

## ***TARGET AUDIENCE***

- HOME HEALTH AGENCY ADMINISTRATORS
- HOME HEALTH AGENCY ALTERNATE ADMINISTRATORS
- DIRECTORS OF HOME HEALTH AGENCIES
- NEW OWNERS OF HOME HEALTH AGENCIES



### **Compliance Review Services, Inc. Educational Unit**

11210 Steeplecrest Drive #120  
Houston, Texas 77065  
Phone 832-781-2140

**WHEN:** see website for dates

[www.compliancereviewservices.com](http://www.compliancereviewservices.com)

**WHERE:** online

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COMPLIANCE REVIEW  
SERVICES, INC.  
EDUCATIONAL UNIT

*Presents*

## ***Business Practices for Home Health Agency Administrators & Alternate Administrators in the State of Texas for RNs and Administrators***

*(An Online Presentation)*



## Course Objectives

1. The Administrator and Alternate will understand the requirements for ongoing continuing education within each 12 month period as outlined in 97.260.
2. Participant will be able to identify and apply 2 of the basic principles of marketing.
3. Participant will be able to describe the elements of Marketing Mix (the 4 P's).
4. Participant will be able to describe the purpose and use of marketing research.
5. Participant will be able to demonstrate knowledge of 2 of the components of a marketing plan.
6. Participant will be able to demonstrate knowledge of the Anti-Kickback Statute and Physician-Self Referral Prohibition Statute (commonly referred to as the "Stark Law").
7. Participant will be able to identify examples of abusive Marketing practices.
8. Participant will be able to describe and apply the State and Federal regulation for ensuring accuracy of public information and activities.
9. Participant will be able to identify the importance of providing excellent customer services in a referral based business.
10. Participant will be able to identify the purpose and website for Home Health Compare.
11. Participant will be able to identify 3 benefits of connecting with their employees.
12. Participant will be able to identify 3 activities/programs which will help with staff retention.



**Successful completion of this course with 3 clock hours awarded requires completion and submission of a post-test meeting the requirements of a pre-determined score, self-reported level of achievement of objectives, a completion of the course before the deadline date(30 days to complete) and a completion of the online course evaluation.**

**This activity provides**

## **COST FOR THE COURSE**

We are offering this course for \$179.00 per registrant. We accept MasterCard, Visa, and PayPal.

**Call 832781-2140**