Position your agency ahead of the competition!

Join industry-leading home care sales & marketing experts to receive tools & resources that will propel your agency ahead of the competition. Learn successful techniques to gather key market data, build a sales team that yields results, cut costs, expand your digital marketing & social media footprint, capture new referral sources, differentiate your agency and … grow, grow, grow!

Register today and discover ways to:

- Hire, train & motivate a superstar sales team that will deliver
- Quadruple your sales accounts and establish a healthy profit margin
- Boost home health referrals by 10% a month
- Drive increased web traffic through proven social media tactics
- Capture new and unique referral sources that will differentiate your agency

Receive more than 20 revenue-generating tools that will more than pay for this conference!

“Cutting-edge information that will help you position your agency above and beyond the competition.”

— Dorothy McPherson, Progressive Home Health & Hospice 2014 conference attendee

Register at www.powerreferrals.com or call toll-free 1-855-CALL-DH1!
## PRECONFERENCE | Monday, February 23

**Build a superstar sales team: Strategies to hire, train and motivate**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 – 9:00 a.m.</td>
<td>Pre-conference registration</td>
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<tr>
<td>9:00 – 10:30 a.m.</td>
<td>Sales managers share growth strategies</td>
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<td>Mike Ferris, director, marketing, sales and customer service, consulting division Simione Healthcare Consultants, Hamden, Conn.</td>
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<td><strong>Panel Speakers:</strong> J.J. Guedet, vice president of business development &amp; strategy, OSF Home Care Services, Peoria, Ill.; Shane Donaldson, CEO, Pinnacle Home Care, Trinity, Fla.; and Dale Padgett, vice president of sales &amp; marketing, Almost Family, Louisville, Ky.</td>
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<td>Gain insight from the nation’s most experienced and successful sales executives and learn their strategic plans for growing “A” accounts despite ever-changing market forces, such as face-to-face rules, payment cuts, ICD-10 and more.</td>
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<tr>
<td>10:30 – 10:45 a.m.</td>
<td>Networking Break</td>
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<tr>
<td>Noon – 1:00 p.m.</td>
<td>Networking Lunch</td>
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<tr>
<td>1:00 – 2:00 p.m.</td>
<td>Engage &amp; motivate sales staff through interactive training</td>
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<td></td>
<td>Mike Ferris, director, marketing, sales and customer service, consulting division Simione Healthcare Consultants, Hamden, Conn.</td>
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<td></td>
<td>Kara Osborne, senior manager, Simione Healthcare Consultants, Hamden, Conn.</td>
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<td>Improve sales staff satisfaction by getting your entire team up and out of their chairs during your next training. Learn how to engage your team in an interactive training session that is full of examples, scenarios and role-playing exercises sure to motivate and guarantee that they retain and apply what they learn.</td>
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<tr>
<td>2:00 – 3:15 p.m.</td>
<td>Hire and keep superstar sales reps</td>
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<td>Matthew Carlin, chief operations officer/vice president of sales, Horizon Home Care, Spring Hill, Fla.</td>
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<td></td>
<td>This can’t-miss session will cover key sales management principles that provide the support and structure needed for success, including hiring, orientation, retention, performance and territory management, and strategic planning. Bonus: High-level strategies for setting up a successful compensation structure.</td>
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<tr>
<td>3:15 – 3:45 p.m.</td>
<td>Networking Break</td>
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<tr>
<td>3:45 – 4:45 p.m.</td>
<td>All-star sales panel highlights strategies for success</td>
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<td>Our all-star panel of sales executives returns to recap the best practices presented throughout the day and provide you with an implementation plan that will ensure you boost referrals and ultimately revenue.</td>
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**BONUS TOOLS:**
- Training materials

**“The preconference alone was worth the price of admission.”**

–Karen Curry, director of business development, Caring Mission 2014 conference attendee

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**Receive more than 20 revenue-generating tools** that will more than pay for the price of this conference, such as:

- Bonus formula chart
- Sales training materials
- Face-to-face education tools
- Mystery shopping call script
- Google Analytics tracking tool
- Sample patient education materials
- Wound care program talking points
1:30 – 3:45 p.m.
Choose Your Track

**TRACK 1**
Online marketing strategies to boost referrals

**1:30 – 2:30 p.m.**
Produce low-cost videos, improve SEO, generate referrals

Kara Osborne, senior manager, Simione Healthcare Consultants, Hamden, Conn.

