



Sales & Marketing Strategies for PPS Performance Teleseminar Series - Session III

This hottest topic in home health care today is the coming change to Medicare PPS. This adjustment in the way your agency is reimbursed for care will have a huge potential impact on the future of your agency. Some agencies will receive less money, and some will receive more.

The data from CMS and Outcome Concept Systems suggests several factors that will enable your agency to prosper during the coming transition. One of those factors is the focus of your sales and marketing efforts.

Since this change in reimbursement is “budget neutral,” some agencies will win and some will lose. In this interactive teleseminar series, experts from Leading Home Care ... a Tweed Jeffries company, will give you the latest strategies and insights to help you grow your business and prosper under the new reimbursement system. You won't want to miss this opportunity to help your sales and marketing team make the best of this changing situation.

Thursday, February 28, 2008 – 1:00 p.m. Eastern Time

Measuring and Managing Your Sales & Marketing Results under PPS

With Stephen Tweed, Michael Giudicissi, and Judith McGuire

“What gets measure gets managed. What gets rewarded gets repeated.” This final teleseminar will help you measure your PPS performance and adjust your sales & marketing strategy to maximize revenue and profitability. Before you can do good, you must do well. If you are going to continue providing high quality home health services, you need to have a profitable agency. This session will show you how to turn your agency into a winner in the PPS performance battle.

Measuring Sales & Marketing Performance under PPS

Critical Measures of Marketing Success:

(Using the PPS Sales & Marketing Scorecard™ 2008)

- Total Patients Served
- Referrals by Source
- Total Admissions
- Conversion Ratio
- Total Full Episodes Ended
- Average Case Weight
- Average Revenue per Episode
- Total Target Admissions
- Admissions by Payer
- Marketing Expenses
- Marketing Cost per Admission
- Patient Revenue
- Profit / Loss

Tracking Individual Sales Representative Results:

(Using the Rep Ratio Form TM)

- Client Contacts (C-1, C-2, C-3)
- Prospect Contacts (P-1, P-2, P-3)
- Total Sales Calls
- Actual Sales Hours
- Referrals
- Admissions
- Conversions Ratio
- Sales Per Hour

Guiding Sales Reps toward Target Markets

- Referrals by Source
- Admissions by target diagnosis
- Admissions by payer source

Discussion Questions:

Set aside some time after this teleseminar to discuss these questions, and develop action plans to put these selling strategies to work in your agency.

1. How will we use the **PPS Sales & Marketing Scorecard**™ to measure the monthly results of our sales and marketing efforts?
2. How will we use the **Rep Ratio Form**™ to track the weekly results of our sales representatives?
3. How will we use these tracking tools to refine our sales and marketing processes?
4. What else do we need to do to improve our sales and marketing results under the new PPS?

Your Leading Home Care Teleseminar Presenters

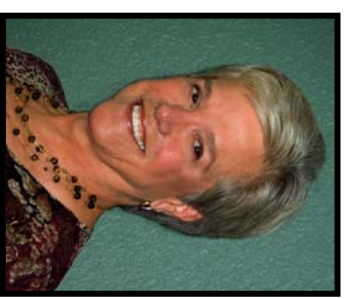
Michael Giudicissi has spent the past 15 years working in sales, sales management, and home care leadership. Before joining Leading Home Care as our Home Care Sales Training Specialist, Michael served as Vice President of Business Development for a \$40 million regional home care company in the Southwestern United States. He coaches home care sales managers in business development and sales performance, and trains home care sales representatives. Michael is the author of two books, including *Making The Approach: Advanced Training for Home Care Sales Professionals*, upon which this teleseminar series is based.

Michael is also the editor of *Sales Manager Insights*, the weekly electronic newsletter for home care sales and marketing managers.



Judith McGuire, RN, CHCE, FACHE has spent the past 30 years in home health care as a nurse, manager, executive, CEO, and consultant. Most recently, she served as director of the largest hospital based home health agency in the state of Hawaii where she achieved 100% growth in patients served. Judy is a Certified Home Care Executive, and a Fellow of the American College of Healthcare Executives.

