



**Serving More Clients:**  
**Strategies and insights to grow your private**  
**pay, non-medical home care business**

**June 26, 2013**

**Altoona, PA**

An intense interactive learning process with Stephen Tweed, CSP

**Register today!**

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# INTRODUCTION

Join dozens of other owners and CEOs of successful private duty home care companies for this Academy of Private Duty Home Care workshop.

**When:** Wednesday, June 26, 2013

**Where:** Delta Health Technologies, Altoona, PA  
Blair County Convention Center, [www.blairconventioncenter.com](http://www.blairconventioncenter.com)

The Serving More Clients workshop in Altoona, PA is being held in conjunction with the Delta Health Technologies' National Customer Forum. Delta's National Customer Forum is an annual event whose principle objective is to advance the effective use of Delta's private duty, home care and hospice solutions. The forum focuses on education, product demonstrations, networking and exchanging ideas with peers, and social activities.

The morning of June 26<sup>th</sup>, you can join other guests of the Delta Health Technologies' National Customer Forum for a continental breakfast, starting at 8:00 a.m. and then meet with Stephen Tweed at 8:30 a.m. for the beginning of the workshop. There will be a break both before and after lunch, with the mid-day meal starting around 12:00 p.m. We will rejoin immediately after lunch until 4:00 p.m.

# BIO FOR STEPHEN C. TWEED, CSP



Stephen C. Tweed, CSP is Chairman & CEO of Leading Home Care ... A Tweed Jeffries Company, Tweed Jeffries, LLC located at 9750 Ormsby Station Road, Suite 205, Louisville, KY 40223.

Stephen is a Healthcare and Business Strategist, professional speaker, author, consultant. Stephen works with CEOs and executive teams of home care companies that want to grow their businesses and get ready for the future.

Stephen has a BA in Speech from Lock Haven University of PA, MS in Communication from Clarion University of PA, Clarion, PA, and CSP, Certified Speaking Professional from the National Speakers Association, Tempe, AZ.

Stephen is a business strategist, Speaker, author and consultant serving the home health care industry since 1982. He is a board member for 3 different not-for-profit home care agencies, board member of a major rehab hospital and home care agency, and Interim President & CEO of a \$25 million home care company. He is an author or co-author of five books on business and home care. Stephen is a father of a 39 year old son who is physically disabled and uses the services of home care on a daily basis. He is also a past-President of the 3800 member National Speakers Association.

As a professional speaker, Stephen Tweed has delivered over 1000 presentations to hundreds of thousands of healthcare and business executives. He was awarded the prestigious designation, CSP – Certified Speaking Professional – by the National Speakers Association in 1993.

Phone: 502-339-0653 • Fax 502-339-2192 • [Stephen@leadinghomecare.com](mailto:Stephen@leadinghomecare.com) • [www.leadinghomecare.com](http://www.leadinghomecare.com) • [www.privatedutytoday.com](http://www.privatedutytoday.com)

# ABOUT THE WORKSHOP

In these times of turbulent change in home care, the strongest, fastest growing companies will survive. In this high impact, interactive workshop, Stephen Tweed will share with you the latest insights from research conducted by Leading Home Care, and from the Private Duty Benchmarking Study conducted by Home Care Pulse. Then he will guide you in developing a highly effective sales, marketing, and public relations strategy to get more referrals, convert more admissions, and serve more clients.

No one else in this industry has the information that you will gain when you come to this unique, high-impact learning program. Not only will you get the benefit of the information provided by our faculty, but you'll have the opportunity to network and exchange ideas with other successful private duty business owners.

# OBJECTIVES

As a result of this program, participants will be able to...

1. Describe the latest research into the top marketing techniques in home care.
2. Discuss the differences between consumer marketing and referral marketing
3. Select the most effective marketing strategy for YOUR business.
4. Apply these techniques to grow your inquiries and referrals that turn into admissions.

# AGENDA

## 8:00 a.m. Registration & Coffee

### 8:30 a.m.

#### I. Opening

1. The Leading Home Care Home Care Sales and Marketing Study
2. The national Private Duty Benchmarking Study
3. Five Sources of Inquiries and Referrals
4. Three ways to Grow your Business
5. Consumer Marketing versus Referral Marketing

### Break

#### II. Marketing Directly to Consumers

- “How to build brand awareness without wasting a ton of money.”

### 12:00 – 1:00 p.m. Lunch

#### III. Marketing to Referral Sources

- “How to reach high potential referral sources using the
- Six Secrets of Selling Private Duty Home Care.”

