



## Introduction

- **Adam Corcoran, Director of Business Development for Golden Care Home Health in Southwest Florida**
- **Been in Private Duty Industry for 9 years**
- **Supported Golden Care Start-up in 2017**
- **Certified in Long Term Care Insurance in 2020**



## What to Expect

Get more clients  
and  
Increase revenue



Build your  
power  
In  
Re  
investment  
Marketing  
cy  
Trust

## Marketing Basics

- Marketing DOES NOT have to be about always selling
- Everyone is being sold to all day, everyday and people recognize it.
- Marketing is
  - Building relationships
  - Creating trust
  - Adding value through creating solutions to someone's problem
  - Following through on commitment



## Marketing Basics (con't)

- The Do's and Don'ts of Marketing/Sales
  - The don'ts could be just as important as the do's
- DON'TS:
  - Do NOT oversell
  - Do NOT set unrealistic expectations
  - Do NOT cross personal/professional boundaries



- DON'T become the donut boy/girl!
- Do NOT overcommit to activities
- Do NOT try to do it alone

## Marketing Basics (con't)

- DO'S:
  - Build relationships through good interpersonal skills
  - Be a good listener
  - Reverse engineer your accounts
  - Communicate well
  - Keep it consistent
  - Keep your information factual
  - Keep your audience in mind
  - Use social media

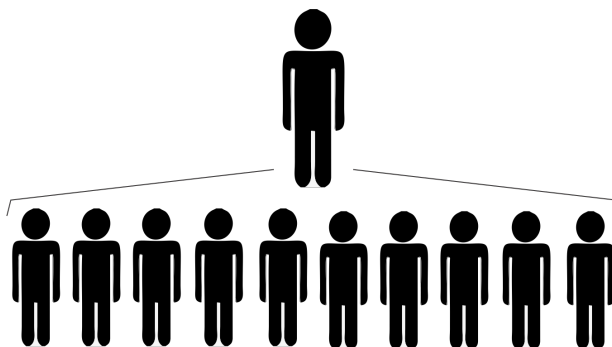


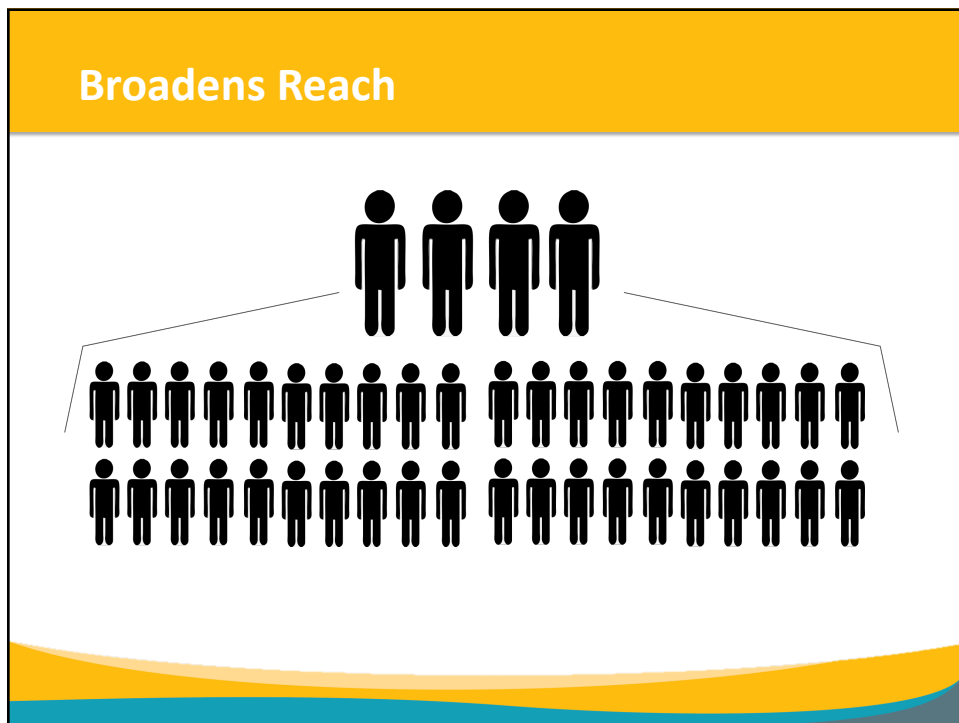
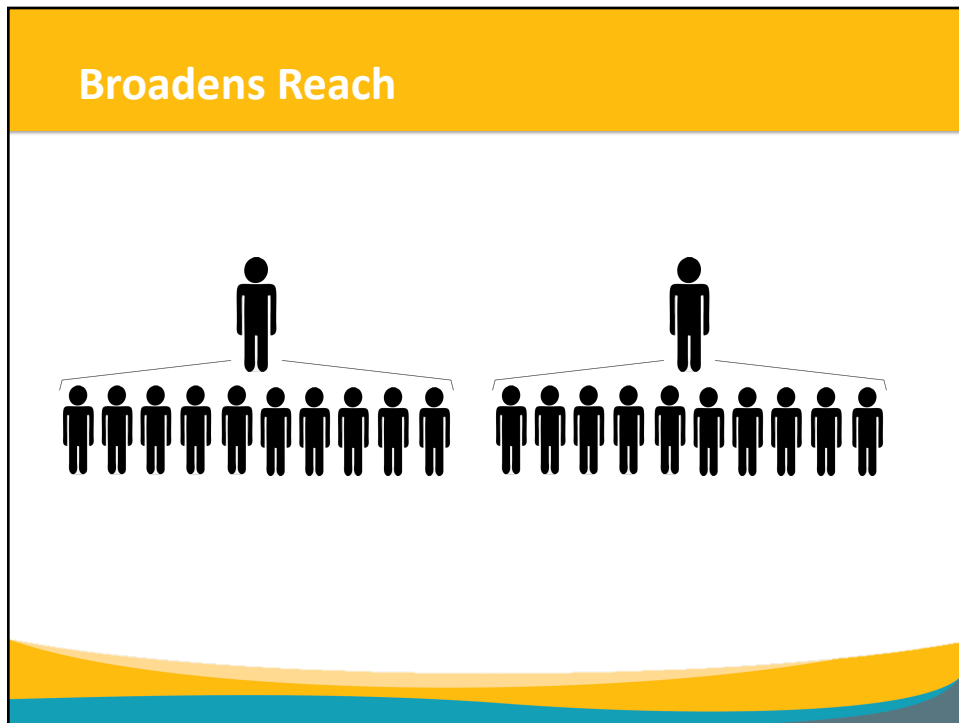
## Collaborative Marketing

