



Hot Topics for 2008

by
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For Private Duty Home Care

Profitable Niches in Private Duty Home Care

Non-medical, Private Duty Home Care is the fastest growing segment of home care in America. Millions of elderly and disabled Americans can have higher quality of life and live more independently when they receive assistance with the activities of daily living.

In this high-impact, interactive session, Stephen Tweed will present the results of his extensive research into referral sources, marketing methods, and specialty programs for Private Duty Home Care. You'll get detailed information on what is working for hundreds of non-medical home care companies who are successfully growing their businesses. This session is designed both for freestanding private duty companies, and for private duty divisions of certified home health agencies.

Purpose: To provide proven techniques that participants can use to grow their Private Duty Home Care Businesses.

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

1. Describe profitable niches in Private Duty referral sources.
2. Describe profitable niches in Private Duty marketing techniques.
3. Describe profitable niches in Private Duty specialty programs.