

## Transforming Private Duty Home Care

with **Stephen C. Tweed, CSP**  
**Chairman & CEO**

**Leading Home Care... A Tweed Jeffries Company**  
**October 2, 2003**

All of the change taking place in home care today is creating incredible opportunities for you to grow your Private Duty Home Care business and position your company for the future. One of the best ways to grow your business is through the focused application of strategic selling and marketing skills.

This high-content teleseminar is designed to provide you and your private duty team with what you need to know to persuade key referral sources and third party payors to refer patients to your private duty company instead of your competitors. It will help you identify and develop certain skills that are critical to your success, and it will show you ways to build better relationships with your key internal and external customers.

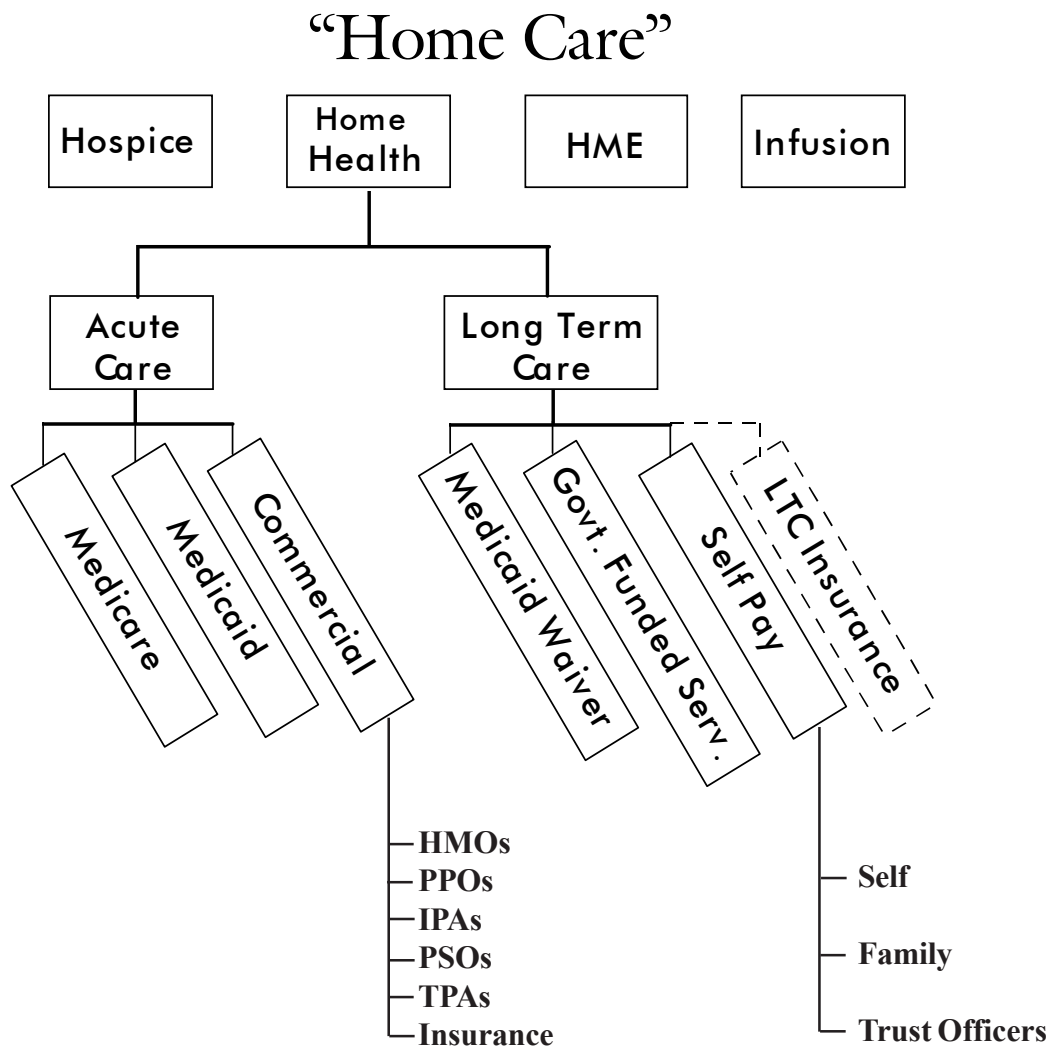
**Objectives:** As a result of this teleseminar, you will be able to:

- Apply seven significant strategies to grow your private duty home care business
- Segment your private duty marketplace
- Package and promote private duty programs
- Find and keep staff

