

GROWTH SUMMIT

Home Health, Home Care & Hospice
Owners and Leaders

Workshop Agenda

September 17th – 19th, 2019
Las Vegas, NV

September 17th - Day One

1:00PM - 5:00PM

- **State of the Industry Address**
- **Virtual Caregiving, Remote Patient / Client Monitoring, and AI – “OH MY!”**

Meet the future of caregiving and clinician extension! Future-facing technology will enable us to overcome labor shortages, deepen our relationships, and protect our patients / clients without the cost of another FTE. All while producing improved outcomes and adding revenue to your agency. This Amazon-partnered technology will be revealed on stage by the CEO!

- **Reception**

September 18th - Day Two

9:00AM – 5:00PM

- **Breakfast**
Served for VIP 8:00AM – 9:00AM
- **PDGM - Your Marketing & Sales Pathway to Success**

Home Health – Which patients are you going to target?

Home Care – How to use PDGM as the biggest opportunity to FINALLY get a seat at the table!

Discover how this radical payment change will impact your business. AND, learn how to position yourself as the expert in your community, so you can **increase your referrals and impact your revenue!**

Now that you know PDGM - Create referral partnerships that grow your business, improve outcomes, and enhance patients' lives the EASY WAY! Create a step-by-step plan to craft a partnership that will consistently drive business and lock up your new relationships in a vault!

- **Leadership Panel**
- **Lunch**
Served for VIP 12:15PM – 1:15PM
- **Post-Acute Collaboratives – From the “INSIDE”**

Dr. Spector from Temple Hospital will share his experience from the inside of a hospital as the leader of one of the most successful Collaboratives between acute care and services in the home. Discover successful tactics, and Dr. Spector will share his templates for you to create your own cross-referring Collaborative when you get home!

- **The Total Sales Agency - even if most of your staff HATES the word Sales!**

The Top Performing agencies are **sales organizations first**, but who also happen to **care for people** as their business line. BUT, your caregivers, nurses, therapists, and office staff do not often see themselves as part of the sales process. In this session, discover how to create a sales program that inspires **ALL** your staff to promote your agency!

- **Invitation to the next level - Join us for celebration cocktails!**

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September 19th - Day Three

9AM – 1PM

- **Breakfast**

Served for VIP 8:00AM – 9:00AM

- ***PDPM – How will you support your Skilled Nursing Facilities during their payment changes, so that you gain the most referrals?***

Hear from a 3rd generation Skilled Nursing Home owner who also owns a Home Health and Hospice, and gain **the inside scoop** on the changes October first. Learn how your agency can take advantage and **gain more referrals!**

- ***I Threw Away My SuperHero Cape and you can too!***

Understand the difference between high achievement and perfectionism! It's time to find balance between being a hard worker and having a type A personality. Discover how to draw the line between leading a full life and being overwhelmed. Gain strategies to think like an **optimistic realist** rather than a negative nelly. Create a space of full acceptance of your weaknesses and more importantly everyone else's. Identify guilt-free techniques that allow you to feel better!

- ***The Accidental Sales Manager – How to Manage your Reps in 6 Steps***

Most of you did not come to your agency to be the sales manager, and yet here you are – the Sales Manager. Measuring revenue and profits only tell the story after it happens. Add activities that move the organization forward and be pro-active in your leadership to course correct as it happens. Discover key sales leadership tactics that will **save you time** and **bring you more money!**

- ***Action Plan Review Steps and Implementation Launch!***