

11th Annual  
**Power Home Health Referrals**

Planet Hollywood Resort & Casino | Las Vegas | Feb. 15-17, 2012



**BONUS!**

Walk away with dozens of tools that will more than pay for your registration!

### Increase referrals: Guaranteed!

Join us at the biggest marketing training event of the year. Take home hundreds of tips and tools to:

- ▶ Double your revenue in two years
- ▶ Gain more than 1,000 additional hospice referrals
- ▶ Turn your staff into a marketing machine
- ▶ Prevent lost referrals due to face-to-face rules

### New Pre-conference

DecisionHealth introduces the **Workshop: Blueprint for Sales Success**. This revenue-generating blueprint starts before you arrive and concludes with strategies to help build a booming business.

“ This conference presents informed, up-to-date speakers, great take-home tools and answers to difficult challenges.”

– Amber Grimm,  
Family Home Health Services

Presented by:

Home Health Line

Register at [www.powerreferrals.com](http://www.powerreferrals.com)  
or call toll-free **1-855-CALL-DH1** today!

11 years of training events  
to generate referrals

# Pre-conference Workshop: Blueprint for Sales Success

Wednesday, February 15

## Pre-conference

This must-attend pre-conference workshop with experts Mike Ferris and Kara Osborne engages you in a 5-step process that begins before you arrive and concludes giving you the strategies, tools, techniques and confidence to leverage key accounts into a booming business.

**Mike Ferris,**  
Principal, Sales,  
Marketing and Referral  
Management Solutions,  
Simione Healthcare Consultants



**Kara Osborne,**  
Senior Project Manager,  
Simione Healthcare Consultants



### **STEP 1 Pre-conference homework**

Before the conference, we'll email guidelines and a template to measure your market potential based on service lines, key accounts, accounts with the potential to deliver more and patient mix. Completing Step 1 will jumpstart the process for building your blueprint during the pre-conference.

8:00 – 9:00 a.m.

#### Pre-conference Registration

### **STEP 2 Identify your biggest referral opportunities**

9:00 – 10:30 a.m.

A steady stream of new referrals will follow when you conduct the market research necessary to identify your top three to five key accounts. We'll give you the tools to identify which accounts have the most potential and assist you in developing your key-account list.

**Blueprint for Sales Success:**  
Complete your agency-specific list of key accounts.

10:30 – 10:45 a.m.

#### Networking Break

### **STEP 3 Strategies for appealing to top accounts**

10:45 a.m. - Noon

Take home proven sales strategies to appeal to the key players within specialty areas. Turning key accounts into referral-generating machines means knowing and selling your agency's unique value proposition. In this session, you will tap into the concerns of key players across the

continuum of care, and develop a strategy for each player.

**Blueprint for Sales Success:** Define your agency's value proposition and map out five proven strategies to secure referrals from niche markets

Noon – 1:00 p.m.

#### Networking Lunch

### **STEP 4 Manage "diamond" accounts, maximize growth**

1:00 – 2:30 p.m.

Double the number of cases you get from your top accounts by tracking account activity. Know the number and types of referrals you're receiving from those sources, identify missed opportunities, such as patients with a certain diagnosis who aren't being referred to you, and pick up tips for securing those referrals in the future.

**Blueprint for Sales Success:**  
Create dashboards and metrics to track growth.

2:30 – 2:45 p.m.

#### Networking Break

### **STEP 5 Group activity: Your plan for success**

2:45 – 3:45 p.m.

Engage in an interactive exercise with your fellow attendees to create a strategic plan for attracting referrals from the key accounts you identified, whether it's an internal medicine practice, SNF, home health agency or hospice.

3:45 – 4:00 p.m.

#### Questions and answers

4:00 p.m.

#### Pre-conference adjourns

# Main Conference: Power Home Health Referrals

Thursday, February 16

## Main Conference Day 1

8:00 – 9:00 a.m.

### Registration

9:00 – 10:15 a.m.