Take a more active role in educating referral sources to turn regulatory challenges like new face-to-face requirements, new home health CoPs, and care-transition programs into opportunities for success. Get a regulatory update on the major issues facing your agency and learn how to leverage these changes to increase referrals.

**BONUS TOOLS:** Face-to-face education tools

**2:30 – 2:45 p.m.**
Networking Break

**2:45 – 3:45 p.m.**
Sound social media strategies to generate website clicks

Steve “the Hurricane” Weiss, founder and president of Hurricane Marketing Enterprises, Manalapan, N.J.

Create your own marketing video for less than $1,000, and generate tens of thousands of dollars in referrals. Increase your search engine optimization (SEO), create a dynamic website, and increase clicks. Walk you through how to create a YouTube channel and find easy-to-use editing software to lower production costs.

**BONUS TOOL:** Sample video

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**TRACK 2**
Capture new and unique referral sources

**1:30 – 2:30 p.m.**
The ABCs of capturing ALF referrals

Mark Pastoria, director of Business Development, Jewish Association on Aging, Pittsburgh, Pa.

Nearly 50% of the home health patients served by The Jewish Association on Aging were referred from a local assisted living facility (ALF). Get an inside look at the steps and strategies the agency employed to develop and foster this referral relationship.

**BONUS TOOLS:** Insurance cards the agency provides ALFs

**2:30 – 2:45 p.m.**
Networking Break

**2:45 – 3:45 p.m.**
Find your way in the faith-based community

Troy Jones, administrator, At Home Assisted Living Services, Anderson, Ind.

Increase home health referrals by 10% a month. That’s what happened when one home health agency joined forces with a noncompeting hospice, skilled nursing facility and assisted living facility in the area. Learn how the three providers worked together to start a guerilla marketing campaign that honed in on local churches and resulted in more referrals for all three providers.

**BONUS TOOL:** Informational flyers provided to church groups

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**11:00 a.m. – Noon**
Take the mystery out of improving customer service

Erica Shaffer, director, Excela Health Home Care & Hospice, Greensburg, Pa.

Want to turn more incoming calls into sales and increase referrals by 10%? A mystery shopping call program, as evidenced by Excela Health Home Care, is the key. Learn how to develop your program, conduct the calls and appropriately rate each call with tips and examples you can implement right away!

**BONUS TOOLS:** Implementation plan and scripting/messaging examples

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**Noon – 1:30 p.m.**
Networking Lunch
3:45 – 4:00 p.m.
Networking Break

4:00 – 5:00 p.m.
Legal straight talk: Get your marketing into compliance
Robert Markette, attorney, Hall, Render, Killian, Heath & Lyman, P.C., Indianapolis, Ind.

Understand the legal risks and potential penalties involved in helping assisted and residential living facilities before partnering with these referral sources. Learn about the changing rules surrounding marketing, gift policies, and how to audit your marketing practices. Get advice on your most challenging legal questions during this must-attend, question-and-answer session.

**BONUS TOOLS:** Risk checklist for small investment interest safe harbor; do’s and don’ts for partnering with ALFs

9:00 – 10:00 a.m.
Discharge planners tell all: Get attention, win referrals
Kara Osborne, senior manager, Simione Healthcare Consultants, Hamden, Conn.

Strategies certain to boost your referrals...but don’t just take our word for it. Simione Healthcare Consultants interviewed dozens of hospital discharge planners and physician referral sources to find how they decide where to refer their patients. Get an exclusive look at video and audio clips from these interviews for insight into how you can multiply future referrals.

10:00 – 10:15 a.m.
Networking Break

10:15 – 11:15 a.m.
Transitional care programs that trigger hospital referrals
Amanda Larson, marketing & community liaison, Help Unlimited Home Health, Ventura, Calif.

Follow 10 easy steps to a transitional-care management program to set your agency apart from local competition while maintaining a 12% hospital readmission rate. Get specific strategies that worked for Help Unlimited Home Health, including pre-discharge hospital visits, and Thursday or Friday night tuck-in calls.

