



Hot Topics for 2009

Keynote Speeches, Learning Seminars, and Academies

by
Stephen Tweed, CSP

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.

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.

