



Seven Steps to Grow Your Hospital Home Health Agency

A three-part audio teleseminar series from Leading Home Care

**With Stephen Tweed, CSP, and
Judy McGuire, RN, MPH, CHCE, FACHE**

Hospital based home health agencies face a unique set of challenges in the 21st Century. While your competitors think you “have it easy” because you are connected to a hospital, you realize that it takes specialized leadership knowledge and skills to navigate the seas of hospital home health.

In this interactive teleseminar series, Stephen Tweed and Judy McGuire will describe seven specific strategic steps you can take to survive and prosper in home health care as a hospital based agency. They’ll talk you through each of the steps, and describe in detail proven strategies to build relationships, multiply performance, and grow your business.

Thursday, April 3, 2008 – 1:00 p.m. Eastern Time

Assess Your People Strengths, Empower Your Team, and Engage Your Hospital

In this session, Stephen and Judy will discuss in detail how to assess the strengths of your home health team. You’ll get great ideas on how to empower your people to execute with excellence, and how to engage your hospital leadership. We’ll discuss in detail steps 2 through 4 of the Seven Step Process. These three steps set the stage for significant growth and profitability for your hospital home health agency.

The Seven Steps to Growing Your Hospital Home Health Agency

1. Analyze Your Current Reality
2. Assess Your People and Their Strengths
3. Educate and Empower Your Staff
4. Engage Your Hospital Leaders
5. Involve Your Professional Advisory Committee
6. Promote Your Agency in the Community
7. Measure Your Progress and Reward Your Team

2. Assess Your People and their Strengths

A. Assess yourself and your strengths

B. Assess your team and their strengths

- B _____ and T _____
- B _____ savvy
- C _____ competence
- S _____ skills and knowledge
- T _____ and C _____
- T _____

3. Educate and Empower Staff

Provide the knowledge, skills, attitudes, and resources for your team members to work together to profitably grow your business.

- P _____ and O _____
- M _____ and M _____ coverage
- C _____ management
- P _____ standards
- A _____
- Our S _____ F _____ and C _____ A _____

4. Engage the Hospital

To Engage:

- To pledge oneself
- To begin an enterprise or activity
- To give attention to something
- To come together and interlock, as in machinery – to be in gear

Merriam – Webster online Dictionary

To Engage Your Hospital:

- To pledge yourself, to enter into a common enterprise, and to interlock in achieving the common goal of serving your patients and your community

Create an interlocking relationship with key leaders in the hospital based on common goals.

- BE the C_____ of your a_____!
- Project self c_____.
- Make the a_____ an open d_____ with the hospital CEO.
- P_____ P_____ and D_____ your report to the CEO.
- Make e _____ p _____ to other groups.
- P _____ in the hospital leadership team.

Discussion Questions

1. What steps can we take to assess our people and their strength?
2. What steps can we take to empower and educate our staff?
3. What steps can we take to engage our hospital leaders?

Your Leading Home Care Teleseminar Presenters

Judith McGuire, RN, CHCE, FACHE has spent the past 30 years in home health care as a nurse, manager, executive, CEO, and consultant. Most recently, she served as director of the largest hospital based home health agency in the state of Hawaii where she achieved 100% growth in patients served. Judy is a Certified Home Care Executive, and a Fellow of the American College of Healthcare Executives.



At **Leading Home Care**, Judy works with hospital based home care agencies that want to grow their businesses, improve quality, be more closely integrated, and increase profitability.

Stephen Tweed, CSP, has spent the last 25 years working with home care organizations that want to grow and with home care leaders who want to get ready for the future. He is currently Chairman and CEO of **Leading Home Care ... a Tweed Jeffries company**. His firm provides strategies and insights for home care companies that want to grow, and for home care leaders who want to get ready for the future. Stephen is the author of **Strategic Focus: A Gameplan for Developing Competitive Advantage**, and co-author of four books specifically for home care leaders.



He is the Editor and Publisher of **Stephen Tweed's Leading Home Care Report**, the largest electronic newsletter for home care leaders, and the publisher of **Private Duty Today**, the leading electronic newsletter for Private Duty Home Care.