**BONUS TOOLS:** Sample patient education materials and a tracking form sent to the hospital

11:15 a.m. – 12:15 p.m.
Differentiate with a wound care program & win patient referrals
Beau Sorensen, director of finance, First Choice Home Health and Hospice, Orem, Utah

Become the agency of choice for referral sources with a formal wound care program. Learn how to maintain a steady number of patient admissions despite increased competition, develop relationships with other wound specialists in hospitals and wound clinics, and win referrals.

**BONUS TOOL:** Wound care program talking points

12:15 p.m.
Conference adjourns

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“The conference was fun, informative and practical. I encourage home health agencies of all sizes to attend.”

– Bill Cook, CareSouth Homecare Professionals
2014 conference attendee

www.PowerReferrals.com | 1.855.CALL.DH1
Sign me up for the **14th Annual Power Home Health Referrals** conference!

*Early registration price is available until December 15, 2014.*

### Choose Your Program

<table>
<thead>
<tr>
<th><strong>BEST VALUE:</strong> BOTH Pre-conference AND Main Conference</th>
<th>Early Bird Price (Expires Dec 15, 2014)*</th>
<th>Regular Price</th>
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<tbody>
<tr>
<td>February 23-25, 2015</td>
<td>$1,045</td>
<td>$1,145</td>
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<td>SAVE $295!</td>
<td>SAVE $195!</td>
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<tr>
<th><strong>Main Conference only</strong></th>
<th>Early Bird Price</th>
<th>Regular Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 24-25, 2015</td>
<td>$845</td>
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<thead>
<tr>
<th><strong>Build a Superstar Sales Team Pre-Conference only</strong></th>
<th>Early Bird Price</th>
<th>Regular Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 23, 2015</td>
<td>$495</td>
<td>$495</td>
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</table>

*Early registration price expires on December 15, 2014. Not to be combined with any other discount or offer.

### Registrant Information

- **Name:** ___________________________________________________________
- **Title:** __________________________________________________________
- **Company:** ________________________________________________________
- **Address:** _________________________________________________________
- **City______________** **State_________** **ZIP ______________**
- **Phone __________________________________________________________**
- **Fax _____________________________________________________________**
- **Email ___________________________________________________________**

### Billing Information

- **Pay by Check** $ ________________
  
  Make check payable to DecisionHealth-C1463

- **Pay by Credit Card** $ ________________
  
  [ ] VISA [ ] MASTERCARD [ ] AMERICAN EXPRESS [ ] DISCOVER
  
  Card # ____________________________
  
  Expiration Date ____________________
  
  Name ___________________________________________________________
  
  Signature _______________________________________________________

- **Bill my organization.** Full payment must be received prior to conference.

### Multiple Attendees?

To register multiple attendees call toll-free: 1-855-885-0192.

Important: Information regarding the program will be sent to registered participants via email. Please provide an email address for each attendee.

### Questions?

Call our conference coordinator toll-free at **1-855-CALL-DH1** or email conf@decisionhealth.com.

### Exhibitors

Sponsorships and exhibit space are available; for pricing and customized plans, contact Elizabeth Christian, toll-free at **1-855-885-0192** or echristian@decisionhealth.com.

### Cancellation/Substitution Policy

Transfers/substitutions of conference attendees 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 no later than two weeks prior to the event, February 9, 2015, to receive a full refund. If you cancel after that time your registration will not be refunded. Registrants who do not cancel and do not attend are liable for the full registration fee. Email conf@decisionhealth.com for cancellations. Phone cancellations are not accepted.

### 100% Money-Back Guarantee

If you don’t leave this conference with great tools and tips on how to boost referrals and grow your business, simply let us know within 72 hours following the conclusion of the conference and we will refund your entire registration fee. You keep all of the conference materials and tools. No questions asked.

### Location & Travel Information

**Monte Carlo Resort and Casino**

3770 S. Las Vegas Blvd.,
Las Vegas, NV 89109

**Reservations:** 1-866-562-3472

**Rate:** $118/night (Sunday only)

$62/night Mon-Wed

Call the hotel directly for reservations at 1-866-562-3472; mention that you are coming to DecisionHealth’s 14th Annual Power Home Health Referrals conference to qualify for the special discounted rate of $118/night (Sunday only), and $62/night Mon-Wed nights. Only a limited block of rooms have been reserved at this rate. To receive the discount you must confirm your reservation by Jan. 25, 2015 or before the block is full. Thereafter, reservations will be taken on a space- and rate-available basis only. Visit www.powerreferrals.com for additional travel discounts.