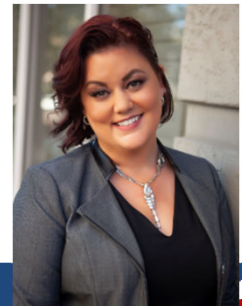




Creating Strategic Partnerships for Total Patient Care

October 13, 2022

Melanie Stover, OT, MBA, MS/ISM, Co Owner,
Home Care Sales



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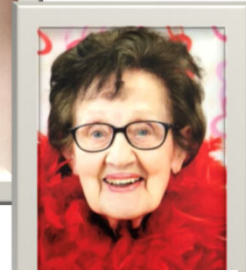
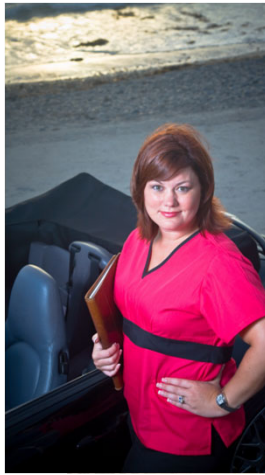
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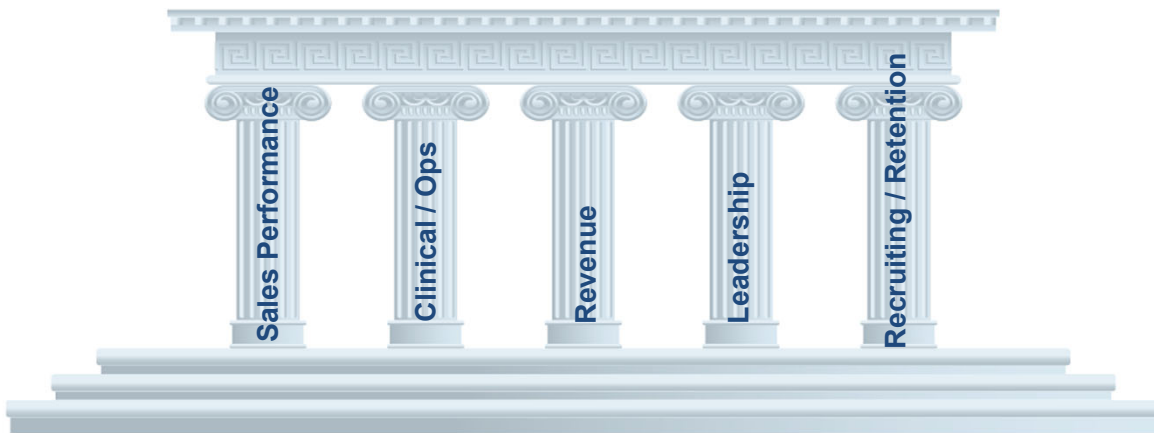
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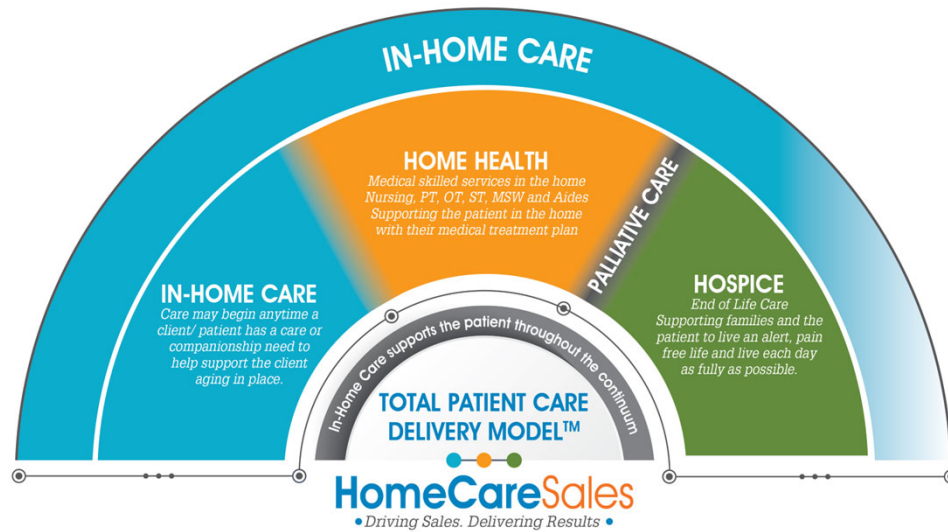
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5 Pillars of a Growth Agency



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The Total Patient Care Delivery Model



