

## Marketing Your Specialty Cardiac Care Program

Leading Home Care... a Tweed Jeffries company

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**Your Host:**

*Stephen C. Tweed, CSP*

*Chairman & CEO*

*Leading Home Care*

Cardiovascular Disease is the leading cause of death of both Men and Women in America. There are nearly 24 million adults who are diagnosed with heart disease, and in 2003, there were 147,000 home health care patients with a primary diagnosis of heart disease (11% of home health patients). Last year, over 700,000 deaths in our country were attributed to heart disease which made it the leading cause of death.

Finding new ways to deal with the number one killer of Americans creates a huge opportunity for home health agencies in terms of:

1. Fulfilling your mission
2. Making a significant impact on the lives of your patients
3. Finding better ways to serve key referral sources
4. Growing your business.

In this interactive teleseminar, we'll give you ideas and insights to focus and grow your home health cardiac care program.

**Objectives:** As a result of this teleseminar, you will be able to:

1. Describe the key elements of a successful cardiac care program
2. Discuss the top techniques for marketing your cardiac care program
3. Define the role of telehealth in your cardiac care program.

## Elements of a Successful Cardiac Care Program

Comprehensive Cardiac Assessment

Cardiac nurse case management

Management of acute and chronic cardiac conditions:

- Coronary Artery Disease

- Congestive Heart Failure / LVAD recipients

- Myocardial Infarction

- Cardiac Surgery

- Cardiac Transplant

- ICD Implants

- Cardiac Risk Factors

Advanced IV cardiac therapies:

- Lasix

- Diuretics

- Inotropic Therapy

- Renal Dopamine

Oxygen Therapy/ Pulse Oximetry

Cardiac Outcomes Plans

Coagulopathy

- Coumadin

- PT/INR MonitorinG

Telehealth

Physical Rehabilitation

Intensive patient and caregiver education

Psychosocial assessment and support

## **Packaging and Promoting Your Cardiac Care Program**

1. Naming your program
2. Contents of the Package
3. Benefits of your program to the Patient and to the Referral Source
4. Writing copy that sells

## **Top Techniques for Marketing Cardiac Care Programs**

1. Direct Sales to Physicians and Discharge Planners
2. Continuing Education for Nurses and other professionals
3. Public Speaking
4. Web Site & Electronic Marketing
5. Direct Mail

## **The Role of Telehealth in Your Cardiac Care Program**

Home telehealth is the process of using electronic monitoring equipment in the patient's home to monitor the condition of a patient from a remote location. Telehealth is playing a major role in cardiac care programs. Home Health agencies are finding that regular monitoring of patient vital signs enables them to spot changes in condition in time to prevent rehospitalization or the need for an emergency room visit.

The Technology of Telehealth:

The Outcomes of Telehealth:

The Economics of Telehealth:

### **Telehealth Resources:**

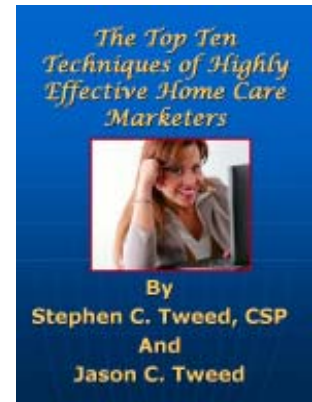
American Telemedicine Association	<a href="http://www.americantelemed.org">www.americantelemed.org</a>
Information for Tomorrow	<a href="http://www.informationfortomorrow.com">www.informationfortomorrow.com</a>
American Telecare	<a href="http://www.americantelecare.com">www.americantelecare.com</a>
Carematrix, Inc.	<a href="http://www.carewatch.com">www.carewatch.com</a>
Cybernet Medical	<a href="http://www.cybernetmedical.com">www.cybernetmedical.com</a>
Honeywell HomMed	<a href="http://www.hommed.com">www.hommed.com</a>
ViTel Net	<a href="http://www.vitelnet.com">www.vitelnet.com</a>
Viterion Telehealthcare, LLC	<a href="http://www.viterion.com">www.viterion.com</a>
WebVMC, LLC	<a href="http://www.webvmc.com">www.webvmc.com</a>



## Other Resources from Leading Home Care to Help you Grow Your Business

### **The Magic is in the Mix: The Top Ten Techniques of Highly Effective Home Care Marketers**

To grow your home care business, apply these proven techniques from the Leading Home Care 2004 marketing survey. These top ten techniques are sure to get you the new client referrals that you want and deserve. Download this manual today at <http://www.leadinghomecare.com/store/ebooks/homecaremarketing.html>.



### **Get Ready - Get Set - Go - Go - Go! A Marketing Primer for Home Health Care Professionals**

This book is a collection of chapters written by experts at taking sound marketing fundamentals and applying them to the home health care market. It includes techniques for taking your programs and products to market for anyone in positions of public contact. Available at <http://www.leadinghomecare.com/store/books/gogogo.html>.

### **Upcoming Teleseminars on Marketing:**

Watch for information on our Spring 2006 Leading Home Care teleseminar series, Recruiting and Retaining Top Talent in Home Care Nursing and Sales.

## About your Leading Home Care Teleseminar Team

### Stephen C. Tweed, CSP



For the past 20 years, Stephen Tweed has worked with home care companies around the country that want to grow their businesses, and with home care leaders who want to multiply performance. He is currently Chairman and CEO of *Leading Home Care ... a Tweed Jeffries company*, the center for home care strategy and leadership. Stephen has served on the Boards of Directors of three different home care companies, and as the Interim President and CEO of a \$25 million home care company with 400 employees.

### Annie Yoho - Teleseminar Producer



Annie Yoho has helped write, produce and emcee numerous audio learning programs. She served as Vice President and Marketing Director for a top-name professional speaker for 10 years, where she developed a unique telemarketing system for business development. Annie's roots represent a long line of professional speaking talent. Her father, father-in-law and husband are all professional speakers. Being surrounded by speakers, she's thrilled to finally have a chance to say something!