



NPDA and Leading Home Care present...
The Private Duty Teleseminar Series

Tools and Techniques to Grow Your Private Duty Business
*Marketing * Public Relations * Sales*

Marketing Private Duty Home Care

Guest Speaker

Gwen Watkins, MSW, LSW
Marketing Director
Wellspring Personal Care

Stephen C. Tweed, CSP
Chairman & CEO
Leading Home Care

Leading Home Care... a Tweed Jeffries company
presented in collaboration with
the National Private Duty Association
October 16, 2003 - 1:00 Eastern Time

Definition of Marketing

Marketing consists of all of the activities an organization engages in on a consistent basis to promote business.

1. Discovering what product, service or idea customers want
2. Producing a product with the appropriate features and quality
3. Pricing the product correctly and competitively
4. Promoting the product; spreading the word about why customers should buy it.

Sales/ Marketing

What is the difference?

Wellspring Personal Care's Strategy for Successful Marketing

1. Identify your company's strengths and weaknesses
2. Research your competition – know **their** target markets
3. Segment your private pay market – Self-Pay – Insurance – Trust Department – Families
4. Discover your niche market and become expert in servicing this population
5. Determine what it is that you want your marketing efforts to accomplish
6. Measurable goals objectives - Be **realistic** in your expectations and resist switching gears
7. Define the activities/tasks - Estimate time and cost associated with each
8. Review progress at regular intervals

Cultivating Private Duty Referral Sources

1. Understand your customers' needs and wants
 - a. Examples: Clients, Spouses, Adult Children
2. Understand your referral sources' needs and wants
 - a. Examples: Bank Trust Departments, Elder Law Attorneys, Care Managers
 - b. Hospitals, Rehabilitation Facilities

Word of Mouth Marketing

1. Be good at what you do
2. Your customers/referral sources will spread the word

Building your Private Duty Reputation

1. Public Service
 - a. Sponsor workshops
 - b. Write articles
2. Join local and national organizations that cater to your customer

Develop a Private Duty Marketing Strategy

1. Identify your company's strengths and weaknesses
2. Discover your Niche Market
3. Build your Private Duty reputation

Other Upcoming Teleseminars from Leading Home Care

The Leading Home Care Business Development Series

This is the series that you are currently dialing in to. Our focus is providing information, ideas, and insights to help you grow your home care business. Coming this fall:

- November 12, 2003 1:00 p.m. Eastern - Finding and Keeping Top Talent
- December 11, 2003, 1:00 p.m. Eastern - Creating Exceptional Customer Experiences
- January 8, 2004, 1:00 p.m Eastern - Selling Home Care Services
- February 5, 2004, 1:00 p.m. Eastern - Marketing Skills for Home Care Leaders

The NPDA Private Duty Teleseminar Series

Leading Home Care ...a Tweed Jeffries company has created a strategic partnership with the **National Private Duty Association** (formerly the National Association for Private Duty Home Care) to produce a monthly series of teleseminars specifically for private duty companies. For specific insights on how to grow your Private Duty Home Care Business, you won't want to miss these teleseminars:

- November 20, 2003, 11:30 a.m. Eastern - Public Relations for Private Duty with Merrily Orsini, CEO, My Virtual Corporation, Louisville, KY
- December 18, 2003, 11:30 a.m. Eastern - Selling Private Duty Services with Denise Spiewak, Director of Home Care, Kelly Home Care Services, Troy, MI

The Leadership Academy Teleseminar Series

The Academy for Home Care Leadership, a division of Leading Home Care is kicking off its live Leadership Academy in October in Opelika, Alabama. In support of the live seminar, we will be launching a new teleseminar series that will enable you to provide a monthly leadership development learning program within your company for your managers and supervisors. Our guest expert will be Elizabeth Jeffries, RN, CSP, CPAE, our resident expert on servant-leadership and personal performance.

- November 20, 2003, 2:00 p.m. Eastern - Seeing the Bigger Picture
- December 18, 2003, 2:00 p.m.. Eastern - Forces & Trends Shaping the Future of Home Care
- January 22, 2003, 2:00 p.m. Eastern - Strategic and Operational Planning

for more information, or to register for any of these teleseminars, go to www.leadinghomecare.com.

About your Teleseminar Presenter: 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. He has presented over 500 keynote presentations and learning seminars for home care association conferences and corporate meetings. He has written three books and dozens of articles on strategy and leadership, and he is the father of a 33 year old son who lives in a wheelchair and uses the services of home care on a daily basis. Stephen also is serving as the Immediate Past President of the 3800 member National Speakers Association.

Your Moderator for the Leading Home Care Teleseminar Series: 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*, and our sister company *Lighthouse Learning Systems... a Tweed Jeffries company*, as a learning program facilitator. Dan presents educational programs on sales and customer service for home care companies, and is the director for a major project to create a customer service culture in the hospitality industry in Greater Louisville. Dan also serves as the moderator for our three different teleseminar series here at Leading Home Care.

Guest Speaker: Gwen Watkins, MSW, LSW, Marketing Director Wellspring Personal Care, Chicago, IL



Gwen Watkins is a Masters level licensed social worker with more than 25 years in social service administration, including several years as an independent consultant and grant writer for non-profit organizations. Prior to assuming the position of Marketing Director for Wellspring Personal Care three years ago, she was project director for an innovative managed care demonstration project for emotionally disabled wards of the state of Illinois. Having been responsible for managing and developing programs for high risk, vulnerable and often underserved populations, Gwen has made the transition to creating and marketing specialized care programs for the elderly since joining Wellspring Personal Care for the past two years.