

## Private Duty Workshops Well Received

With the ever changing economy, many business owners are looking for ways to seize opportunities for out-shining their competition. That is exactly what many of the attendees did last week when they took time out of their busy schedules to attend the Private Duty Workshops offered by CAHSAH. Led by the expert team of seasoned home care professionals, Lucy Andrews, Merrily Orsini and Melanie Stover from the Home Care Spectrum Group, the participants learned many of the secrets on how to differentiate themselves from every other business owner.

Lucy Andrews presented ways to develop a unique service position that clearly sets you apart from your competition. With over 25 years of experience in the business, Lucy also uncovered many of the pitfalls to watch out for when structuring and hiring your staff. A detailed Marketing module led by Merrily helped participants understand why they need to move beyond traditional marketing theories because home care is "an at need service". She revealed how to marry your message with your unique service position into visuals that enhance your service and how to develop appropriate product sheets and create a unique web presence. Lastly, the group discovered how to incorporate their new marketing strategies into a workable sales process which Melanie facilitated with her in-depth analysis of the "DRIVE" sales process. The participants were enthusiastic and were able to ask many questions which led to an intimate discussion between participants and presenters.

The informal and intimate setting provided a perfect setting for sharing perspectives and finding ways to turn risks into opportunities. This is definitely a workshop you don't want to miss next time it comes around.

### Sacramento Evaluation Scores

March 9-10, 2009

	<u>Day 1</u>	<u>Day 2</u>
How would you rate this session overall?	4.75	4.71
How well did this session meet the course objectives?	5.00	4.79
How well did this session meet your personal objectives?	4.75	4.57

	<u>Lucy Andrews</u>		<u>Merrily Orsini</u>		<u>Melanie Stover</u>	
	<u>Day 1:</u>	<u>Day 2:</u>	<u>Day 1:</u>	<u>Day 2:</u>	<u>Day 1:</u>	<u>Day 2:</u>
Knowledge of Topic	5.00	4.71	5.00	4.93	5.00	4.79
Communication Skills	5.00	4.71	5.00	4.86	4.67	4.79
Usefulness of Handouts	5.00	4.43	5.00	4.50	5.00	4.57
Effectiveness of Visual Aids	5.00	4.50	5.00	4.57	5.00	4.50
Adequate Opportunity for Participation	5.00	4.21	5.00	4.43	5.00	4.50
Value to your Professional Development	5.00	4.57	5.00	4.71	5.00	4.71
Overall Quality of Presentation	5.00	4.71	5.00	4.86	4.67	4.79

### Testimonials:

*"This was well worth the time and money spent. I now feel more confident about moving forward with my business"*– Day 1

*"This was a very informative learning session. I can't wait to get back to work to start utilizing some of these great tools."*– Day 2

### Buena Park Evaluation Scores

March 12-13, 2009

	<u>Day 1</u>	<u>Day 2</u>
How would you rate this session overall?	5.00	4.67
How well did this session meet the course objectives?	5.00	4.83
How well did this session meet your personal objectives?	5.00	4.67

	<u>Lucy Andrews</u>		<u>Merrily Orsini</u>		<u>Melanie Stover</u>	
	<u>Day 1:</u>	<u>Day 2:</u>	<u>Day 1:</u>	<u>Day 2:</u>	<u>Day 1:</u>	<u>Day 2:</u>
Knowledge of Topic	5.00	5.00	5.00	5.00	5.00	4.92
Communication Skills	5.00	4.92	5.00	5.00	5.00	5.00
Usefulness of Handouts	4.57	4.58	4.71	4.70	4.57	4.54
Effectiveness of Visual Aids	4.71	4.67	4.71	4.80	4.71	4.54
Adequate Opportunity for Participation	5.00	4.92	5.00	4.90	5.00	4.62
Value to your Professional Development	5.00	4.67	5.00	4.70	5.00	4.69
Overall Quality of Presentation	4.86	4.83	4.86	4.90	4.86	4.85

### Testimonials:

*"This is an exceptional seminar for anyone starting a Private Duty Business. So many key areas are covered such as Marketing, Personnel, Compliance issues – it's informative and effective!"*– Day 1

*"I really enjoyed each speaker and their expertise in their field. I learned a lot today. I am new to the industry so this was very valuable and each presenter offered great information that I will use in the field."*– Day 2