

DETAILS/PROGRAM SCHEDULE

Private Duty from the Ground Up

(Beginning Level Industry Experience)
March 9 - Sacramento, CA
March 12 - Buena Park, CA
Time: 9:00 - 5:00
(Registration begins at 8am)

Private Duty Business Elevation

(Intermediate/Advanced Industry Experience)
March 10 - Sacramento, CA
March 13 - Buena Park, CA
Time: 9:00 - 5:00
(Registration begins at 8am)

Workshop

9:00 am - 5:00 pm
(Registration 8:00 - 9:00 am)
Networking Lunch provided

All attendees will receive the "Home Care Spectrum Group Home Grown Success in Private Duty" workbook on a flash drive.

WHO SHOULD ATTEND

Basic Level: This workshop is designed specifically for individuals thinking about adding private duty services to their current agency or starting a private duty agency on their own. Some attendees will currently own or run a reimbursement-based agency while others will be just starting within the industry.

Advanced Level: This workshop is designed for individuals already experienced in private pay/private duty in-home care. Attendees to this workshop must already own (or work with) an established agency.

CEUs

Provider approved by the California Board of Registered Nursing (Provider #CEP2463 and by the California Board of Behavioral Sciences (Provider #PCE588) for six and one half (6.5) contact hours of continuing education. You must be present for the entire workshop to earn Continuing Education Units. No partial credits can be given.

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California Association for Health Services at Home
3780 Rosin Court, Suite 190
Sacramento, CA 95834
www.cahsah.org



Private Duty Workshops

Private Duty from the Ground Up

March 9, 2009 - Sacramento, CA
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Private Duty Business Elevation

March 10, 2009 - Sacramento, CA
March 13, 2009 - Buena Park, CA

Brought to you by:

California Association for
Health Services at Home



Adding a private duty or private pay component to an existing model of care takes a knowledge level that is totally different from offering Medicare or Medicaid services. Taking a private duty agency to a larger business model takes in-depth knowledge that can best be imparted by practitioners in the industry. CAHSAH and *The Home Care Spectrum Group* have put together this two-day workshop to provide experience-based solutions from three experts who cover a broad spectrum of home care and home health in marketing, sales and operations.

ABOUT FACULTY

Lucy Andrews, RN, MS, CHHA

As CEO and founder of At Your Service Home Care, Inc., a concierge home care agency in Santa Rosa, California, Lucy has established herself as an expert in care operations. Her 25 years of experience cover all aspects of home care, hospice and private duty.

Merrily Orsini, MSSW

In 1981, Merrily started a geriatric care managed non-medical in-home care business, Elder Care Solutions, for which she won the prestigious Ernst & young Entrepreneur of the Year Award. She sold the agency in 1996 and started her own marketing communications agency, *corecubed*, for which she is managing director. *corecubed* specializes in monthly marketing communications for at-need services, such as home care. Merrily's marketing expertise comes from her extensive private duty experience and over 10 years of providing marketing solutions for clients around the country.

Melanie Stover, OTRIL, MBA, MS/ISM

Melanie began her practice as an Occupational Therapist in 1996. Her unique talent in sales emerged early in her career and as she worked with companies of all sizes directly as a sales person, sales manager and national sales trainer. She founded HomeCare Sales in 2001 and has quickly established herself as an authority in private duty sales. She excels in training professionals in sales to produce MORE results in LESS time using proper account management, effective selling skills, sales leadership, personal branding, time management and customer service.

WE WILL COVER...

Private Duty from the Ground Up

- Operational essentials specific to starting an agency that offers services for private pay/private duty.
- Effective marketing strategies for private pay/private duty.
- Reliable recruitment, the internal marketing on which your agency will depend.
- Sales: Where to start? Referral sources that produce!

Private Duty Business Elevation

- Strategy-based marketing that drives success while pushing your marketing comfort zone
- Sales techniques that close & deliver new clients
- Operational tips to stay ahead of business growth, and prepare for the future.

HOTEL INFORMATION

March 9-10, 2009

Sheraton Grand Hotel
1230 J Street ♦ Sacramento, CA 95814 ♦ (916) 447-1700

For Room Reservations call (916) 447-1700 and ask for the CAHSAH room rate. Deadline is February 13, 2009.

March 12-13, 2009

Knott's Berry Farm Resort
7675 Crescent Ave. ♦ Buena Park, CA 90620 ♦ (714) 995-1111

For Room Reservations call (714) 995-1111 and ask for the CAHSAH room rate. Deadline is February 22, 2009.

HOW TO REGISTER

- **ON-LINE** with your credit card at: www.cahsah.org
- **FAX** your registration to: (916) 641-5881
- **MAIL** your registration to:
CAHSAH
3780 Rosin Court, Suite 190
Sacramento, CA 95834
- **PHONE** in your registration with credit card payment to: (916) 641-5795 ext. 113
- **QUESTIONS?**
Contact CAHSAH at (916) 641-5795 ext. 113

CANCELLATIONS: Received 10 days prior to the program date are subject to a 20% handling fee. Cancellations must be in writing. **NO REFUNDS** will be issued for cancellations received within 10 days of the program. Refunds will NOT be made for no-shows. However, substitutions will be allowed. Should CAHSAH cancel the program, a full registration fee refund will be issued.

REGISTRATION FORM

Day 1 - Basic

- March 9 - Sacramento, CA
- March 12 - Buena Park, CA

Day 2 - Advanced

- March 10 - Sacramento, CA
- March 13 - Buena Park, CA

Both Day 1 & 2

- March 9 & 10 - Sacramento, CA
- March 12 & 13 - Buena Park, CA

RATE SCHEDULE	Member 1 day	Member 2 day	Non-Mem 1 day	Non-Mem 2 day	Subtotal
Early Bird Registration Must be received by Feb. 6th	\$175	\$340	\$350	\$680	\$ _____
Advance Registration Must be received by Feb. 20th	\$195	\$380	\$390	\$760	\$ _____
On-Site Registration Day of program - space permitting	\$235	\$460	\$470	\$920	\$ _____
<input type="checkbox"/> Check here if registering 2 or more people - Receive \$10.00 off each registrant. (Must submit at the same time)					Total \$ _____

Not a CAHSAH member? Contact CAHSAH 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!

Company Name _____

Attendee Name & Title _____

RN Number _____

Attendee Name & Title _____

RN Number _____

Company Mailing Address _____

City _____

State _____

Zip Code _____

Phone # _____

Fax # _____

Email Address (Confirmations will be sent to this address) _____

Pre-payment is required

Method of Payment		<input type="checkbox"/> Check (payable to CAHSAH)
<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> American Express
Credit Card # _____	Exp. date _____	
Credit Card Billing Address _____	City, State, Billing Zip Code (required) _____	
Cardholder Name (please print) _____		
Signature (required) _____		