



The Seven Pillars of Growth: A Road Map for Sustainable Results

(90-minute webinar – available live or on-demand)

Monday, August 16, 2021

9:00 AM Hawaiian	11:00 AM Alaskan
12:00 PM Pacific	1:00 PM Mountain
2:00 PM Central	3:00 PM Eastern

[Register Here](#)

Learning how to assess, develop, and connect the “pillars of growth” will help your agency serve more people, grow, and give the gift of hospice and home care.

AFTER THIS WEBINAR YOU’LL BE ABLE TO:

- Take inventory of your growth pillars
- Determine how developed your agency’s pillars are
- Explain the connectivity between the seven pillars
- Establish actions to strengthen your pillars for results

WEBINAR DETAILS

Most hospice, home care, and private-duty organizations want to grow, but many don’t take the necessary steps. This webinar will provide a road map for healthy, sustainable growth using a practical approach to explore and develop The Seven Pillars of Growth. The pillars are:

1. Creating a Culture of Growth
2. The Referral Inquiry to Admission Process
3. Medical Director/Provider Engagement
4. Developing a Professional Sales Model: “Happy Feet on the Street”
5. Selling on Value to 10 Key Referral Segments
6. Differentiation
7. Creating a Growth and Marketing Plan

Prepare for success. After this webinar you will be able to take stock, recognize how well developed your pillars are, and know how to strengthen them.

THIS WEBINAR WILL BENEFIT THE FOLLOWING AGENCIES:

- Hospice
- Home Care

WHO SHOULD ATTEND?

This informative session is designed for owners, senior executives, program administrators, business development directors, marketing/sales team members, community liaisons, account executives, and clinical leadership.

TAKE-AWAY TOOLKIT

- PDF of slides and speaker's contact info for follow-up questions

MEET THE PRESENTER

Kurt Kazanowski, KazNow Inc.

Kurt Kazanowski is a Consultant, Speaker, Author and Coach for Hospice and Home Care Organizations. He is a native of Detroit Michigan and has over three decades of experience in the field of Health Care. He received his Bachelors Degree from Mercy College of Detroit and practiced as a public health nurse for many years. Today, Kurt is the owner of two successful personal care home health companies, one in Michigan where he lives and the other in Moscow Russia.

As a health care executive and successful entrepreneur, he has helped numerous health care organizations develop the necessary strategies to improve service delivery, grow market share and enhance profitability. Kurt has worked with hospital executives, hospice providers and home care companies in the areas of business development, strategic thinking, sales and marketing as well as executive leadership.

In his 30 years as an executive leader Kurt has acquired a specific set of skills and competencies in creating and executing mission and business objectives, strategy development, marketing, sales, referral, growth and business development tactics, merger and acquisitions, physician relations, forming strategic partnerships between hospices and hospitals and is an authority in functioning as a connector, facilitator and networker.

THREE REGISTRATION OPTIONS – WHAT YOU GET

1. Live Webinar Includes

- Unlimited connections to the Live Webinar for your agency
- Handout and take-away toolkit
- Available on desktop, mobile & tablet
- Presenter's contact info for follow-up

2. On-Demand Webinar Includes

- Recording of the Live Webinar
- Can be viewed anytime 24/7, beginning 2 business days after the Live Webinar
- Handout and take-away toolkit
- Available on desktop, mobile & tablet
- Free Digital Download, yours to keep
- Share link with anyone at your agency
- Presenter's contact info for follow-up

3. Purchase the **BOTH Option to receive all the benefits listed above! Full registration descriptions can be found [here](#).**

If you need help with anything, please drop us an email at support@eewebinarnetwork.com or call 406.442.2585.