



## Hot Topics for 2009

### Keynote Speeches, Learning Seminars, and Academies

by  
Stephen Tweed, CSP

#### For Private Duty Home Care

##### **Finding and Keeping Non-medical Caregivers**

Why in the world would caregivers want to work for you? If you can't answer this question clearly and concisely, you're in for real challenges in the future. A major strategic issue facing Private Duty Home Care is staffing. Those Private Duty companies that are able to attract and retain the best people will be most competitive in their marketplace in the future. Those that fail to attract and retain great people will be unable to grow, and will consistently disappoint patients and customers.

In this interactive seminar, Stephen Tweed will demonstrate proven techniques to recruit and retain non-medical caregivers. He will demonstrate how to increase your staffing, reduce your recruiting costs, decrease your "lost opportunity costs," gain competitive advantage in the recruiting marketplace, and grow your business.

**Purpose:** To provide strategies and insights for home care leaders who want to multiply their ability to recruit and retain the staff they need to grow their business.

**Objectives:** As a result of this program, participants will be able to...

1. Describe eight trends in healthcare workforce development.
2. Define the seven sources of *Strategic Staffing Advantage*<sup>TM</sup>.
3. Develop your *Strategic Staffing Action Plan*.
4. Apply tools to measure and manage your recruiting success.

# Stephen C. Tweed, CSP

**Home Care Strategist**  
**Speaker \* Author \* Consultant**

*Bringing a unique perspective to  
home care strategy & leadership*

A nationally known healthcare and business strategist, professional speaker, author and consultant, Stephen Tweed works with home care organizations that want to grow, and with home care leaders who want to get ready for the future. Stephen is Chairman and CEO of *Leading Home Care ... a Tweed Jeffries company*.

Mr. Tweed is the author of *STRATEGIC FOCUS: A Gameplan for Developing Competitive Advantage*, and co-author of five books specifically written for the home care industry. He is a frequent contributing editor to leading home care periodicals.

He is also the publisher of **Stephen Tweed's Leading Home Care Report**, the leading electronic newsletter for CEOs and Executives of Home Health Care companies.

In addition to his roles of strategist, speaker, author, and consultant, Stephen Tweed wears two more healthcare hats... board member and consumer. He has served on the Boards of Directors of three home care companies, and as the Interim President and CEO of a \$25 million, 400 employee home care company.

He is also the father of an adult son who is physically disabled, lives in a wheelchair and uses the service of private duty home health care on a daily basis.

