

Marketing for Long Term Growth Webinar

ON-DEMAND

Subscription Length

This On-Demand program comes with a seven (7) day subscription to the webinar content.

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Webinar Access

After webinar registration and payment has been submitted and received by CAHSAH, you will receive a confirmation email containing email instructions for logging into your webinar (your username, password, and link to the On-Demand Portal). Handouts will be available to download when you log into the portal.

Description

The opportunity to build a Home Health Business is ever present if the agency can develop a strong referral base, expand its contractual relationships, adapt quickly to industry changes, and position itself for future growth. This session provides specific strategies to achieve your agency's contracting goals, helps you understand how to create marketplace differentiation, and introduces key business development metrics. After this discussion, you will be energized and motivated to take your Marketing & Business Development efforts to the next level.

Program Topics:

- Employ strategies for developing referral base
- Expand payor base & maximize profitability
- Anticipate & prepare for future trends

Speakers:

Neil Rotter
Chief Strategy Officer
Accredited Home Health Services



Neil has dual Master's Degrees in Social Work & Gerontology from USC. In his current role, Neil is the Chief Strategy Officer for the Accredited Family of Home Care Services, based out of Woodland Hills. Neil has worked for Accredited for over 20 years and is responsible for developing relationships with health systems, insurance companies and medical groups to increase Accredited's service capability for thousands of Southern California patients needing home health and home care. Neil has become an authority on managed care within the home health industry.



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Ways to Register

ONLINE at www.cahsah.org/educational_events/Marketingweb.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

No cancellations or refunds will be issued once user login information has been sent. Due to the online format of this program we are unable to offer exceptions to this policy. It is recommended that each registrant review the webinar content prior to submitting payment to ensure the content meets individual educational needs.

FILL IN ATTENDEE INFORMATION (ALL FIELDS REQUIRED)

Marketing for Long Term Growth Webinar

Company Name

Phone Number

Fax

Company Mailing Address

City

State

Zip

Attendee #1 Name | Title

Attendee #1 Email

Attendee #2 Name | Title

Attendee #2 Email

CALCULATE REGISTRATION FEES

	CAHSAH Members	*Non Members	# of Attendees
On-Demand	\$99	\$149	x _____
TOTAL DUE			\$ _____


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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