



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 24, 2008 – 1:00 p.m. Eastern Time
**Involve Your Professional Advisors, Promote Your Agency in the Community,
and Measure Your Success**

The proof is in the pudding. Getting the results you want and need means marketing your services and measuring your success. This session is focused on external marketing ... getting your Professional Advisory Committee involved and taking your message to the community. You’ll learn detailed strategies to generate more referrals that turn into admissions, and how to keep your agency profitable in the process. Then you’ll learn the keys to measuring and managing your success over the long term. You’ll receive a complimentary copy of our **Hospital Home Health Strategic Scorecard** and instructions on how to use it to measure results on a monthly basis.

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

5. Involve Your Professional Advisory Committee

Use your Professional Advisory Committee as a valuable resource to help you grow your business and get ready for the future.

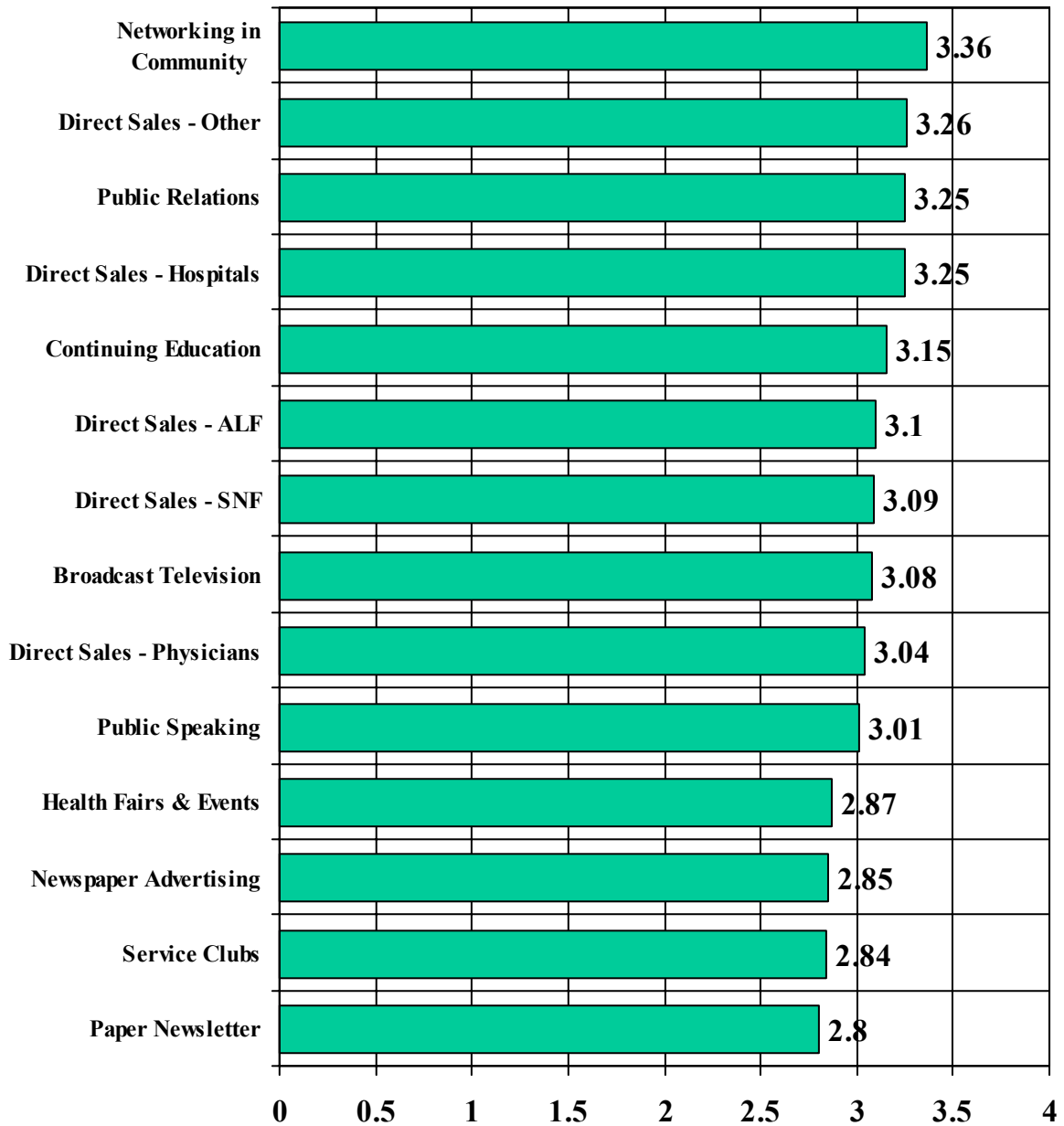
- Define the P_____ of your PAC
- Determine the M_____ of your PAC
- Use the PAC for B_____ D_____
- P_____ and L_____ effective PAC meetings
- E_____ PAC members outside formal meetings
- A_____ for support

6. Promote Your Agency in Your Community

Reach out to key referral sources in your community using proven sales, marketing and public relations techniques to attract more referrals that turn into admissions.

- N_____ N_____ N_____
- S_____ c_____ to physicians and office staff
- Paper N_____
- S_____ support materials
- W_____ S_____
- C_____ database

Most Effective Techniques for Promoting Your Home Health Agency



7. Measure Your Progress and Reward Your Team

“What gets measured gets managed. What gets rewarded gets repeated.”
Stephen Tweed

- I _____ Critical Measures of Success
- Add data to the S _____ S _____
- Know what S _____ looks like with T _____ and
B _____
- G _____ S _____ and B _____
- S _____ S _____ S _____
- R _____ R _____ R _____

Discussion Questions

1. What steps can we take to involve our PAC?
2. What steps can we take to promote our agency in the community?
3. What steps can we take to measure our progress and reward our team?
4. What other challenges do we need to address in growing your hospital home health business?

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.