

## Marketing Home Care: Creating a Strategy

*1 Month Subscription: Available 24 hours a day, 7 days a week*

To maximize the effectiveness of sales, it is imperative to understand who the target of the information is. That target is not one set of people; rather, it varies according to what service is being sold and at what point in the buying process the target resides. This webinar focuses on how to identify the target and how to set a strategy for success.

### Objectives:

- To better understand the various strategies that work with home care and home health care
- To be able to create a strategic marketing plan for your agency

## Marketing Home Care: Branding and Differentiating Is Essential

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You can have the best service in the world, but if no one outside of your clients knows that, it will not sell. At the core of marketing is a differentiating factor. Taking that differentiating factor and using it to create a brand that is recognized is at the heart of communicating with the public, and getting recognized by families, seniors and referral sources. This webinar covers branding specifically for home care and home health care and how to differentiate your agency from the pack.

### Objectives:

- To better understand branding and its importance to a home care business
- To think about differentiation as a basic necessity for marketing

## Marketing Home Care: Digital Marketing

*1 Month Subscription: Available 24 hours a day, 7 days a week*

How the customer, whether a consumer or a referral source, learns about your agency has changed with the increased usage of the Internet to find and vet services. It is crucial in this Internet environment to understand the importance of a website, social media, and how those seeking information find it and act upon it. This webinar explains why the funnel for leads is inverted, and how to go to market in this digital age.

### Objectives:

- To understand how consumer and business Internet usage has changed marketing and sales
- To understand how the complexity of purchasing home care and home health care makes the buyer's journey a true journey, and not just touch points
- To understand how using marketing communication and marketing efforts across channels is effective in this complex service sale process (the agency website, social media, tracking and measuring)

## FACULTY

**Merrily Orsini, MSSW**  
**President/CEO corecubed**

Merrily Orsini's unique background combines skills in technology and people, and she has been a leader in the delivery of care services at home since 1981 when she started her first business. That business, a geriatric care managed in-home care agency that she grew and sold, earned her a prestigious Ernst & Young Entrepreneur of the Year Award for that venture. In 1998 she founded corecubed, an aging care services marketing company, where she is now President/CEO. As her career has continued to mature, she is regarded as a thought leader in the home-centered care industry.

Recognized nationally for her expertise in aging care and home care services, Orsini is involved in numerous organizations within the home care industry. She was recently Chair of the Private Duty Homecare Association of America while she was on the board of the National Association for Home Care and Hospice. She also served as the Chief Strategic Officer for Private Duty for NAHC in 2011 and 2012. Orsini is a prolific writer, and speaks at national, regional and local events when a strategic overview of our nation's home health care policies and processes are required. On the business side, Orsini's team corecubed implements digital marketing and SEO services unparalleled in the industry today.

Registration Continued on Reverse...

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ON-LINE at [www.cahsah.org/educational\\_events/ondemand.asp](http://www.cahsah.org/educational_events/ondemand.asp)  
 FAX registration to: (916) 641-5881  
 PHONE in registration to: (916) 641-5795 ext. 113  
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 3780 Rosin Court, Suite 190, Sacramento, CA 95834

**Online Access & Instructions**

Your online access will begin once you receive your username and password. You can access the course 24 hours a day, seven days a week from any device that has internet connection. You will receive an email confirmation for your online access & instruction. It will entail your username and password to access the program online. If you do not receive the email with your login information within 48 hours of receiving your confirmation email, please contact the CAHSAH registrar, Jeannie Yang, at 916-641-5795 ext. 113 or [jyang@cahsah.org](mailto:jyang@cahsah.org). Program materials will be shipped to the address provided during registration.

**Subscriptions & Extensions**

**You have a total of ONE (1) month to view each program.** This program is designed to be completed within the designated subscription length. However, we understand that circumstances arise that may prevent timely completion. If additional time is required to complete your program, extensions can be purchased in two week increments for \$100 each. Extensions must be requested in writing to the CAHSAH registrar prior to your original program expiration date. There cannot be any lapse in enrollment between original subscription and extensions. No exceptions will be made to this policy.

**Continuing Education Units**

Continuing Education hours will be provided to participants who view the program in its entirety. Provider approved by the California Board of Registered Nursing (Provider # CEP2463) and by the California Board of Behavioral Sciences (Provider # PCE588) for up to one (1) contact hour of continuing education per seminar. A request for Certificate of Completion along with an evaluation form must be sent to CAHSAH once program has been completed. Please allow 1-2 weeks for your certificate to arrive.

**Cancellation Policy**

**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. It is recommended that each registrant review the course content prior to submitting payment to ensure the content meets individual educational needs.

**Choose program(s) of your choice:**

- Marketing Home Care: Creating a Strategy
- Marketing Home Care: Branding and Differentiating Is Essential
- Marketing Home Care: Digital Marketing
- All Three Programs

Rate Schedule	Members	Non-Members	Total
<b>Per Program</b>	\$99	\$129	\$ _____
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**PLEASE NOTE:** Registration fees are per person for a single log-in.  
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Contact Membership at (916) 641-5795 ext. 114 to find out how you can join and receive member benefit discounted registration rates for this important training program!

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**PRE-PAYMENT IS REQUIRED**  
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