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August 31, 2006

Home Care Association of Colorado Management Report

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New updates added weekly to www.hcaconline.org! Check it out!

Last Call For Lisa Selman-Holman's Coding Workshop!

Time is running out to sign up for **Lisa Selman-Holman's** coding workshop, "Deciphering the Code: Competency in Home Care Coding," scheduled for Thursday, Sept. 7 at the Arvada Center.

Quick Links...

- [New HHABN Regs Published: Sept. 1 Deadline! \(PDF\)](#)
- [HCAC Launches New Benefit for Members Only! \(PDF\)](#)
- [Check Out HCAC's Jobs and Services Store](#)
- [Visit Our 24/7 Virtual Trade Show](#)
- [Subscribe to the Home Care Automation Report](#)
- [Governor Owens Signs Telemedicine Bills](#)
- [Miss an Education Session? Don't Despair! Order a Tape/CD Today \(PDF\)](#)

If you have already signed up, **please remember to bring a current ICD-9 Coding Manual to this session.**

[Click Here For More Details and to Register!](#)

HCAC Leaders Identify Priority Issues at Planning Session

The Board of Directors of HCAC meeting in August identified reimbursement and funding formulas, and the continuous, progressive increase in governmental regulations at all levels, as their top priority concerns for the coming year.

Association President **Sue Brown**, Grand Junction, said, "The growing shortage of health care workers is being stretched to the limits by our rapidly aging society and dramatic increases in chronic diseases."

[Click Here For The Entire Article!](#)

Learn From The Pros on How to

Market Your Home Care Agency

Join our mailing list!

Successful businesses are defined by their strategy. If you're like most home care agency owners and directors, you know that competition is fierce and that a "cookie-cutter" approach to marketing just won't cut it.

Heather Rooney, president of H2 Marketing in Seattle, Wash., will show you how just a few hours of dedicated strategy time could result in a significant reduction in marketing expenditures while preparing your business to take a quantum leap forward.

This two-part lunch & learn audio-conference will help you learn the fundamentals of Vision-Driven Marketing, the importance of strategy and seven simple steps to marketing success!

The first audio-conference will be held Thursday Sept. 21 from 11 a.m.-12:30 p.m. while the second is scheduled for Thursday, Oct. 19 from 11 a.m.-12:30 p.m.

[Click Here for Details and to Register!](#)

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