## Seven Significant Strategies to Capture the Private Duty Marketplace

1. **Segment your markets** so you can clearly know your customers... and understand your customers.
  - ✓ You have three types of customers
    1. The Consumer – the person who uses your product or service
    2. The Client – the person who recognizes the need for your product or service and arranges for it to be delivered
    3. The Sponsor – the person who approves payment
  - ✓ You have three types of consumers
    1. Those who can't pay – covered by government funded supportive services
    2. Those who can and will pay – prime prospect for self-pay
    3. Those who can and won't pay – need to be persuaded
2. **Define your uniqueness** so you can gain clear competitive advantage in your marketplace.
3. **Package your programs and services** so you don't compete on price.
4. **Master Strategic Selling and Promotion** techniques so you can communicate your uniqueness to your customers.
5. **Refine your internal processes** so you can provide prompt, reliable service in a cost-effective manner.
6. **Create Strategic Recruiting Advantage** so you can hire the best people to serve your customers.
7. **Measure, manage and celebrate your success** so you can make a profit and grow your business.

## Segmenting Your Markets



- Determine your agency’s position in each segment.
- Conduct a competitive analysis.
- Define your Competitive Advantage in each segment.
- Develop your pricing strategy.

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## Find and Keep Top Talent

To Recruit and Retain Capable People, you need to...  
**Create Strategic Recruiting Advantage** through...

1. Servant Leadership
2. Meaningful Work
3. Appreciation and Recognition
4. Career Opportunity
5. Flexibility
6. Relationships
7. Pay and Benefits

Keep Your Marketing and  
Recruiting in Balance



## Other Upcoming Teleseminars from Leading Home Care

### The Leading Home Care Business Development Series

This is the series that you are currently dialing in to. Our focus is providing information, ideas, and insights to help you grow your home care business. Coming this fall:

- November 12, 2003 1:00 p.m. Eastern - Finding and Keeping Top Talent
- December 11, 2003, 1:00 p.m. Eastern - Creating Exceptional Customer Experiences
- January 8, 2004, 1:00 p.m Eastern - Selling Home Care Services
- February 5, 2004, 1:00 p.m. Eastern - Marketing Skills for Home Care Leaders

### The NPDA Private Duty Teleseminar Series

Leading Home Care... A Tweed Jeffries Company has created a strategic partnership with the **National Private Duty Association** (formerly the National Association for Private Duty Home Care) to produce a monthly series of teleseminars specifically for private duty companies. For specific insights on how to grow your Private Duty Home Care Business, you won't want to miss these teleseminars:

- October 16, 2003, 1:00 p.m. Eastern - Marketing Private Duty Home Care Services with Gwen Watkins, Director of Marketing, Wellspring Personal Care, Chicago, IL
- November 20, 2003, 11:30 a.m. Eastern - Public Relations for Private Duty with Merrily Orsini, CEO, My Virtual Corporation, Louisville, KY
- December 18, 2003, 11:30 a.m. Eastern - Selling Private Duty Services with Denise Spiewak, Director of Home Care, Kelly Home Care Services, Troy, MI

### The Leadership Academy Teleseminar Series

**The Academy for Home Care Leadership**, a division of Leading Home Care is kicking off its live Leadership Academy in October in Opelika, Alabama. In support of the live seminar, we will be launching a new teleseminar series that will enable you to provide a monthly leadership development learning program right in your company for your managers and supervisors. Our guest expert will be Elizabeth Jeffries, RN, CSP, CPAE, our resident expert on servant-leadership and personal performance.

- November 20, 2003, 2:00 p.m. Eastern - Seeing the Bigger Picture
- December 18, 2003, 2:00 p.m.. Eastern - Forces & Trends Shaping the Future of Home Care
- January 22, 2003 , 2:00 p.m. Eastern - Strategic and Operational Planning

for more information, or to register for any of these teleseminars, go to [www.leadinghomecare.com](http://www.leadinghomecare.com).

## About your Teleseminar Presenter: Stephen C. Tweed, CSP



For the past twenty 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. He has presented over 500 keynote presentations and learning seminars for home care association conferences and corporate meetings. He has written three books and dozens of articles on strategy and leadership, and he is the father of a 32 year old son who lives in a wheelchair and uses the services of home care on a daily basis. Stephen also is serving as the Immediate Past-President of the 3800 member National Speakers Association.

## Your Moderator for the Leading Home Care Teleseminar Series: Dan Cassin



Dan Cassin brings us more than 20 years of experience in sales and customer service in financial services, residential construction, and home care. Dan works with **Leading Home Care... A Tweed Jeffries Company**, and our sister company **Lighthouse Learning Systems... A Tweed Jeffries Company**, as a learning program facilitator. Dan presents educational programs on sales and customer service for home care companies, and is the director for a major project to create a customer service culture in the hospitality industry in Greater Louisville. Dan also serves as the moderator for our three different teleseminar series here at Leading Home Care.