

## DETAILS/PROGRAM SCHEDULE

8:00 a.m. – Registration & Continental Breakfast

8:30 a.m. – Welcome and Introductions

### I. Seeing the Bigger Picture

- The Three Key Elements of a successful Private Duty Home Care Business
- The Private Duty Business Builders™ growth matrix

### II. Getting More Clients

- Defining your target markets
- Targeting key referral sources –The Top Referrers in PDHC
- The Top Ten Techniques of Private Duty Marketers
- “Sitting on the Sofa with the Customer” – Selling PDHC
- Developing your sales and marketing strategy

12:00 p.m. - Lunch

### III. Finding and Keeping Caregivers

- Top Techniques for recruiting caregivers
- Reduce Caregiver Turnover through Pre-employment Assessments
- Creating competitive advantage with Caregiver Quality Assurance
- Keeping your caregivers by creating a great place to work
- Your Strategic Staffing Scorecard

### IV. Making More Money

- Setting up your Private Duty Scorecard
- Turning client revenue into gross margin dollars
- Controlling costs to grow net profit

4:00 p.m. - Adjourn

## WHO SHOULD ATTEND

- Owners
- Administrators
- CEO's
- Your Key Team Members (Two or more registrations from the same company get a \$50 discount per registration).

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The Academy for  
Private Duty Home Care

# Get the Advantage Over Competitors

The most intense,  
The most practical,  
The most hands-on  
seminar of its kind!

**REGISTER TODAY!**

## September 23, 2010 Orange, CA

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**CAHSAH**

Shaping the Future of Home Care

Stephen Tweed, CEO of Leading Home Care.... a  
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