



Driving Business from Undervalued Referral Segments: Personal Care Companies

(90-minute webinar – available live or on-demand)

Monday, January 24, 2022

10:00 AM Hawaiian	11:00 AM Alaskan
12:00 PM Pacific	1:00 PM Mountain
2:00 PM Central	3:00 PM Eastern

[Register Here](#)

This webinar will serve as a step-by-step guide on how to work a unique referral segment – personal care companies. If you are looking for a new way to serve more people, grow, and give the gift of hospice, join us!

AFTER THIS WEBINAR YOU'LL BE ABLE TO:

- Explain how personal care/private home care companies are a valuable source of referrals for hospice and skilled-home-care agencies
- Articulate the unique value proposition you can offer personal care companies
- Grow a personal care company's billable hours as a hospice agency
- Utilize specific steps, approaches, and phraseology when working with a personal care company
- Explain how personal care company referrals generate a longer length of stay
- Communicate the value of having balance in your referral segments

WEBINAR DETAILS

Most hospices work the middle (hospitals, nursing homes, etc.) to gain their referrals. But personal care and private duty companies hold a unique and undervalued source of referrals. The presenter, Kurt Kazanowski, understands this concept well because he owned a personal care company and made four to five referrals to hospice per month. Guess how many hospices called upon him? Zero! Developing this referral segment will provide a longer length of stay and will ensure your hospice is a valuable resource to personal care companies. Don't miss out on this undervalued opportunity.

THIS WEBINAR WILL BENEFIT THE FOLLOWING AGENCIES:

- Hospice
- Home Care
- Palliative Care

WHO SHOULD ATTEND?

This informative session is designed for hospice and personal care company owners, administrators, sales professionals, marketing staff, business development professionals, clinical liaisons, and all staff members responsible for referral development.

TAKE-AWAY TOOLKIT

- Instruction guide for working the personal care/private duty segment
- PDF of slides and speaker's contact info for follow-up questions

Attendance certificate provided, however there are no pre-approved CEs associated with this webinar.

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MEET THE PRESENTER

Kurt Kazanowski, Hospice Advisors

Kurt Kazanowski is a Consultant, Speaker, Author and Coach for Hospice and Home Care Organizations. He is a native of Detroit Michigan and has over three decades of experience in the field of Health Care. He received his bachelor's degree from Mercy College of Detroit and practiced as a public health nurse for many years. Today, Kurt is the owner of two successful personal care home health companies, one in Michigan where he lives and the other in Moscow Russia.

As a health care executive and successful entrepreneur, he has helped numerous health care organizations develop the necessary strategies to improve service delivery, grow market share and enhance profitability. Kurt has worked with hospital executives, hospice providers and home care companies in the areas of business development, strategic thinking, sales and marketing as well as executive leadership.

In his 30 years as an executive leader Kurt has acquired a specific set of skills and competencies in creating and executing mission and business objectives, strategy development, marketing, sales, referral, growth and business development tactics, merger and acquisitions, physician relations, forming strategic partnerships between hospices and hospitals and is an authority in functioning as a connector, facilitator and networker.

THREE REGISTRATION OPTIONS – WHAT YOU GET

1. Live Webinar Includes

- Unlimited connections to the Live Webinar for your agency
- Handout and take-away toolkit
- Available on desktop, mobile & tablet
- Presenter's contact info for follow-up

2. On-Demand Webinar Includes

- Recording of the Live Webinar
- Can be viewed anytime 24/7, beginning 2 business days after the Live Webinar
- Handout and take-away toolkit
- Available on desktop, mobile & tablet

- Free Digital Download, yours to keep
- Share link with anyone at your agency
- Presenter's contact info for follow-up

3. Purchase the **BOTH Option** to receive all the benefits listed above! Full registration descriptions can be found [here](#).

If you need help with anything, please drop us an email at support@eewebinarnetwork.com or call 406.442.2585.