



Align your sales message for increased referrals

The key to getting into referral sites weekly is targeting high-value patient types and creating weekly sales education messages for your representatives. Craft a weekly educational message about a specific diagnosis so that your reps can reach into the account and pluck out the exact patient your agency is great at caring for in the home.

What is your message this week? _____

How does it align with your agency? _____

Is the diagnosis you are targeting high value for your agency? _____

3 steps to create your gameplan

1. Identify your high value patient/ client type

(Example: Parkinson's)

2. Sales message

(Example: Home Care Target: AL – Parkinson's residents struggle to complete their ADLs in the time allotted for the resident assistant)

3. Home care sales trigger question

(Example: Which resident has Parkinson's and struggles to complete their ADLs during the time allotted?)

Craft your own message

Sales message

Sales trigger question

Repeat for more sales education messages for your referral sources.

Provided by Home Care Sales



decisionhealth
an hcpro brand

homehealth

ADMINISTRATOR'S SUMMIT

AUG. 16-18 | CAESARS PALACE, LAS VEGAS

Connecting Industry Leaders Planning for the Future

Join us August 16-18, 2021 at the **Home Health Administrators Summit** in Las Vegas as the nation's thought leaders and agency heads come together to reflect on a challenging year and identify how to leverage the new-found importance of home health in the post-pandemic world.

After attending this event, you will be able to:

- Establish COVID-19 vaccine response plans
- Recruit and retain top clinical talent
- Leverage telehealth for improved quality, savings, and compliance
- Avoid survey citations
- Drive growth strategy based on data trends
- Take advantage of Medicare Advantage opportunities
- Speed up billing processes to get paid faster

Don't Miss this Pre-Conference Opportunity

1. Master Recruitment & Retention: How to Navigate HR & Legal Issues, Hire, & Keep the Best of the Best
2. Compliance Best Practices from Intake to Discharge

**Sign up before July 23
to lock in a low hotel rate!**

Hotel Information:

Caesars Palace Las Vegas
3570 Las Vegas Boulevard, South
Las Vegas, NV 89109

Room rate: \$135 + \$35 resort fee/night

Reservation Center: 866-227-5944
(Hotel cut-off date is Friday, July 23, 2021.)



Fastest way to register:
decisionhealth.com/hh-adminsummit

Interested in Registering Multiple Attendees?
Call 855-225-5341 x4005 or
email us at HCEvents@hcpro.com