

# LUNCH & LEARN WEBINAR

## Private Duty Marketing: Rising Above the Noise of Your Competitors

**January 16, 2018**  
**12:00 PM - 1:30 PM**  
(PST)

### Webinar Access

Webinar login instructions will be emailed to registered attendees the morning of the webinar.

**Please note:** Registration fees are per person for a single log-in. Each attendee must have their own individual login credentials.

### Certificate of Completion & CEU Credits

Provider approved by the California Board of Registered Nursing (Provider # CEP2463) for up to one and one half (1.5) contact hours of continuing education. You must be present for the entire webinar to earn continuing education credit.

At the completion of the webinar, you will be directed to complete an online evaluation form, which is required in order to obtain a certificate of completion. Please allow 1-2 weeks for your certificate to arrive via mail.

### Overview

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With many home care agencies seeking to capture the attention of area consumers it can give rise to a tough landscape of competition. Sales coach Melanie Stover will offer her experience of living in San Diego's heavily dense location, where over 300 Home Care agencies strive to differentiate themselves daily. In this atmosphere it can be common that many referral sources don't want to engage with another home care representative.

The ability to successfully navigate the tough referral market is a necessary component to the overall success and longevity of any agency. Join us for this webinar and discover the first-hand techniques that will power your agency to rise above the noise and stand out as a care partner.

### Learning Objectives

- Learn how medical referral sources think, and how to position home care as a partner instead of a "sitter" or "just non-medical care"
- Discover how targeting specific patient types will overcome the objection "My patients cannot afford home care"
- Gain the #1 strategic tactic used to create a feedback loop between referral sources & representatives

### Faculty

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**Melanie Stover, OTR/L, MBA, MS/ISM**  
*Partner*  
Home Care Sales

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### Ways to Register

**ONLINE** at [www.cahsah.org/educational\\_events/18WEBPDMarketing.php](http://www.cahsah.org/educational_events/18WEBPDMarketing.php)

**FAX** registration form to: (916) 641-5881

**PHONE** in registration to: (916) 641-5795 ext. 113

**MAIL** registration to: CAHSAH, 3780 Rosin Ct, Suite 190, Sacramento, CA 95834

### Cancellation Policy

Cancellations are subject to a 20% handling fee. No cancellations or refunds will be issued once user login information has been sent. Unfortunately, due to the online format of this program we are unable to offer exceptions to this policy. If you are unable to attend, substitutions are allowed. Refunds will not be made for "no-shows." Should CAHSAH cancel the program, a full refund will be issued.

#### FILL IN ATTENDEE INFORMATION (ALL FIELDS REQUIRED)

#### PRIVATE DUTY MARKETING WEBINAR

**JANUARY 16, 2018**  
**12:00 PM - 1:30 PM (PST)**

Company Name

Phone Number Fax

Company Mailing Address

City State Zip

Attendee #1 Name

Attendee #1 Email

Attendee #2 Name

Attendee #2 Email

#### CALCULATE REGISTRATION FEES

Registration Fee & Deadline	CAHSAH Members	*Non Members	# of Attendees
<b>Early Bird</b> Register by 1/15/2018	\$49	\$99	x _____
<b>TOTAL DUE</b>			\$ _____


**\*Is your organization not a CAHSAH® member?** Contact Membership at (916) 641-5795 ext. 114 to find out how you can join and receive discounted registration rates for all CAHSAH education programs.

#### FILL IN PAYMENT INFORMATION

*PRE-PAYMENT REQUIRED. Registration will not be processed without payment.*

#### PAYMENT TYPE

Check # \_\_\_\_\_ (Make check payable to CAHSAH)

Charge      

Credit Card Number

CC Exp. Date CC Billing Zip