



# Looking to jump to a bigger pond?

## Three Webinar Trainings Designed to Help Your Agency Grow

### Lost or Found: Hidden Opportunities and Risks in Your Intake Department

Is your Intake Department helping you or hurting you? Do you measure your conversion rates? Are there lost opportunities – sometimes without anyone even knowing it?

Nothing is more important than the constant flow of admissions. These are key to your growth and financial stability. But what does it take to convert inquiries to sales? The answer: A strong intake department.

- Identify the different roles of intake and how to maximize each one.
- Learn how to measure your conversion rate and how to isolate problem areas.
- Discover what we've found with our Mystery Shopping Service.
- Get proven strategies needed to help maximize the intake process and increase referrals now!

### Whatever It Takes: The Total Customer Service Program

More and more agencies are recognizing that the best way to differentiate themselves from competitors is through exceptional customer service. And, with HHCAPHS® just around the corner, never has this been more important. Attend this training to get clear insights and proven strategies for developing a Total Customer Service Program.

- Learn how a "real" customer service program can increase patient satisfaction and loyalty.
- Examine the role of customer service in generating referrals and increasing staff satisfaction.
- Get proven effective customer services strategies for patients/families, referral sources, and staff.

### New Trends and Options: Increasing Home Care Referrals

There is no question that the consistent flow of referrals is the key to any agency's success. But, with the increasing numbers agencies of home care, competition is hotter than ever. Finding new and better ways to be the agency of choice is essential. Learn what it takes to get the referrals you need to succeed.

- Find out what discharge planners, physicians, and managed care companies say it takes to get their business.
- Learn how to deal with the toughest competitors.
- Discover the fundamentals of creating the optimal marketing and sales program.

### Training Dates

#### Lost or Found

Tuesday, February 16, 2010  
11:30am - 1:00pm Eastern

#### Whatever it Takes

Tuesday, March 2, 2010  
11:30am - 1:00pm Eastern

#### New Trends and Options

Tuesday, March 16, 2010  
11:30am - 1:00pm Eastern

### Presented by:

**Eileen Freitag, MBA**  
Director of Operational  
Consulting  
Fazzi Associates

**Promo Code: NYMK10**

**Fazzi**  
ASSOCIATES

**HCA**  
HOME CARE ASSOCIATION  
OF NEW YORK STATE



**The Home Care Association of New York State, Inc. Presents:  
Three Webinar Trainings Designed to Help Your Agency Grow**

**Registration Details:**

1. Register online at:  
<https://www.eventville.com/catalog/eventregistration1.asp?eventid=1006440>
2. Fax the completed form to 413-584-0220.
3. Mail the completed form to 243 King Street, Suite 246, Northampton, MA, 01060.

**Registrant Information**

Agency Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Email \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**REGISTRATION**

**Lost or Found: Hidden Opportunities and Risks in Your Intake Department**

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**Best Deal Registration**

- Best Deal: Live and Online Video Recording of all THREE trainings - \$499. SAVE \$300**
- Total \$ \_\_\_\_\_

**Individual Training and Recording Registration**

<i>Lost or Found</i>	<i>Whatever It Takes</i>	<i>New Trends and Options</i>
<input type="checkbox"/> Live Session Only - \$199	<input type="checkbox"/> Live Session Only - \$199	<input type="checkbox"/> Live Session Only - \$199
<input type="checkbox"/> Live and Online Video Recording - \$299	<input type="checkbox"/> Live and Online Video Recording - \$299	<input type="checkbox"/> Live and Online Video Recording - \$299
<input type="checkbox"/> Online Video Recording Only - \$199	<input type="checkbox"/> Online Video Recording Only - \$199	<input type="checkbox"/> Online Video Recording Only - \$199
Total \$ _____	Total \$ _____	Total \$ _____

**QUESTIONS**

If you have any questions, please contact Alana Farley.

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800-379-0361**

**Form of Payment**

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*\*Signature required, regardless of payment form*

