Strategic Focus: A Gameplan for Developing Competitive Advantage

By Stephen C. Tweed, CSP

What is it that makes your home care or hospice agency unique and different from your competitors in the local marketplace? If you can’t answer this question clearly and concisely, you’re in for real challenges in the future. Two major strategic issues facing home health agencies today are market saturation and increasing competition. What makes your company different from the other 11,500 home health agencies in the country?

Stephen Tweed, healthcare strategist and professional speaker, has worked with hundreds of home care companies to develop focused, specific answers to these questions. Now he will help you examine the seven sources of competitive advantage and show you how you can apply these principles to your own business.

Objectives: As a result of this program, participants will be able to...
1. Describe the market saturation and competition in home health care in America
2. Define the seven sources of competitive advantage
3. Give specific examples of each of the seven sources
4. Apply these strategies to your own business to create competitive advantage in your own local marketplace

Outline:
I. Opening
II. The Critical Nature of Competitive Advantage in Home Care
III. The Seven Sources of Competitive Advantage in Home Care
   - Innovative Specialty Programs
   - Exceptional Customer Experiences
   - Caregiver Quality Assurance®
   - Personal Relationships
   - Organizational Relationships
   - Branding Relationship Selling
IV. Defining Your Strategic Focus Pyramid™
V. Action Planning for Competitive Advantage