



Topic: Home Care Program Marketing

Description: NJHSA presents an opportunity to share intelligence with member agencies on Home Care Program Marketing. Get to know your colleagues throughout the network by sharing information on your agency's work with home care and your marketing practices while hearing the same from others. Below please find a tentative agenda.

DATE/TIME: Tuesday, September 5th from 4-5 pm eastern time

Call-In Information: (605) 472-5444, Access Code 803238#

Callers from Israel and Canada, please contact Karen Rosen at krosen@networkjhsa.org for additional call-in information.

Moderator: John L. Colborn, COO, JEVS Human Services, Philadelphia

Tentative Call Agenda:

Getting to know each other

Self-introductions that allow each agency to describe:

- Are you a homecare or home health care agency (Medicaid vs Medicare)?
- How many clients and how are your clients broken down (private pay/Medicaid or Medicare)
- Are most of your clients Jewish? Do you mostly target Jewish clients? How do you do this?
- How long have you been providing homecare services?
- What's the geographic scope of your market?
- What has made your homecare business a success?

Marketing Practices

A round robin and discussion that would address:

- What are the target audiences for your marketing – payers, consumers, consumers' families, referral sources, caregivers?
- How much do you advertise? Where?
- What is working for you? What is one marketing strategy (or more) that works well for your agency?
- What consulting or other external resources do you use to support this work?

Marketing in Turbulent Times

A round robin and discussion that would look at the context for our marketing efforts, including:

- Who are your competitors?
- How are you responding to your for-profit competitors?