



Session Two

The Forces & Trends Shaping The Future of Home Care

- ◆ **Five Forces affecting Your Future**
- ◆ **Ten Trends Leading the Way**
- ◆ **Seven Performance Accelerating Technologies**
- ◆ **Discussion Questions for your small group**
- ◆ **Next Month's Field Work**

**December 18, 2003
1:00 - 2:30 p.m. Eastern Time**



Notes

The Forces and Trends Shaping the Future of Home Care

Forces: Those pressures that cause Change.

Trends: The patterns of change caused by the Forces.

There are five major forces affecting the future of home care. They are:

1. Economic forces
2. Demographic changes
3. Consumer choice
4. Technology
5. Political change



Notes

Ten Trends that are Leading the Way

1. From consolidated corporations to community-based delivery systems
2. From acute care to post-acute and long term care
3. From institutions to home and community based care
4. From managed cost to managed value
5. From denial of payments to criminal indictments
6. From staff surpluses to staff shortages
7. From process orientation to outcomes orientation
8. From provider centered care to patient focused care
9. From payors in control to consumers in control
10. From high-tech to cyber tech ... in medicine and information



Notes

**Seven Performance Accelerating Technologies that will
Shape the Future of Home Care**

1. Telehealth
2. Point-of-care palm-top computing
3. Digital imaging
4. Microdiagnostics
5. Wireless connectivity
6. Web-based data access



Notes

Discussion Questions

1. How will these ten trends affect our agency and our community?
2. What other trends do we see affecting our agency?
3. How will the seven performance accelerating technologies affect our ability to deliver home care services?
4. What can we do as leaders to be prepared for the changes that are taking place as a result of these trends?

Field Work Assignment:

Ask for a copy of your company's current Strategic Plan and Operating or Business Plan. Discuss with your immediate supervisor how these plans affect your area of responsibility.



Notes

The Leadership Academy Teleseminar Series

You are participating in a unique learning experience. There is no place else in the world where you can experience the interactive discussion of the top ten characteristics of highly effective home care leaders from the comfort of your own conference room.

Be sure to participate in all eight of the teleseminars in this series:

Schedule and Topics: (All times 1:00 - 2:30 p.m. Eastern)

November 20, 2003 - Seeing the Bigger Picture

December 18, 2003 - Forces & Trends Shaping the Future of Home Care

January 22, 2004 - Strategic and Operational Planning

February 19, 2004 - Setting Priorities & Managing Time

March 18, 2004 - Problem Solving & Decision Making

April 15, 2004 - Finding and Keeping Great People

May 20, 2004 - Inspiring Others to Follow YOU

June 17, 2004 - Managing Team Performance

If you are unable to attend any of the live teleseminars, be sure to ask for a copy of the audio CD recording that you can listen to at your convenience. Each teleseminar is recorded live and an audio CD is provided as part of your registration fee.



About your Leadership Academy Teleseminar Team

Notes



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. 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 33 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 3500 member National Speakers Association.



Elizabeth Jeffries, RN, CSP, CPAE is a relationship strategist and CEO of *Executive Mastery... a Tweed Jeffries Company*. She consults with and coaches healthcare and business leaders who want to master their influence with their work teams and their customers, and multiply their own performance. Elizabeth is an award winning speaker, columnist, and author of several books, including *The Heart of Leadership: How to Inspire, Encourage and Motivate People to Follow You*. Over one million people in more than 3000 presentations have participated in Elizabeth's "can-do, how-to" programs. From General Electric, to the Crystal Cathedral, and from the American Hospital Association to Churchill Downs, her clients are businesses, healthcare organizations and professional associations

Your Moderator for the Leadership Academy Teleseminar Series:



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.