The Academy for Private Duty Home Care

With Stephen C. Tweed, CSP

Leadership at the top is a lonely place. As the CEO of a successful Private Duty Home Care company, you're often alone in your decision making. There's no one in your organization who really understands your feelings, frustrations, and concerns.

Based on significant research over the past ten years, Leading Home Care… a Tweed Jeffries company has designed the Academy for Private Duty Home Care a one day institute expressly for owners, administrators, and CEOs of Private Duty Home Care companies. This is your opportunity to come together in an intimate, high-impact learning environment to share strategies, ideas, and insights on how to grow your business, multiply the performance of your team members, and increase your income.

Purpose: To develop the next generation of leaders in Private Duty Home Care by providing an intensive learning experience to increase knowledge, skills, and attitudes around the competencies to grow your business, multiply your performance, and increase your income.

Objectives:

As a result of this intimate, high-impact learning experience, leaders in Private Duty Home Care companies will be able to:

1. Describe The Three Pillars of a successful Private Duty Home Care business
2. See the bigger picture of home care in America
3. Set direction and develop action plans to grow your business
4. Develop and implement a focused sales & marketing plan
5. Find and keep the caregivers you need to grow your business and serve your clients
6. Develop and implement your Personal Private Duty Scorecard
Course Outline

I. Seeing the Bigger Picture
   • The Three Pillars of a successful Private Duty Home Care business
   • Defining your PDHC business model

II. Getting More Clients
   • Defining your Target Markets
   • Understanding the Three Key Categories of Private Duty Referral Sources
   • Developing your Business Builders Action Plan
   • "Sitting on the Sofa with the Customer" – selling PDHC

III. Finding and Keeping Caregivers
   • Top Techniques for recruiting caregivers
   • Tools and Tips to make these techniques work for you
   • Keeping your caregivers by creating a great place to work
   • Your Strategic Staffing Scorecard

Participant Materials
Each participant in the Academy will receive …

The Academy for Private Duty Home Care Owner's Manual