



Hot Topics for 2009

Keynote Speeches, Learning Seminars, and Academies

by
Stephen Tweed, CSP

For Private Duty Home Care

Opportunities in Private Duty Home Care

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.

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.

