



How to Market Home Health Care Services (A Wiley medical publication)

Susan D. Williams, James R. Williams

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The home health care industry is growing. This guide shows how home health care agencies can market themselves effectively. It provides step-by-step guidelines to creating and implementing a successful market plan. Using the marketing mix, marketing plans, and market audits presented in this book, a health care agency can define its identity and effectively design services to better meet clients' needs. Also included are many examples from the home health care industry to show how it's done. Professional sales techniques and successful sales management and motivation are described.

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