

TOP 10

Ways to Have a Successful Home Health & Hospice Agency

Recently, *CARING* surveyed a number of executives from around the country, asking them to list the ten reasons they believe make an agency successful. Presented below are four responses.

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1. **HAVE A MISSION.** Having a clear vision with goals and a plan to get there is important. Get all of your employees on the same page.
2. **PAY YOUR DUES.** Building a solid Home Care business takes time. Put in the time. Build a legacy of great service.
3. **VALUE YOUR EMPLOYEES.** Keep in mind that your employees are your most important customers. Great employees not only deliver good service, by doing so, they sell it.
4. **HAVE INTEGRITY.** Be honest with consumers, employees, and your referral sources.
5. **KEEP YOUR PROMISES.** Whenever and wherever you make a commitment, you must deliver. Give more than you promised.
6. **PROVIDE CUSTOMER SERVICE.** Everyone in the enterprise must reflect your sense of service excellence and conduct themselves so in everything and whatever they do.
7. **PARTICIPATE IN THE COMMUNITY.** Being active in the community's health and service sectors is vital. Make yourself visible in the community. Participate in civic, social, business, religious, and community activities.
8. **BE FLEXIBLE.** Provide the array of services which respond to the various and changing needs of the consumer.
9. **ESTABLISH STANDARDS.** Have your own standards. Meet them! Understand and comply with laws and regulations.
10. **EFFECTIVE PRICING.** Keeping the price of your services competitive and fair will keep you in the game. Look for ways to keep cost under control, even when the business is profitable.

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