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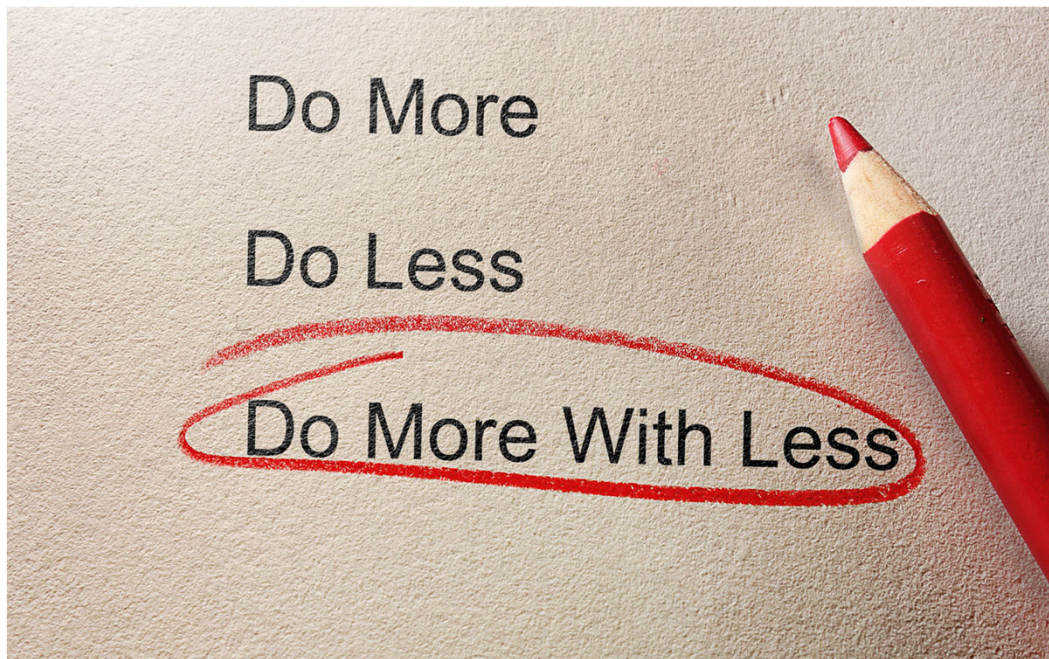
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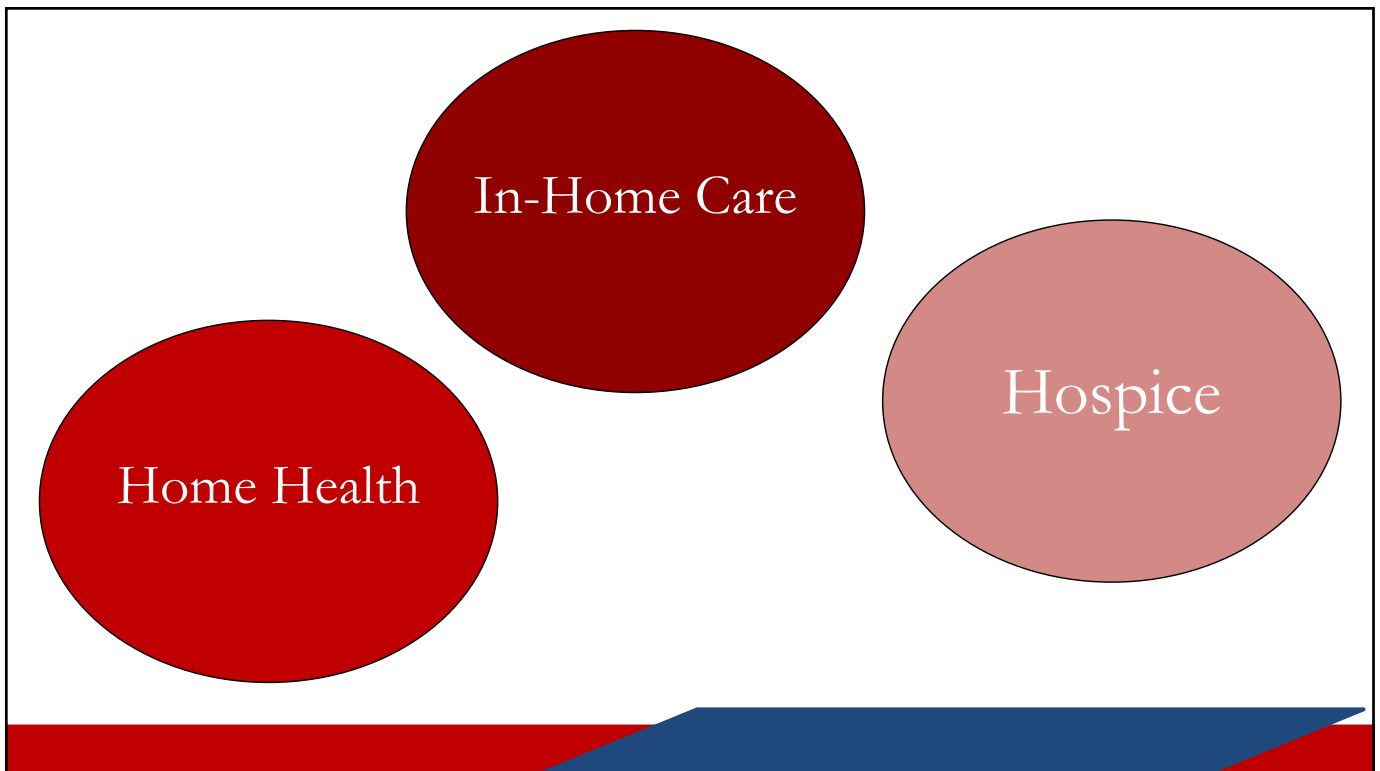
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STRATEGY



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How to Start in 3 Steps

Step 1: Marketer Identify “great” partners HH/ HC/ HOS

- High patient census
- Cover the same service areas
- Cares for your ideal client / patient
- Easy to work with, High likeability factor for your staff.



