



The Top Ten Techniques of Highly Effective Home Care Marketers

Session IV: December 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. Discuss the application of key marketing techniques in communicating with physicians
2. Determine the most effective marketing techniques to reach your key referring physicians
3. Be aware of potential pitfalls in marketing to physicians

Top Techniques for Getting Your Marketing Message Out to Physicians

- I. Networking
- II. Relationship Selling
 - 1. Finding Key Prospects
 - 2. Making the Approach
 - 3. Developing Rapport
 - 4. Determining Needs and Wants
 - 5. Presenting your Programs and Services
 - 6. Asking for the Business
 - 7. Providing Service after the Sale
- III. Public Relations
 - A. Media Relations

 - B. Community Relations
- IV. Continuing Education
 - A. Continuing Medical Education for Physicians

 - B. Continuing Education for Physician's Staff
- V. Public Speaking
- VI. Newsletters
- VII. Direct Mail
- VIII. E-mail / Web Site

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 our approach to marketing to physicians?
2. What were some key insights we got from Dr. Dunaway that will help us in marketing to physicians?
3. What are the pitfalls we need to be cautious of in our physician communication?
4. What should our focus be in marketing to physicians?

Questions for Dr. Dunaway. 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 soon be available. Visit our 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, Pennsylvania, and are the proud parents of Twins... Jason Andrew and Ainsley Grace (Stephen & Elizabeth's first grandchildren!!!)

M. Tray Dunaway, MD, 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. He is CEO of Healthcare Value, Inc. in Camden, South Carolina.