



## **Seven Steps to Grow Your Hospital Home Health Agency**

**A three-part audio teleseminar series from Leading Home Care**

**With Stephen Tweed, CSP, and  
Judy McGuire, RN, MPH, CHCE, FACHE**

Hospital based home health agencies face a unique set of challenges in the 21<sup>st</sup> Century. While your competitors think you “have it easy” because you are connected to a hospital, you realize that it takes specialized leadership knowledge and skills to navigate the seas of hospital home health.

In this interactive teleseminar series, Stephen Tweed and Judy McGuire will describe seven specific strategic steps you can take to survive and prosper in home health care as a hospital based agency. They’ll talk you through each of the steps, and describe in detail, proven strategies to build relationships, multiply performance, and grow your business.

**Thursday, March 13, 2008 – 1:00 p.m. Eastern time**  
**Seven Strategic Steps to Grow Your Hospital Based Home Health Agency**

For more than 30 years, Judy McGuire has worked in home health care as a nurse, manager, executive and company CEO. Before joining Leading Home Care, she worked as Director of the largest hospital based home health agency in the state of Hawaii where she achieved 100% growth in patients served, reduced, and achieved and sustained the profitability of this \$7 million home health agency. In this opening teleseminar, Judy and Stephen will discuss the seven step process that Judy used to achieve these outstanding results.

## **The Seven Steps to Growing Your Hospital Home Health Agency**

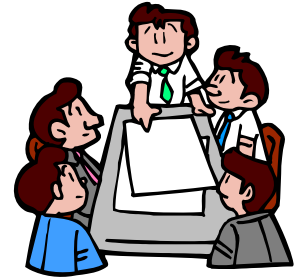
1. Analyze Your Current Reality
2. Assess Your People and Their Strengths
3. Educate and Empower Your Staff
4. Engage Your Hospital Leaders
5. Involve Your Professional Advisory Committee
6. Promote Your Agency in the Community
7. Measure Your Progress and Reward Your Team

## 1. Analyze Your Current Reality

Bring together the members of your home health team to create a snapshot of your home health agency as it exists today. Answer the following questions and put the responses on index cards or flip chart pages.

### ➤ Intuitive Assessment

- How do you feel right now about your home health business?
- What are you most proud of?
- What frustrates you most?
- If you could wave your magic wand, what three things would you fix?



### ➤ Anecdotal Assessment

- What are our greatest accomplishments of the past year?
- What are people saying about us?
  - Employees?
  - Patients?
  - Referral sources?
  - Physicians?
  - Hospital staff?
  - People in the community?
- What is our level of staff morale?
- How well is our information technology working for us?



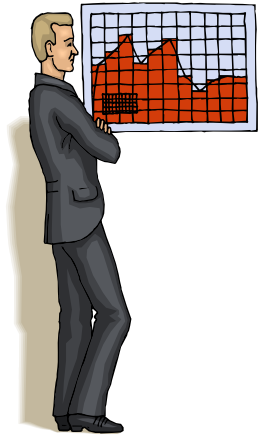
➤ Quantitative Assessment

Gather key data about your agency to create a quantitative picture of your agency at the end of our last fiscal year, and this year-to-date.

- Average hospital daily census
- % Discharges referred to home health
- % of Discharges referred to our agency
- Total referrals
- Total admissions
- Patients served
- Episodes (Medicare and Medicare equivalent)
- Average paid Medicare case mix
- Home Health Compare scores
- Total patient revenue
- Gross margin \$ and %
- Net Income from operations
- Contribution to hospital overhead

Plus:

- Employee satisfaction survey results
- Patient satisfaction survey results
- Referral source satisfaction survey results



## Discussion Questions

1. When can we bring our team together to analyze the Current Reality?
2. How will we set up the process to capture the Intuitive Assessment?
3. What information do we need to collect to conduct our Anecdotal Assessment?
4. What resources and reports do we need to conduct our Quantitative Analysis?

## Your Leading Home Care Teleseminar Presenters

**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.