### Don't let regulatory tides wash away referrals



**Lori Moshier**, marketing consultant, Novaetus, Novi, Mich.

Double your revenue in two years by turning regulatory challenges into referral opportunities. Expert advice from 20-year home health expert Lori Moshier has helped client agencies accomplish that and more when facing increased regulatory burdens.

**TOOLS:** Sample sell sheet on HH-CAHPS and outcomes measures.

10:15 – 10:45 a.m.

### Networking and refreshments

10:45 a.m. – Noon

### Rid your agency of compliance risks



**Elizabeth Zink-Pearson**, attorney, Pearson & Bernard, Edgewood, Ky.

Civil false-claims penalties could cost you \$10,000 for each claim. Protect your agency by audit-proofing your marketing and sales practices to dodge the dangers of recently revved-up enforcement efforts by OIG, DOJ, ZPICs and RACs.

**TOOLS:** OIG opinions on risky marketing practices, sample policy on gifts to referral sources and a compliance code of conduct.

Noon – 1:30 p.m.

### Power Lunch Idea Exchange

Take home dozens of referral-boosting marketing ideas from your peers and get the chance to win **DecisionHealth** products worth hundreds of dollars!

### TRACK 1 Creative ways to boost referrals

1:30 – 2:30 p.m.

### Rev up referrals from acute-care rehab



**Tanya Lukomski**, director of market development, Vitas Innovative Hospice Care, Southfield, Mich.

Create a steady stream of referrals from acute-care rehab and skilled nursing facilities with creative sales tactics. Tanya Lukomski will share proven strategies, such as training sales teams to inform gatekeepers that home health will help reduce rehospitalizations.

**TOOLS:** Telephone and in-person sales tips for acute-care rehab referrals

2:30 – 2:45 p.m.

### Networking and refreshments

2:45 – 3:45 p.m.

### Current events captivate referral sources

**Lori Moshier**, marketing consultant, Novaetus, Novi, Mich.

Increase your agency's revenue throughout the year with a calendar that provides timely marketing and sales strategies based on annual events. Your marketers can use those events to promote your agency's programs and boost referrals.

**TOOLS:** Sample marketing calendar and sample marketing collateral.

3:45 – 4:00 p.m.

### Networking and refreshments

4:00 – 5:00 p.m.

### Improve your marketing without spending a dime



**Sylvia Woods**, independent consultant, home health care business development

Turn your staff into a marketing machine with low-cost, high-yield community programs. Sylvia Woods outlines a referral-building program that gets the word out about your agency's services without breaking the bank.

**TOOL:** Checklist of community blitz pre-planning activities

### TRACK 2 Bolster your hospice referrals

1:30 – 2:30 p.m.

### Market safely in the OIG spotlight



**Robert Markette**, attorney, Benesch, Friedlander, Coplan & Aronoff, Indianapolis

Avoid civil monetary penalties of up to \$25,000 by assessing your referral relationships with nursing homes. OIG recently launched a new series of probes into relationships between nursing homes and hospices that could lead to widespread contractor reviews.

**TOOLS:** List of compliance red flags and a sample letter to alert your referral sources to a potential problem.

2:30 – 2:45 p.m.

### Networking and refreshments

For more information, call toll-free

2:45 – 3:45 p.m.

## Eliminate barriers to appropriate hospice admissions



**Katherine Northcutt**, Senior Project Manager, Simone Healthcare Consultants, Marietta, Ga.

Gain more than 1,000 additional hospice referrals a year by adopting effective customer-service strategies. Katherine Northcutt will share the proven best practices that helped 12 separate hospice clients boost referrals.

**TOOLS:** Whitepaper on customer service, free mystery call, tool to assess effectiveness of referral center staff and a self-assessment tool for referral staff.

3:45 – 4:00 p.m.

## Networking and refreshments

4:00 – 5:00 p.m.

## Identify competitors' weaknesses to grow hospice referrals



**Barbara Gray**, senior consultant, Beth Carpenter and Associates

Grow your hospice referrals up to 10% in every market when you perform a competitive analysis that identifies what customer needs your top competitors aren't meeting. Barbara Gray walks you through the steps of identifying unmet needs and then making real changes to your operations and marketing to address those needs.