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How to Start in 3 Steps



Step 2: Define Expectations

- Goals
- How will you work together?
- Success and calendar next steps

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How to Start in 3 Steps

Step 3: Set up weekly meetings to Review:

- New clients/admits.
- Non-admits & Pending
- Co-marketing opportunities for reps to assist (4 touches together = winning combination)



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Ideas for working together



- Invite marketer or nurses
 - In-services and /or education identifying when hospice appropriate to hospice specific drugs/etc. (Same for HC & HH)
- Social worker in-services on stress management for your team
- Partnering to deliver co-presentations to senior community events
- Explore public radio 'community services' program.
- Educating the community on the benefits/why/how/when HH or HO and how both can benefit from HC

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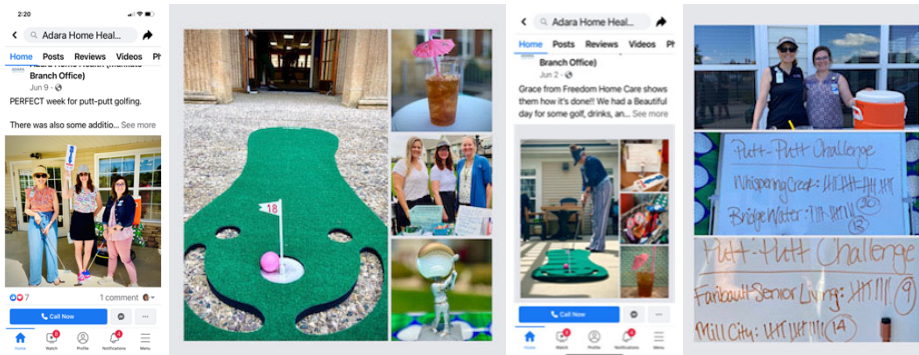
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Build deeper relationships



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Putt Putt Challenge



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Protect or Produce Revenue



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Home Care / Private Duty

What's in it for them?

- Add services without additional cost
- Increase ability to age in place
- Improve patient/ client / family satisfaction

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Home Health

What's in it for them?

- Increased outcomes
- Decreased hospitalization
- Increased compliance

Hospice

What's in it for them?

- Extend Staff
- Support the patient and family as the pt. declines
- Improve communication between family and medical professionals

Taking it to the next level!



Include competitors build a post acute care collaborative

Discussions include:

Challenging staffing areas and how the partners can support

Non-admits related to insurance contracts or trends

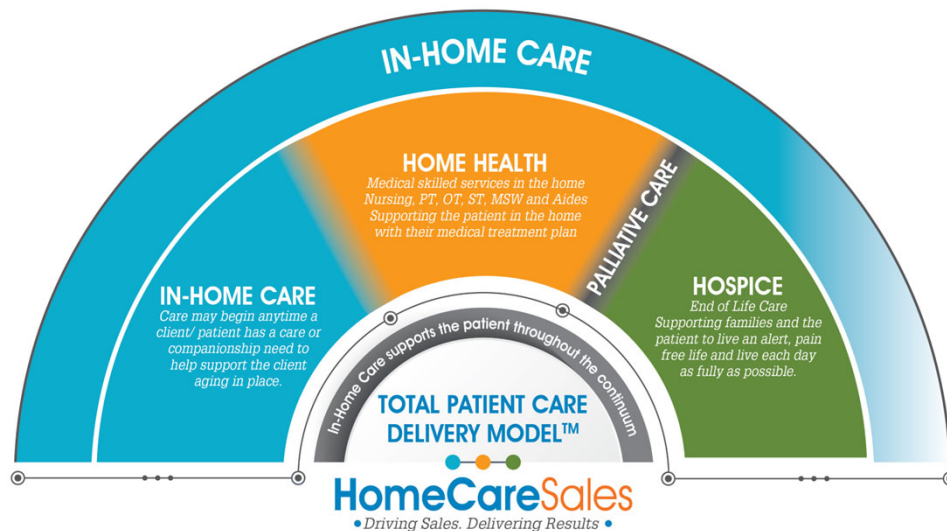
Community initiatives on how more patients can get care in their home

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The Total Patient Care Delivery Model



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Please use Q&A for your

Questions ?

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Upcoming Events

2022 Home Care and Hospice Conference and Expo

October 23-25, 2022

St. Louis, Missouri

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Contact Information



**Melanie Stover, OT, MBA,
MS/ISM**

Co- Owner,

HomeCareSales

Melanie@HomeCareSales.com

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