



Hot Topics for 2008

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Learning Seminars and Breakout Sessions: For Certified Home Health Agencies

Making Marketing Work: The Top Ten Techniques of Home Care Marketing Professionals

Nothing happens until someone sells something. That's just as true in home care as any other business. Yet many home care professionals are uncomfortable with the idea of "selling and marketing". The words conjure up images of fast-paced Madison Avenue types hyping the latest and greatest something or other. But every home care executive is a marketing person. Whether you are promoting home care services, marketing new programs and services, or building your brand awareness in the community, you are a marketer. In this highly interactive learning system, you will experience a proven process for communicating with your customers and potential customers. Whether it's persuading a discharge planner to refer patients to your agency, creating a direct mail advertising campaign, or making an appearance on a local TV talk show, you'll find these skills invaluable to your success.

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

1. Describe the latest research into the top marketing techniques in home care.
2. Discuss the Top Ten Techniques in Home Care Marketing.
3. Select the most effective approach for YOUR business.
4. Apply these techniques to grow your business and multiply your customer base.