- Process of bringing like-minded businesses together and aligning their interests to share resources to increase brand exposure, increase leads and influence.
- **Why Collaborative Marketing:**
  - Strengthens or creates new relationships
  - Broadens reach and access to more referral partners
  - Introduces new expertise and skillsets
  - Collaborating makes for cheap marketing
    - Increases ROI
  - Gaining new customers and leads
  - Increasing engagement on social media
  - Expanding brand awareness
  - Driving conversions and increasing revenue



## Broadens Reach





## Collaborative Marketing: The Who?

### The Power Partners

- Home Health Agency (Medicare Certified)
- Hospice Agency
- Placement Agency
- Independent Care Manager
- Concierge Physician Practice
- Independent Living Community
- Assisted Living Community
- Durable Medical Equipment
- Elder Law Attorney
- Financial Planner
- Other Home Care Agency



## Collaborative Marketing: Home Health Agency

- Why?
  - HHAs typically receive good volume of referrals from hospitals and rehab facilities
  - Stronger relationships with clinicians
  - Easy to co-market with for sales calls to explain differences between HH vs. Private Duty Home Care.
  - Their patients typically have transitional care needs
  - Develop internal relationships that can directly result in referrals



## Collaborative Marketing: Hospice Agency



- **Why?**
  - Hospice Agencies get referrals from hospitals and post acute facilities
  - Co-marketing with hospice can result in clients that need more care.
- Opportunities to meet with interdisciplinary teams to identify more referrals
- Provide meaningful education on how private duty and hospice work well together

## Collaborative Marketing: Placement Agency

- **Why?**
  - Placement agencies typically get leads from hospitals and rehabs
  - They usually only place about 25-30% of their leads
    - Which could lead to home care referrals
  - Co-Market as comprehensive solution to discharge planners and social workers
  - Placement agencies can make introductions to ALF/MC



## Choosing your Power Partners

- Team up with like-minded businesses
- Ensure it is a practical relationship
- Outline clear terms for collaboration
  - BE SPECIFIC!
- Determine mutual goals
- Identify roles and responsibilities
- Plan an implementation strategy



## Collaborative Marketing: The How

- Ways to implement collaborative marketing
  - Set up ride-a-long sales calls with other marketing representatives
    - Schedule them regularly and be consistent
  - Schedule in-services or lunch and learns with other like-minded companies
  - Put on larger events with multiple companies
    - Happy Hours
    - Senior related events like health fairs
  - Utilize each others social media presence to reach more people





## Collaborative Marketing: The How (con't)

### Power Partner Panel Discussions: Ask The Experts

- Community outreach with panel discussions can be very effective
- Where?
  - Churches
  - Senior Centers
  - Gated Communities
  - Independent Living Communities



## Collaborative Marketing: The How (con't)

- Invite Power Partners in to do in-services with your team
- Connect your Power Partners together to form stronger relationships
- Find opportunities to have your power partners share your services with their existing clients
- Find new opportunities to lead share



## Power Partners – Lead Sharing

- Lead Sharing with Power Partners is a driving force to increase revenue and gain new clients
- However, it can be tricky and you must be sure to stay compliant within HIPPA laws
- Make sure your partners are always being mindful when meeting with new prospects to ASK PERMISSION to make the connection



## Power Partners – Meetings

- Taking relationships to the next level by meeting regularly
- Similar to a BNI – BUT not as intense
- How to implement:
  1. Determine frequency of meeting – whether it's in person or via zoom
  2. Set objectives of what will be accomplished in meetings, create agenda with follow up action items
  3. Take time to be intentional about searching your lead-base to refer to power partners and ask for referrals
  4. Follow through on commitments

## Let's Recap



- Be intentional on who you partner with, it's your reputation
- Be clear and concise with what you are looking to achieve
- Set goals, measure them, but most importantly, **MAKE CHANGES** and adapt if something is not working

## Action Items



- Come up with your personal objectives and goals that you'd like to accomplish within the next 90 days
- Identify 5 Power Partners (Existing relationships or new) that can support your goals
- Schedule introduction meeting to develop partnership
- Create actionable items
- Set up follow up meeting for next month

Additional Questions??



Questions ??

*Thank you for your time and attention!*  
*We are here to help!*



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