

TARGET AUDIENCE

- NURSING ADMINISTRATORS
- DESIGNATED ALTERNATE NURSING ADMINISTRATORS
- NEW NURSING ADMINISTRATORS
- NEW ALTERNATE NURSING ADMINISTRATORS
- STAFF NURSES
- SUPERVISORS



WHEN: January, 2008

WHERE: Online
www.compliancereviewservices.com

Please complete online registration form.

Compliance Review Services, Inc., Educational Unit is an approved provider of continuing nursing education by the Texas Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

The purpose of this online presentation is to provide the learner with useful information on basic marketing principles, marketing research, marketing plans, and State and Federal Regulations and statues associated with marketing in Home Health.

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**COMPLIANCE REVIEW
SERVICES, INC.
Educational Unit**

Presents

How to Market in Home Health

**(AN ONLINE SELF-DIRECTED
PROGRAM)**



The following course objectives will be discussed:

1. The participant will be able to identify and apply 2 of the basic principles of marketing.
2. The participant will be able to describe the elements of Marketing Mix (the 4 P's).
3. The participant will be able to describe the purpose and use of marketing research.
4. The participant will be able to demonstrate knowledge of 2 of the components of a marketing plan.
5. The 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").
6. The participant will be able to identify examples of abusive marketing practices.
7. The participant will be able to describe and apply the State and Federal regulation for ensuring accuracy of public information and activities.

8. The participant will be able to identify the importance of providing excellent customer services in a referral based business.
9. The participant will be able to identify the purpose and website for Home Health Compare.



Successful completion of this course with 1.5 contact 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 1.5
Contact Hours**

COST FOR THE COURSE:

We are offering this 1.5 contact hour online course for **\$79.00** per registrant. Please fill out registration and payment information online. Payment is non-refundable.