



The Top Ten Techniques of Highly Effective Home Care Marketers

Session I: September 9, 2004

1:00 p.m. Eastern Time

A key competency of home care leaders is growing the business. Business growth comes from sales, marketing, customer service, and effective staffing. In this series, you'll get the results of our year-long study of the top ten techniques for marketing home care services. You'll find out what works, and what doesn't. Then you'll get specific instructions on how to apply the most effective marketing techniques in our industry.

Objectives for the Series

As a result of participating in this teleseminar series, you will be able to ...

1. Increase your referrals by applying the most effective marketing techniques in home care
2. Build your company's name recognition and brand awareness
3. Communicate your marketing message more effectively
4. Reach out to your best customers in new and different ways
5. Apply these techniques in communicating with Physicians
6. Increase your net income by getting more bang for your marketing dollar

Objectives for this program

As a result of participating in this teleseminar, you will be able to ...

1. Describe the Top Ten Techniques of Highly Effective Home Care Marketers
2. Describe the research that enabled us to identify these top ten techniques
3. Decide which of these techniques is best for your home care marketing process

The Top Ten Techniques of Highly Effective Home Care Marketers

Based on our preliminary analysis of the results of this study, we have identified the Top Ten Techniques for growing your home care business, and three Techniques for the Future that you may want to consider.

Here's the Top Ten List

1. Networking and Community Relations
2. Direct Sales
 - Hospital Discharge Planners
 - Other Referral Sources
 - Physicians
 - Assisted Living Facilities
 - Skilled Nursing Facilities
3. Public Relations
4. Continuing education for Nurses and other professionals
5. Broadcast television
6. Public speaking
7. Health Fairs and Special Events
8. Newspaper advertising
9. Involvement in Service Clubs
10. Paper Newsletter

Techniques for the Future

1. Direct Mail
2. Web Site
3. Electronic Newsletters

Frequency of Use versus Effectiveness

Here is a comparison of the 27 techniques showing their ranking in order of frequency of use, and showing the effectiveness ranking of each. As you can see, there are a number of techniques where the effectiveness and frequency are very different. There are several techniques that are frequently used, but not rated as very effective by the respondents. There are also several techniques that are evaluated as quite effective but are not used frequently by those who responded to our survey.

Frequency of Use Rank	Technique	Effectiveness Ranking
1	Networking & Community Relations	1
2	Health Fairs & Special Events	12
3	Direct Sales to Hospital Discharge Planners	4
4	Advertising Specialties	18
5	Direct Sales to Other Referral Sources	2
6	Direct Sales to Physicians	10
7	Direct Sales to Assisted Living Facilities	7
8	Direct Sales to Skilled Nursing Facilities	8
9	Web site	21
10	Public Speaking	11
11	Involvement in Service Clubs	14
12	Newspaper Advertising	13
13	Public Relations	3
14	Paper Newsletter for Marketing	15
15	Direct Mail	20
16	Radio Advertising	24
17	Continuing Education – Nurses	5
18	Direct Sales – Managed Care Organizations	22
19	Direct Sales – Other Payors	23
20	Continuing Education – Other Professionals	6
21	Magazine Advertising	25
22	Cable Television Advertising	16
23	Continuing Education – Physicians	17
24	Broadcast TV Advertising	9
25	Occupational Health Programs	19
26	Electronic Newsletter	26
27	Outbound Telemarketing	27

Discussion Questions:

Following the conclusion of the teleseminar, gather your marketing team and discuss the following questions:

1. Which of the top ten techniques seem to fit with the culture and abilities of our home care company?
2. Which of the top ten techniques do we think will be most effective in our home care market area?
3. Which of the top ten techniques do we think will fit within our marketing budget?
4. What percentage of our company's total revenue do we think we should spend on marketing and business development?

Field Work for Next Session

Our next session in the marketing teleseminar series will focus on building your company's brand awareness through public relations, public speaking, and networking.

Make a list of all the things you have done in the past twelve months in each of these three areas. What measurable results have you achieved?

Questions for Stephen & Jason. You will have an opportunity to ask questions during the teleseminar. However, you may also send your questions in advance so that we will be sure to answer them for you. Please e-mail your questions to:

Jason@leadinghomecare.com.

Additional Resources to help you Grow Your Home Care Business

In addition to the four teleseminars in this series, there are other resources available to you from **Leading Home Care**.

CDs from past teleseminars:

CDs are still available from our Spring 2004 teleseminar series.

Relationship Selling and Persuasion Skills for Home Care Leaders

January 8, 2004 - The Seven Step Relationship Selling Process

February 5, 2004 - Special Skills for Communicating with Physicians - with Dr. M. Tray Dunaway

March 4, 2004 - Developing Client Rapport and Building Customer Relationships

April 1, 2004 (No Fooling) - Mastering Persuasion: Closing the Sale

FREE Articles:

There are a number of free articles posted on our web site that will help you apply these sales and marketing principles to your business. Log on at www.leadinghomecare.com and click on the FREE Articles link at the lower left of the page.

FREE Electronic Newsletter

Register for your personal subscription to *Stephen Tweed's Leading Home Care Report*, the bi-weekly electronic newsletter for home care CEOs and executives who want to grow their businesses and multiply performance.

Top Ten Techniques eManual

As a pioneer in applying technology to bring you information and expertise to grow your business, Leading Home Care is bringing out a series of digital documents for "eManuals." These are books and manuals published electronically which you can download immediately from our web site into your computer. Several of these eBooks and eManuals are already available.

The eManual, *The Top Ten Techniques of Highly Effective Home Care Marketers*, will be available by September 30, 2004. Go to the web site or watch the newsletter for an announcement.

About your Leading Home Care Teleseminar Team

Stephen 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.

Jason Tweed



Jason Tweed is the Director of Business Development for Leading Home Care. He is responsible for the design and implementation of all of our electronic marketing, and for customer service and order fulfillment. A graduate of the School of Communications at Edinboro University of Pennsylvania, Jason has spent the last 14 years working in a variety of communication and business development positions with a large insurance company, a public utility, a consulting firm, and a community service organization. Since 2002, Jason has led the business development efforts at Leading Home Care. Jason also operates BSG marketing, an Internet marketing company. He and his wife Kristen live in Reading, PA, and are the proud parents of twins... Jason Andrew and Ainsley Grace. (Stephen & Elizabeth's first grandchildren!!!)

Dan Cassin



Dan Cassin brings us more than 20 years of experience in sales and customer service in financial services, residential construction, and home care. Dan works with *Leading Home Care... a Tweed Jeffries company*, as a learning program facilitator. Dan presents educational programs on sales and customer service. Dan also serves as the moderator for our various teleseminar series here at Leading Home Care.