



Hot Topics for 2009

Keynote Speeches, Learning Seminars, and Academies

by
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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.

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.