**TOOL:** Sample competitive analysis grid

Friday, February 17

# Main Conference Day 2

8:00 – 9:30 a.m.

## Legal straight talk: Get answers to tough questions

**Robert Markette**, attorney, Benesch, Friedlander, Coplan & Aronoff, Indianapolis, and **Elizabeth Zink-Pearson**, attorney, Pearson & Bernard, Edgewood, Ky.

Learn how to avoid the fines and jail time that could result from anti-kickback and Stark violations. Home health attorneys Robert Markette and Elizabeth Zink-Pearson combine their 30 years of experience to answer your most difficult questions about how to stay within the line of compliant marketing practices.

**TOOLS:** Steps to audit marketing practices and checklist for dealing with noncompliant competitors.

9:30 – 9:45 a.m.

## Networking and refreshments

9:45 – 10:45 a.m.

## Let CRM improve homecare sales staff productivity



**Darcey Trescone**, Senior Manager, Simone Healthcare Consultants, Las Vegas

Help your sales reps manage their time and territory, differentiate your high-achieving sales staff from your underperformers and minimize the financial risk of employee turnover by switching to a sophisticated electronic CRM program. Darcey Trescone, Senior Manager, will walk you through understanding the value

of the CRM tool and key considerations in selecting, implementing and measuring success.

10:45 – 11:00 a.m.

## Break

11:00 a.m. – Noon

## Ignite more admissions with key metrics



**Joanne Moore**, director of marketing and business development, Family Home Health and Centered Hospice, Addison, Ill.

Don't let the face-to-face encounter rules and increased competition lead to lost referrals. Adopt a marketing scorecard that measures key metrics, like quarterly referral growth or declines by referral source, and automatically increase your revenue.

**TOOLS:** Step-by-step guide to building your own marketing scorecard and a sample marketing scorecard.

Noon

## Conference adjourns

## Who should attend?

- ▶ Directors of sales and marketing
- ▶ Marketing liaisons
- ▶ Community liaisons
- ▶ Marketing managers
- ▶ Sales managers
- ▶ Administrators
- ▶ Referral nurses
- ▶ Directors of business development
- ▶ Physician and community educators
- ▶ Business coordinators
- ▶ Presidents/CEOs/owners

## 100% Money-Back Guarantee

If you don't leave this conference with great tools and tips to boost referrals and grow your business, we will refund your entire registration fee, no questions asked – and you can keep all conference materials and tools!

### Hotel & Travel Discounts

Planet Hollywood Resort & Casino  
3667 Las Vegas Boulevard South  
Las Vegas, NV 89109

Reservations: 1-877-244-9474

Call the hotel directly at **1-877-244-9474** to make your reservations. **Note:** Only a limited block of rooms has been reserved at the discounted rate of \$149 single/double. To receive the discount you must confirm your reservation by **January 20, 2012** or before the block is full. Thereafter, reservations will be taken on a space-and rate-available basis only. Rooms at the conference hotel are expected to fill quickly, so be sure to confirm your reservation soon.

### Airline discount

United Airlines is offering conference attendees a special discounted rate. To take advantage of savings up to 10% off published domestic fares, call **World Travel Service at 1-877-778-7936** or call **United Airlines at 1-800-521-4041** and refer to **File #582PV**.

### Rental car discount

Avis Car Rental is offering conference attendees discounted rates. To take advantage of these rates, please call **1-800-331-1600** and mention **AWD #T706699** to receive the discount.

### Questions?

Call our conference coordinator at 1-855-CALL-DH1 or email [conf@decisionhealth.com](mailto:conf@decisionhealth.com).

### Presented by:

**Home Health Line** has served as the nation's leading independent authority on home health care business, regulation and reimbursement for more than 30 years.

**DecisionHealth**® serves the business and regulatory needs of health care practitioners, providers and their administrative staffs nationwide by offering independent newsletters, books and websites that help readers make the best business decisions.



