



Creating A Referral Networking Strategy

Steve "The Hurricane"



N.E.R.D.s

Your Target Customer

Need

Elderly

Resources

Disabled and/or **Dementia**



3.3 2018 Top 10 Referral Sources/Methods - Overall

Source/Method	Percent of Participants Top Source	Median Percent of 2018 Revenue
Clients - Past and current clients and their loved ones	22.6%	25%
Healthcare Professionals - Home Health Agencies (Medicare Certified)	9.1%	24%
Healthcare Professionals - Hospices	7.4%	16%
Healthcare Professionals - Hospital discharge planners	7.3%	22%
Healthcare Professionals - Assisted Living Facilities	6.5%	21%
Healthcare Professionals - Skilled nursing facilities	4.6%	30%
Government - State Medicaid Waiver Programs	4.5%	37%
Networking - Business networking groups (i.e. BNI)	4.0%	27%
Healthcare Professionals - Rehabilitation hospitals (inpatient)	3.9%	25%
Government - Veterans Administration Programs	3.6%	25%

The following was asked of survey participants: "Please input your top two revenue-generating referral sources in 2018. Then select the percentage of 2018 annual revenue each top method was responsible for."

3.4 2018 Top 3 Referral Sources/Methods - Masters

Source/Method	Percent of Participants Top Source	Median Percent of 2018 Revenue
Clients - Past and current clients and their loved ones	20.7%	29%
Healthcare Professionals - Skilled nursing facilities	9.2%	30%
Healthcare Professionals - Assisted Living Facilities	8.0%	20%

Masters represent those providers who billed \$5M+ in annual revenue in 2018.



The background of the image shows a group of business professionals in a modern office environment. They are silhouetted against large windows that let in bright, warm light, suggesting a sunset or sunrise. The people are engaged in various activities: some are standing and talking, others are walking, and one is pointing towards something off-camera. The overall atmosphere is professional and collaborative.

It's All About
POWER PARTNERS!!!



HOME BASED SERVICES

HOME HEALTH

HOSPICE

PRIVATE DUTY





A large group of people, mostly middle-aged and older, are gathered in a large hall with a high ceiling and wooden beams. Many people have their arms raised in celebration or excitement. In the foreground, a man in a light blue suit is jumping or dancing with his arms raised. The background shows several exit doors and a patterned carpet.

Hurricane's Home Care Boot Camp

March 18-20

Houston TX

www.homecaremarketing.net/bootcamp

1-848-444-9865