn more about physician specialties so they can make calls on the right doctors?
2. Making the Approach - What is the best way to approach physicians when promoting a specialty program?
3. Developing Rapport - How do we earn rapport with a busy physician so we can discuss our specialty program?
4. Fact Finding - What are the primary factors that a physician might consider when referring to a specialty home care program?

5. Presenting Your Offering - What suggestions would you have in presenting the details of your specialty program to a physician?

What do they want to know about home care programs and services?

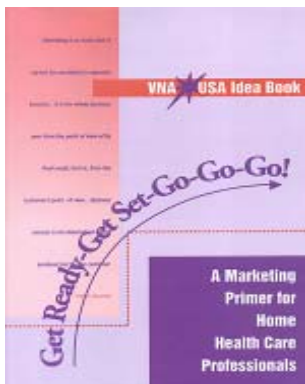
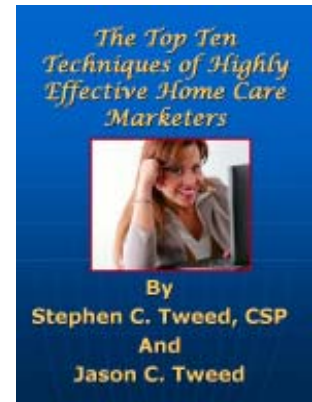
6. Closing the Sale - How do we ask for the referral?

7. Service After the Sale - Besides positive patient outcomes, what else do physicians and their staff members want from specialty home health programs?

Other Resources from Leading Home Care to Help you Grow Your Business

The Magic is in the Mix: The Top Ten Techniques of Highly Effective Home Care Marketers

To grow your home care business, apply these proven techniques from the Leading Home Care 2004 marketing survey. These top ten techniques are sure to get you the new client referrals that you want and deserve. Download this manual today at <http://www.leadinghomecare.com/store/ebooks/homecaremarketing.html>.



Get Ready - Get Set - Go - Go - Go! A Marketing Primer for Home Health Care Professionals

This book is a collection of chapters written by experts at taking sound marketing fundamentals and applying them to the home health care market. It includes techniques for taking your programs and products to market for anyone in positions of public contact. Available at <http://www.leadinghomecare.com/store/books/gogogo.html>.

Upcoming Teleseminars on Marketing:

December 15, 2005 - Growing your Cardiac Care Program

About your Leading Home Care Teleseminar Team

Dr. M. Tray Dunaway, FACS



Dr. M. Tray Dunaway, FACS, is a surgeon turned professional speaker who uses his years of experience as a physician and surgeon to help other physicians be more successful in their practices, and to help home care leaders communicate more effectively with physicians.

Stephen C. Tweed, CSP



For the past 20 years, Stephen Tweed has worked with home care companies around the country that want to grow their businesses, and with home care leaders who want to multiply performance. He is currently Chairman and CEO of *Leading Home Care ... a Tweed Jeffries company*, the center for home care strategy and leadership. Stephen has served on the Boards of Directors of three different home care companies, and as the Interim President and CEO of a \$25 million home care company with 400 employees.

Annie Yoho - Teleseminar Producer



Annie Yoho has helped write, produce and emcee numerous audio learning programs. She served as Vice President and Marketing Director for a top-name professional speaker for 10 years, where she developed a unique telemarketing system for business development. Annie's roots represent a long line of professional speaking talent. Her father, father-in-law and husband are all professional speakers. Being surrounded by speakers, she's thrilled to finally have a chance to say something!