### Break

#### IV. Application – Developing your Simple Strategic Marketing Strategy

1. Primary Marketing Techniques
2. Secondary Marketing Techniques
3. Repetition and consistency

### 4:00 p.m. - Adjourn

**About your Speaker:** Stephen Tweed, CSP, has spent the last 25 years working with home care and hospice 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. He regularly conducts industry surveys and research to identify the best practices in business strategy, sales & marketing, and leadership. Stephen is Publisher of Private Duty Today, the leading electronic newsletter for owners, CEO's and administrators of private pay, non-medical home care companies. He is also the Founder of The Academy for Private Duty Home Care®.

# REGISTRATION INFORMATION

## Fees

The Workshop fee includes the workshop, meals and shuttle to the Blair County Convention Center from participating hotels. The fee does not include hotel room or transportation.

The registration fee for the Service More Clients workshop is \$399 per person.

## Registration

Each participant is required to register.

Once you have completed your online registration, we encourage you to send your payment by check.

You may mail your payment to:

Delta Health Technologies  
c/o Serving More Clients Workshop  
400 Lakemont Park Blvd.  
Altoona, PA 16602

Participants may register for the Serving More Clients workshop [online](#).

**Registrations must be received by June 21, 2013.**

## Cancellations

To receive a refund, send your cancellation request to the National Customer Forum Committee at Delta ([NCFCommittee@DeltaHealthTech.com](mailto:NCFCommittee@DeltaHealthTech.com)). Refunds will not be given until after the workshop. No refunds will be given for cancellations received on or after June 7, 2013. Registrations are transferrable to another representative from your organization.



# MISCELLANEOUS INFORMATION

## Handouts

Take home materials will be provided to each participants of the Serving More Clients workshop at the beginning of the workshop.

## Travel and Hotels

Carefully read the Accommodations page in this booklet. Make your hotel reservations as soon as possible. Blocks of rooms have been set aside at the hotels listed on the Accommodations page in this booklet. You are responsible for making your travel and lodging, as well as the expenses incurred for these reservations.

## Dress Code

The dress code is business casual. You are going to be doing a lot of sitting, so make sure you are comfortable. Temperatures tend to fluctuate from room to room, so we suggest that you bring a sweater or jacket.

## Badges

You will receive a name badge in your registration packet when you arrive. You must wear your badge to be admitted to the workshop and meals.

# ACCOMMODATIONS

There are group blocks reserved at the following properties. All three properties are in close proximity to the Blair County Convention Center – the farthest being the Holiday Inn Express, which is still only a ten minute commute. Please note that a shuttle will be provided for our guests who are staying at the preferred lodging properties listed below.

## **Courtyard by Marriott**

*(adjacent to Blair County Convention Center)*

Two Convention Center Drive  
Altoona, PA 16602  
Phone: (814) 312-1800

Rate: Single/Double \$99.00/night  
**Group Code** Delta Health Technologies  
**Reservation Deadline:** May 21, 2013

## **Hampton Inn**

*(1.8 miles to Blair County Convention Center)*

180 Charlotte Drive  
Altoona, PA 16602  
Phone: (814) 941-3500

Rate: Single/Double \$89.00/night  
**Group Code** Delta  
**Reservation Deadline:** May 30, 2013

## **Holiday Inn Express**

*(2.6 miles to Blair County Convention Center)*

3306 Pleasant Valley Blvd.  
Altoona, PA 16602  
Phone: (814) 944-9661

Rate: Single/Double \$99.95/night  
**Group Code** DHS  
**Reservation Deadline:** June 2, 2013

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\*The rates will be available on a space available basis for the Academy for Private Duty Home Care attendees as well as Delta's National Customer Forum attendees. Rates may be subject to change without prior notice. The blocks of rooms reserved at these properties are available on a first come-first served basis. When making your reservations, please refer to the group codes listed above in order to access the room blocks.

*The properties listed above are the preferred lodging properties for the Serving More Clients workshop and Delta's National Customer Forum in Altoona, PA. For additional options, including Bed & Breakfasts, please contact the Allegheny Mountains Convention Center and Visitors Bureau at 1-800-842-5866. You can also access their website at [www.amcvb.com](http://www.amcvb.com).*



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400 Lakemont Park Blvd.

Altoona, PA 16602

P: 814.944.1651

F: 814.942.4618

[www.AppointMate.com](http://www.AppointMate.com)