



Hot Topics for 2008

by
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Keynote Speeches:

Opportunities in Private Duty Home Care: The Fastest Growing Segment of Home Care in America

The fastest growing segment of healthcare in America is non-medical home care; trained caregivers providing assistance with the activities of daily living to elderly and disabled persons. Non-medical home care, or Private Duty Home Care, presents an incredible business opportunity for companies that want to make a difference in the lives of the elderly and the disabled. In this dynamic presentation, Stephen Tweed will give you strategies and insights on how to take advantage of this amazing opportunity, and how to be successful in the business.

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

1. Define the concept of Private Duty Home Care.
2. Explain how PDHC fits into the continuum of services to the elderly and disabled.
3. Explore the growth potential of this business.
4. Describe a proven model for growing the business.
5. Discuss the specific needs and wants of home care customers.
6. Develop a "Dashboard" to measure your company performance.