# Registration

## FASTEST WAYS TO REGISTER

1. Register **ONLINE** at [www.powerreferrals.com](http://www.powerreferrals.com)
2. **CALL** toll-free 1-855-CALL-DH1
3. **FAX** to 1-301-527-1316
4. Complete registration form and **MAIL** to:  
Two Washingtonian Blvd., 9737 Washingtonian Blvd., Suite 100, Gaithersburg, MD 20878-7364

**YES!** Sign me up for the **11th Annual Power Home Health Referrals Conference!**

Choose your program	Price	Subtotal
Pre-conference AND Main Conference	\$995	
Main Conference only	\$795	
Pre-conference only	\$595	
Not to be combined with any other discount or offer.		<b>TOTAL</b>

C1298

### Exhibitors

Reach hundreds of decision-makers looking for solutions to their unique challenges! Capitalize on this opportunity by exhibiting onsite and generate new leads and sales for your company. To ensure maximum exposure at this event, limited vendor participation is available. For more information, contact Elizabeth Christian, [echristian@decisionhealth.com](mailto:echristian@decisionhealth.com), 1-800-929-4824, ext. 2232 or 1-301-287-2232.

Make checks payable and mail to:  
DecisionHealth – C1298  
9737 Washingtonian Blvd., Ste. 100  
Gaithersburg, MD 20878-7364

### Multiple attendees?

For multiple attendee discounts, call Customer Care toll-free: 1-800-CALL-DH1, option 1.

Please enter your "Promo Code" from the back of this mailer to ensure accurate registration \_\_\_\_\_

### Attendee & Payment Information

**Important:** Information regarding the program will be sent to registered participants via email. Please provide an email address for each attendee. List additional attendees on a separate form.

Name: \_\_\_\_\_

Title: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_ Make checks payable to: DecisionHealth-C1298 (TIN: 26-3622553)

Charge \$ \_\_\_\_\_ to my:

Card #: \_\_\_\_\_ \*Charges will appear as UCG conference. Exp. Date: \_\_\_\_\_

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Bill my organization (must pay prior to the conference).

### Cancellation/Substitution Policy

Transfers/substitutions are permitted at any time. However, for administrative purposes, please notify the conference registrar at 1-855-CALL-DH1 as soon as changes are made. Cancellations must be received in **writing by Jan. 27, 2012**, to receive a full refund. Cancellations made after that time are subject to a \$150 administrative charge. Registrants who do not cancel and do not attend are liable for the full registration fee. Email [registrar@decisionhealth.com](mailto:registrar@decisionhealth.com) for cancellations. Phone cancellations are not accepted.

11th Annual

# Power Home Health Referrals

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Call toll-free **1-855-CALL-DH1**  
or visit **www.powerreferrals.com**  
to register today!

Presented by:  



11th Annual

## Power Home Health Referrals

### Take home the following tools worth \$1,000!

- ▶ Sample sell sheet on HH-CAHPS
- ▶ Sample sell sheet on outcomes
- ▶ OIG opinions on risky marketing
- ▶ Sample policy on referral source gifts
- ▶ Compliance code of conduct
- ▶ Sales tips for acute-care rehab
- ▶ Sample marketing calendar
- ▶ Sample marketing collateral
- ▶ Checklist of community blitz activities
- ▶ List of compliance red flags
- ▶ Sample letter to alert your referral sources to a potential problem
- ▶ Whitepaper on customer service
- ▶ One free mystery call
- ▶ Tool to assess effectiveness of referral center staff
- ▶ A self-assessment tool for referral center staff
- ▶ Sample competitive analysis grid
- ▶ And more!

## New this year!

Interactive pre-conference:  
“Blueprint for Sales Success”

- ▶ Measure your market potential
- ▶ Identify the biggest referral opportunities
- ▶ Appeal to top accounts
- ▶ Maximize growth by managing “diamond” accounts
- ▶ Develop an actionable plan for attracting referrals

**Find out how to leverage key accounts into a booming business!**

Register at **www.powerreferrals.com**  
or call toll-free **1-855-CALL-DH1** today!