At *Leading Home Care*, Judy works with hospital based home care agencies that want to grow their businesses, improve quality, be more closely integrated, and increase profitability.



Stephen Tweed, CSP, has spent the last 25 years working with home care organizations that want to grow and with home care leaders who want to get ready for the future. He is currently Chairman and CEO of *Leading Home Care ... a Tweed Jeffries company*. His firm provides strategies and insights for home care companies that want to grow, and for home care leaders who want to get ready for the future. Stephen is the author of *Strategic Focus: A Gameplan for Developing Competitive Advantage*, and co-author of four books specifically for home care leaders.

He is the Editor and Publisher of *Stephen Tweed's Leading Home Care Report*, the largest electronic newsletter for home care leaders, and the publisher of *Private Duty Today*, the leading electronic newsletter for Private Duty Home Care.



PPS Sales and Marketing Scorecard™ 2008

Scorecard Elements	Optimistic	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD Total	YTD Avg	Annual Goal
1- Patients Served		110												0	#DIV/0!	
Key Critical Indicator																
Customers																
2 - Referrals - Hospitals		10												10	10	
3 - Referrals - Physicians		5												5	5	
4 - Referrals - SNFs		3												3	3	
5 - Referrals - ALFs		2												2	2	
6 - Other		1												1	1	
Total Referrals/Inquiries		21												21	21	
7 - Total Admissions		10												10	10	
Conversion Ratio		47.6%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!		47.6%	
8 - Full Episodes Ended																
9 - Avg. Case Weight																
10 - Avg. Revenue per Episode																
Admit by Target Diagnoses																
11 - Admissions - Cardiac		4												4	4	
12 - Admissions - Diabetes		3												3	3	
13 - Admissions - Respiratory		2												2	2.0	
Total Target Admissions		9	0	0	0	0	0	0	0	0	0	0	0	9	0.8	
Target as % of Total		90.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
Admit by Payer																
14 - Admissions - Medicare		6												6	6.0	
15 - Admissions - Medicaid		2												2	2.0	
16 - Admissions - Managed Care		1												1	1.0	
17 - Admissions - Other Insurance		1												1	1.0	
18 - Admissions - self pay		0												0	0.0	
19 - Admissions - other		0												0	0.0	
Marketing Expenses																
20 - Salaries & Wages		\$2,000												\$2,000	\$2,000	
21 - Benefits & Taxes		\$500												\$500	\$500	
22 - Travel		\$200												\$200	\$200	
23 - Meals & Entertainment		\$75												\$75	\$75	
24 - Advertising & Promotion		\$500												\$500	\$500	
25 - Printing & Mailing		\$100												\$100	\$100	
26 - Web Site		\$100												\$100	\$100	
27 - Yellow Pages		\$100												\$100	\$100	
28 - Public Relations		\$100												\$100	\$100	
29 - Other Marketing																
Total Marketing Costs		\$3,675	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,675	\$306	
Cost per Admission		\$368	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!		#DIV/0!	
Financial																
30 - Patient Revenue		\$48,400												\$48,400	\$48,400	
31 - Profit / (Loss)		\$12,000												\$12,000	\$12,000	

Note: See the instructions for this form on Tab 1 of the worksheet.

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Rep Ratio Form™

Sales Rep Name:

Week Ended:

	Monday	Tuesday	Wednesday	Thursday	Friday	Weekly Totals
C-1 Calls						0
C-2 Calls						0
C-3 Calls						0
P-1 Calls						0
P-2 Calls						0
P-3 Calls						0
Total Sales Calls	0	0	0	0	0	0
Actual Sales Hours						0
Referrals						0
Admissions						0
Conversion Ratio %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Sales Per Hour (1.00)	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Training Hours						0
Managers Field Time						0
C-1 Call %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
C-2 Call %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
C-3 Call %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
P-1 Call %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
P-2 Call %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
P-3 Call %	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

Note: See the instructions for this form on Tab 1of the worksheet.

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